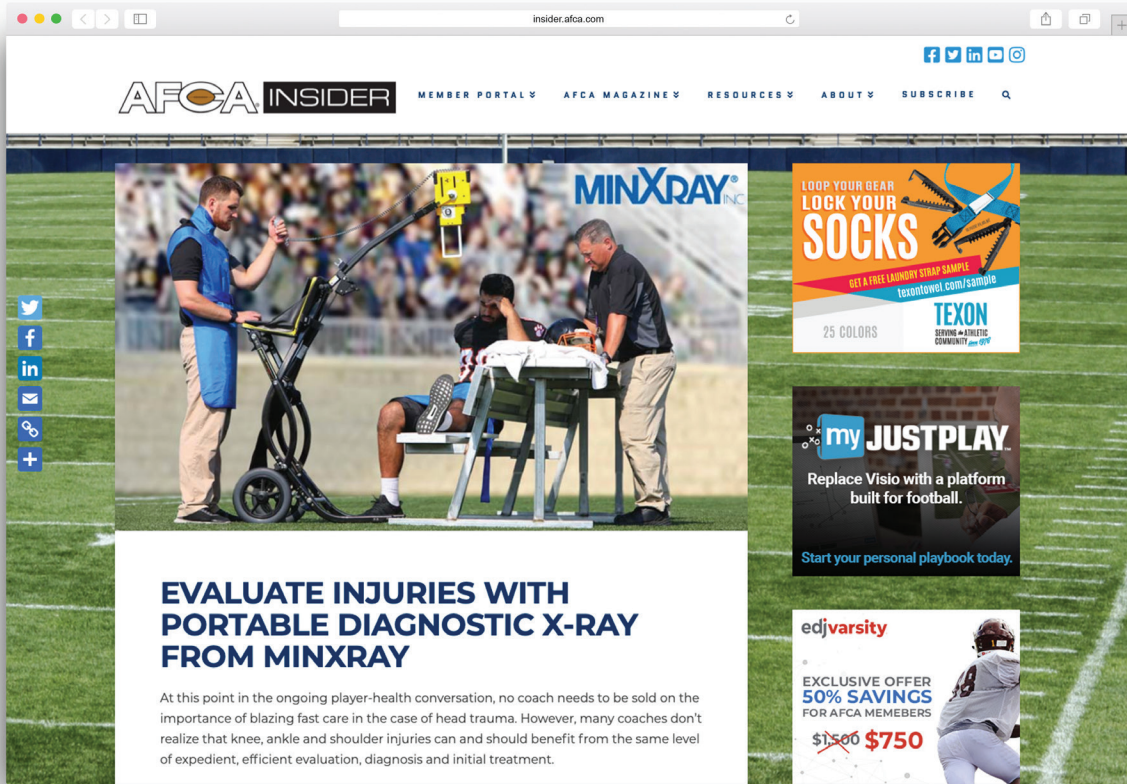


# Helping to work smarter, not harder

Creating imagery that resonates throughout the industry



## Company | MinXray

### The Goal

Looking to boost brand awareness and uncover PR opportunities within new markets, LePoidevin was approached on proving the relevance of MinXray products and highlighting the importance of portable digital radiography as an effective diagnostic tool on the playing field.

### The Execution

LePoidevin uncovered an opportunity to write an article for a key publication aimed directly at the target market. We produced onsite PR and creative by renting out a football field, hiring actors and capturing shots from multiple angles to exhibit how MinXray's products could be fully utilized in the field.

### The Results

An article was written describing the importance of portable x-ray diagnostics in the world of sports, particularly focused on collegiate-level football. This article was published in The American Football Coaches Association Insider and has been repurposed multiple times within the publication. MinXray was also able to use the photography from the shoot for several other media outlets such as the company website, advertisements and other PR and promotional opportunities.