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**WE BELIEVE THAT
 GREAT PR
 SHOULD OPEN MINDS
 AND OPEN DOORS**
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GAME-CHANGING PR FOR DNANUDGE

Delivering Exceptional Global Media Profile For An Award-Winning Imperial College London Spin-Out

AT A GLANCE

PR SERVICES

- Media & analyst relations
- Communications strategy
- Messaging development
- Newsflow and copywriting
- Awards and platforms

RESULTS

- International broadcast & front-page nationals
- Consistently high media profile across all sectors
- Exponential ROI

dnanudge



"EvokedSet has expertly managed our PR strategy and media profile since launch, delivering fantastic results. EvokedSet's expertise and skill have been instrumental in driving global recognition of the DnaNudge brand. We really value our partnership."

**REGIUS PROFESSOR CHRIS
 TOUMAZOU FRs**

CEO & Co-Founder, DnaNudge

STAND-OUT PR

EvokedSet has been the PR agency of record for Imperial College London spin-out DnaNudge since the launch of its ground-breaking consumer genetics services in 2019.

We have provided cost-effective and high-impact global public relations for this award-winning start-up, including delivering outstanding Tier 1 media profile for the company during its pivot to rapid, lab-free PCR testing in response to the COVID pandemic.

BUSINESS IMPACT

EvokedSet has achieved exceptional results for DnaNudge across online, print, national, business and broadcast media - from BBC News and CNN to the front page of The Times. As sole PR agency - spanning corporate, business, medtech and consumer media - we have created a leadership voice for DnaNudge and a platform for success.

BENEFITS

Director-Level Support

Our PR services are delivered by highly experienced public relations experts who know how to get results.

Sector Experts

We are B2B experts, with extensive cultivated expertise in technology and life science sectors - from medical and pharma, to fintech, telecoms and electronics.

Outstanding content creators

We are content strategy specialists. We are easy to brief and pride ourselves on delivering pitch-perfect copy - first time and every time.

Cost-effective and right-sized

Our transformative communications campaigns create a coherent strategic narrative and deliver unmatched ROI for early-stage and fast-growth start-ups.