

Ringling the Closing Bell at NASDAQ

Situation Analysis: A small, UK-based biotechnology company was given the opportunity to ring the closing bell at NASDAQ. The company's strategy to become a player in the Central Nervous System (CNS) disease space was to in-license products for neurodegenerative diseases and to out-license products or technologies outside that focus. The little-known company wanted to become known as an innovator in CNS disorders while pointing to the strong potential of their compound in other therapeutic applications.

LHA's Solution: LHA created a comprehensive communications and event plan that capitalized on the opportunities afforded the company through NASDAQ and took advantage of management's presence in New York to build on their IR efforts. LHA developed the message points, conceived the design and hired a graphics vendor to produce a 30 second video clip that branded the company as an innovator in the CNS space. This video was played on NASDAQ's Tower in Times Square, where it looped continuously for 90 minutes. The company's CEO was the subject of a CEO Signature Series video interview hosted by John Metaxis. LHA hosted a Breakfast Roundtable Meeting at the University Club that was attended by eight institutional money managers and scheduled one-on-one meetings with an influential sell side analyst and a well-known industry banker. Following the CEO Signature Series interview, LHA procured the link and blast e-mailed it with a synopsis of the day's event to the company's entire distribution list.

Results: In addition to the visibility gained by "ringing the closing bell" on NASDAQ, the CEO Signature Series interview, which ran on V-Call, Thomson Financial and Bloomberg, received very positive feedback from investors and was added to the IR section of the company's website. The Tower Video was also a great success. In addition to the corporate goodwill generated, hundreds of thousands of people were exposed to the company's messaging. The 30-second video was later added as the opening for the company's website and to its investor presentation. Of the institutional investors who attended the Breakfast Roundtable, nearly all either initiated or added to their position in the company's stock.

To see the CEO Signature Series interview, click on the link below.

Windows Media Video Link:

<http://origin.vcall.com/console/getStream.asp?ID=104669>