

Osprey Informatics

Working with the media to achieve relevant and effective client coverage

Objective: To drive awareness about Osprey's latest innovation within a target group of industry stakeholders and further increase the company's brand presence about recent accomplishments with their pre-existing audience

Achievements:

- Gained media coverage for Osprey and their product *Identify*
- Quickly pivoted to fit media deadlines
- Earned \$132,907.50 in Ad Value Equivalency and gained over 25,000 impressions with target audiences

[Osprey Informatics](#) develops and provides cloud-based intelligent visual monitoring solutions to oil and gas companies across North America. After launching in 2013 the company went into "stealth" mode, focusing and diligently working on their products. In early 2014 they began working with The Agency on a media relations campaign to reengage their audience and promote their latest innovation.

The first phase of the media relations campaign was to draft and send out a press release that reflected on what Osprey had accomplished in 2013, recapping on the media coverage they had previously received. This release, '[Osprey Informatics kicks off 2014 with strong momentum and growth](#),' was initially intended for the company's website and to be sent out to a small list of targeted industry publications. However, due to media and industry interest, it was instead widely distributed. New Technology Magazine had a feature spot that needed to be filled – Osprey was the featured cover story for their March 2014 issue.

The next part of the media relations campaign required distributing a press release, '[Oil and Gas industry to benefit from Identify, the latest intelligent visual monitoring product from Osprey Informatics](#),' that announced the release of Osprey's new product. This media relations campaign required pitching to niche oil and gas industry contacts in a way that would be of interest to them. As some outlets did not want to publish a story focused solely on the release of the product, we had to figure out what alternative angle would be of interest and then quickly pivot and fit into media deadlines. Ultimately, this campaign was very successful, gaining coverage from several publications, with one or two pieces of coverage coming out every month for six months.

Our work on this project with Osprey is a great example of pitching and media relations done right.



Outcomes

- [New Technology Magazine](#) made Osprey a lead story on the cover of their March 2014 issue
- [Oil and Gas Network](#) published an article written by Osprey's Jeremy Bernard
- [Oil & Gas Product News](#) and [Gas, Oil & Mining Contractor](#) published stories about *Identify*
- Backbone Magazine and TechRev both featured the company update news
- International Business Times, New Technology Magazine, Oil and Gas Journal, TechRev, and The Roughneck all featured the new product announcement

NewTechnology
magazine

GAS
OIL &
MINING
CONTRACTOR

Oil & Gas
Network

Oil & Gas
PRODUCT NEWS