

Putting Our Clients on the Map

Supporting a good cause with a full-service approach



Company | MinXray

The Goal

As part of its global sales and outreach campaign, MinXray sends its state-of-the-art portable X-ray systems around the world to provide imaging services in underserved communities and demonstrate how the machine can provide a beneficial wellness resource. Despite the work being done, this campaign was flying under the radar and needed a publicity boost.

The Execution

Working with MinXray's Director of Global Sales Mike Cairnie, LePoidevin developed a "Where in the world is Mike?" social media campaign. Each post showcased the location Cairnie was in and included images of him radiographing members of the local community. Countries included Timor-Leste, Nigeria, Uganda and Nepal. In addition, LePoidevin's public relations department distributed press releases for particularly notable locations or impactful partnerships between MinXray and international health organizations.

The Results

New followers on social media increased by 78 percent, with similar increases to likes and shares. The press releases earned several placements in trade publications. Some even garnered mainstream attention, such as a release detailing an expedition to the base camp at Mount Everest, which was featured in MinXray's local paper, The Chicago Tribune, and in broadcast news segments from major Chicago networks.