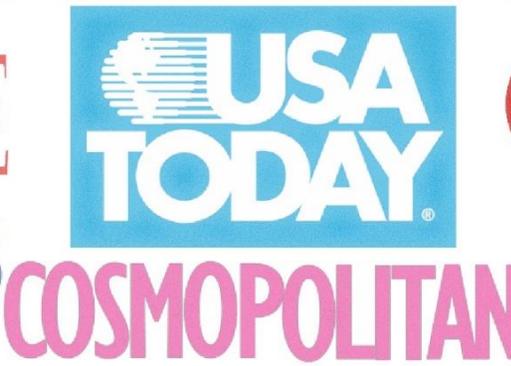


Media Case Study:

Male Contraception



Executive Summary

Despite sixty-plus years of groundbreaking discovery and the launch of thirteen spin-off companies, LA BioMed has struggled to gain well-deserved mainstream & local media coverage of its life-changing work and leadership. This has been the case for Christina Wang, MD, an internationally recognized investigator with decades of experience in male reproductive medicine and biology. Her cutting-edge research is largely unreported outside of prominent medical publications. With a combination of strategic relationship building, tactical groundwork, smart message development and some patience, we captured a swell of interest in Tier-1 media.

Top Line Results

From March 24 - April 7, 2019

490+	Unique pieces of coverage
32+	National/Tier-1 media hits
775M	Unique online views
2.1M	Readers in print
\$556K	Equivalent ad value

Strategic Approach

In Dr. Wang's research and leadership, Vectis saw a 'product' with national (if not global) appeal from several perspectives, including family planning, human interest, lifestyle, political, pop culture and tech. The team worked over several months to implement a strategic and tactical approach that included the following steps: (a) developed relationships with reporters over nearly a year, (b) seized on a popular topic, (c) developed mainstream messaging, (d) put a face to the story with existing patients, and critically (e) had a spokesperson in Dr. Wang who accepted feedback and agreed to do every interview, no matter the day or time. There were also upgrades to long-standing practices and structural communications that in the past have limited coverage for Dr. Wang and LA BioMed more broadly.

Results

The overwhelmingly positive coverage of LA BioMed and Dr. Wang during a two-week period came from hundreds of outlets, including *USA Today*, *CNN*, *Forbes*, *Wired*, *TIME*, *Newsweek*, *BBC News*, *Business Insider*, *The Guardian*, *New York Daily News*, *U.S. News & World Report*, *Vox*, *Marie Claire*, *Cosmopolitan*, *Quartz*, *Inverse* and *LiveScience*. Not only will this coverage support ongoing interest in Dr. Wang's work, but more important, the increased recognition strengthens LA BioMed's stature as a known source, thereby making it easier to capture media interest in other important topics.