

No Shortage of Good PR

Supporting new product demand with compelling current events



Company | Hallmarq

The Goal

Hallmarq, a manufacturer of MRI systems for the veterinary industry, had recently engineered a new helium-free solution, the first of its kind in the animal health market. Liquid helium is a key component of MRI systems to cool the magnet for proper functioning. However, most veterinarians had limited awareness of this chemistry or the complex economic and political factors that impact helium availability. Increasing industry knowledge in this specific area was key to growing demand for the new system.

The Execution

Armed with this unique industry knowledge from conversations with the Hallmarq team, LePoidevin pitched a helium trend story to leading animal health publication Veterinary Practice News. Once the pitch was accepted, the team got to work compiling historical data, expert projection and insights from the R&D team at Hallmarq into an article.

The Results

The final article was a compelling, well-researched and engaging piece that broke down the key details of a multi-faceted global trend to provide relevant information for the veterinary industry. Hallmarq team members were able to utilize the article as a resource for explaining the need for helium-free MRI, and its publication by a leading veterinary magazine both grew the audience and increased the credibility of the message.