

Media relations opens UK market for disability company

Danish mobility company Ergolet hired Gravitas to launch its flagship product in the UK. Ergolet was a newcomer to the market: though very well known in Europe, the company had opened offices in Stockport just months before the launch, and had no existing sales base in the UK.

Ergolet required rapid awareness - and orders - for its patient handling and lifting equipment for use in hospitals, care homes, extra care housing and the home care market.

Media stories in the architectural, healthcare and building specification press tend to concentrate on case studies, tender awards and corporate profiles, and as a new entrant Ergolet was unable to provide these story angles.

Our approach was to make a case that appealed to hearts and minds. The architectural and specifier press were drip-fed story angles that emphasized Ergolet's suitability and cost-effectiveness for retro-fitting, and the ease with which their innovative overhead lifting system could be incorporated into new buildings designed for disabled people.

This skillful sell-in was coupled with the approach to organizations such as the Centre for Accessible Environments and the National Register of Access Consultants - the key organizations for architects and specifiers with an interest in disability - and we ensured Ergolet's product details were included in electronic newsletters to regional public sector groups, and sited on the membership-only sections of their websites.

Ergolet tracked response to media outreach, and were "delighted" with the sales leads generated in the months following the campaign.