

# Case Study

INDUSTRY

TECHNOLOGY  
(BIOSCIENCES)

CLIENT



**NINICO**<sup>®</sup>

COMMUNICATIONS ADVISORY

# SERVICES PROVIDED:



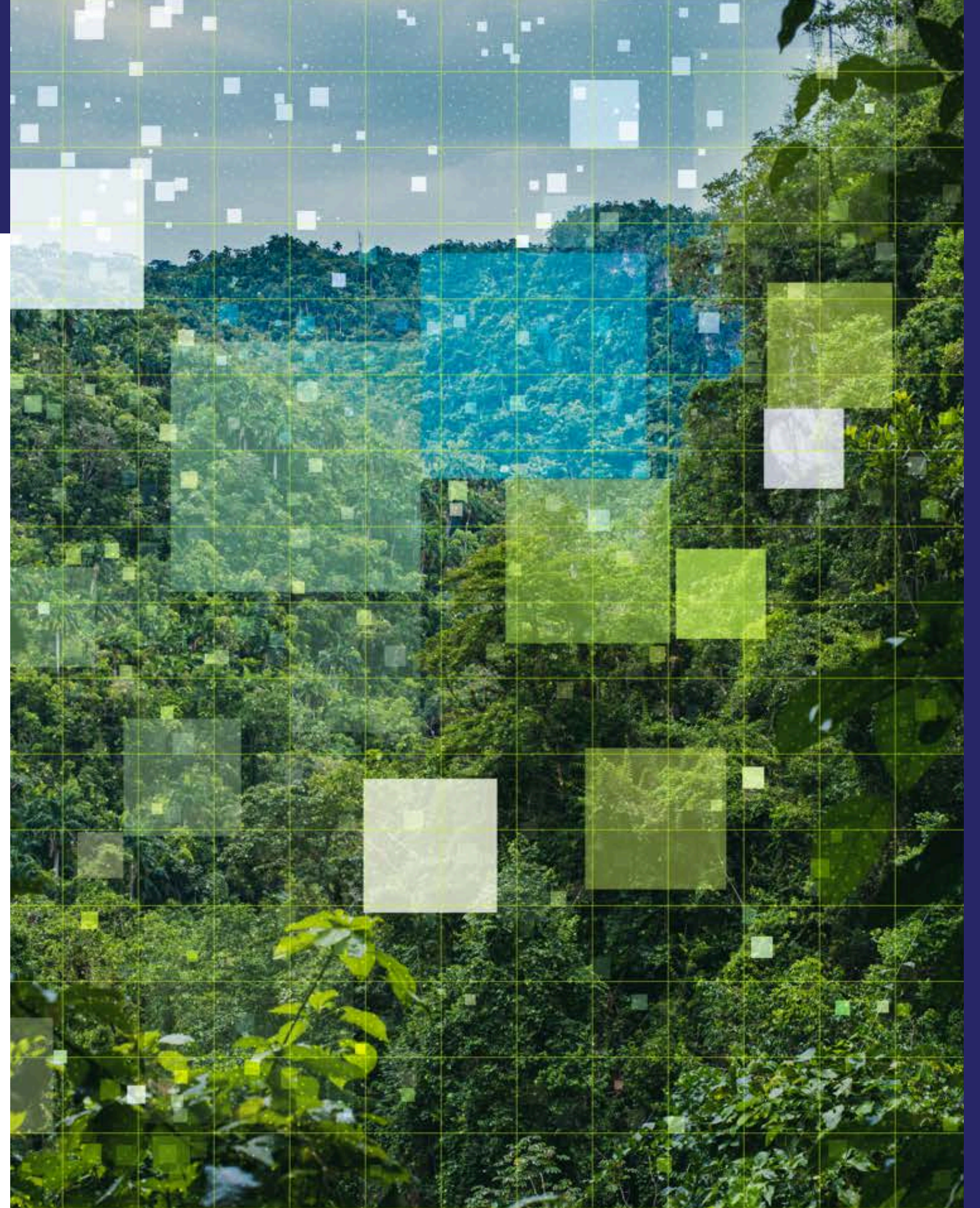
MARKETING STRATEGY



PUBLIC RELATIONS



SOCIAL MEDIA  
MANAGEMENT





## GOAL:

Increase brand trust and visibility in target markets and key industries by amplifying the company as an innovative voice in indoor air safety and positioning its CEO as an expert/thought leader.

# OBJECTIVES

## 01 OBJECTIVE 1:

Secure widespread media coverage to elevate SafeTraces' brand recognition on regional, national, and global levels.

## 02 OBJECTIVE 2:

Develop and refine the company's messaging strategy to align with market needs and product innovations.

## 03 OBJECTIVE 3:

Position SafeTraces and its leadership as thought leaders in the bioscience and health technology sectors.

## 04 OBJECTIVE 4:

Provide strategic communications support for product launches and industry engagement.

# STRATEGY

NINICO Communications executed a robust public relations and media strategy to amplify SafeTraces' voice in the bioscience and air quality industries. Key initiatives included:

## 01



## 02



### STRATEGIC MEDIA OUTREACH

Proactively pitched SafeTraces' technology to top-tier regional, national, and global media outlets, securing high-impact placements.



### THOUGHT LEADERSHIP POSITIONING

Arranged executive interviews and commentary opportunities to showcase SafeTraces' expertise in indoor air quality verification.

# STRATEGY

NINICO Communications executed a robust public relations and media strategy to amplify SafeTraces' voice in the bioscience and air quality industries. Key initiatives included:

03



## MESSAGING DEVELOPMENT

Crafted a comprehensive messaging strategy to align SafeTraces' product launches with current industry trends and public health concerns.

04



## PRODUCT LAUNCH COMMUNICATIONS

Provided strategic media relations and positioning support for the company's cutting-edge health and safety technology solutions.

# RESULTS:

NINICO's efforts led to exceptional media exposure and strengthened SafeTraces' position as an industry leader. Highlights include:

## ABC NEWS

Featured SafeTraces' technology verifying indoor air quality in malls.

[Read More](#)



## NBC NEWS

Covered SafeTraces' impact on air quality solutions in Pleasanton, CA.

[Read More](#)



## THE MERCURY NEWS

Showcased SafeTraces' aerosol technology for detecting indoor COVID-19 risks.

[Read More](#)



## AUTHORITY MAGAZINE

Featured SafeTraces CEO Erik Malmstrom discussing the technology's global impact.

[Read More](#)



# IMPACT:

## GLOBAL RECOGNITION

SafeTraces received coverage in high-profile media outlets, reinforcing its credibility and industry leadership.



## STRENGTHENED MARKET POSITIONING

NINICO's messaging strategy ensured SafeTraces' technology was aligned with critical public health discussions.



## EXECUTIVE THOUGHT LEADERSHIP

Positioned CEO Erik Malmstrom as a leading voice in bioscience and health technology.



## SUCCESSFUL PRODUCT LAUNCHES

Provided a solid communication foundation for SafeTraces' ongoing innovation and growth.

# NINICO®

## CONCLUSION:

Through strategic media outreach, thought leadership positioning, and comprehensive messaging development, NINICO helped SafeTraces achieve national and global recognition, ensuring a lasting impact in the bioscience and health technology industries.

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