



BRAND AWARENESS CASE STUDY

ElliQ AI Care Companion Helps Seniors at Risk of Suffering From Loneliness, Isolation



The Objectives

To boost awareness in South Florida for Intuition Robotics' AI care companion, ElliQ, and generate interest in the company's free technology program for seniors in partnership with the Area Agency on Aging of Broward County.



The Work

EvClay PR directed the nonprofit agency while aligning the communications plan to Intuition Robotics' U.S. marketing campaign to promote ElliQ in a new market via media relations, website copy development, email marketing and social media management. I drafted and distributed press releases to regional media covering tech and senior interests to secure coverage.



Final Results

Intuition Robotics and the Area Agency on Aging of Broward County met its shared goal of securing a broadcast segment on a major local station, resulting in increased program enrollment online and regional attention for the agency's broader technology initiatives for Broward County seniors.

FRESH INSIGHTS

Repurpose High-Quality Testimonials

Establishing a high-quality media library in collaboration with Intuition Robotics was crucial for maximizing media engagement and seamless repurposing across various digital platforms.

Make It Newsworthy

The team paired the AI care companion program announcement with the U.S. Surgeon General Advisory on the loneliness public health crisis, enhancing media relevance by emphasizing the technology's mission to combat isolation in seniors.

Continued Engagement

ElliQ's media coverage and shared media posts resulted in interest from other media outlets to cover the agency's catalog of technology programs.



"This was a great (media) segment. One of the best that ElliQ ever had. Amazing! Thank you all."

ASSAF GAD

VP Strategy and GM,
Intuition Robotics, Inc.