



Launching the First Consumer Neurotech News & Information Portal

“CoActive provides the best of both worlds for science-based health start-ups: solid presence both in the Bay Area and New York City media markets coupled with a strong willingness to partner with start-ups for mutual success. Their dogged pursuit of consumer news coverage has led to dozens of newspaper articles, TV and radio interviews and internet coverage, resulting in increased traffic to our site and vastly expanded awareness of our company and core competencies. Today, just six months since announcing our service, SharpBrains is mentioned in nearly every major brain fitness article as the go-to experts in this burgeoning field.”

Alvaro Fernandez, co-founder and CEO of SharpBrains

Challenge: SharpBrains wanted nothing less than to become the premier site for education, products and services about brain fitness – which was at the time, a new segment of neurotechnology focused on training and improving specific brain functions, including memory, concentration and stress reduction. With competitors such as Nintendo and Posit Science, SharpBrains would be neither the first nor the largest player to enter this burgeoning field with the desire to drive customers to their website.

Solution: CoActive developed a targeted national outreach program to garner media coverage and educate the public about brain fitness. Efforts were focused on timely events such as ‘New Year’s Resolutions,’ ‘National Mathematics Month’ and ‘Brain Awareness Week.’ Reminiscent of the physical exercise craze of the 1980s, brain fitness became a hot topic in the news during the SharpBrains launch.

CoActive seized this opportunity to introduce SharpBrains as the credible source of education and editorial backed by neuroscientists, psychiatrists and other experts. As a result, CoActive was able to help SharpBrains achieve a leading market presence almost out the gate, with minimal marketing and no advertising.

Results: In just six months, SharpBrains was covered in a total of 25 newspaper articles including *Chicago Tribune*, *New York Post*, *San Francisco Examiner*, *Newsday* and *The Baltimore Sun*. CoActive also secured media coverage on the morning show *Good Day Sacramento* and radio programs on KCBS-AM, WINS-AM, SIRIUS Satellite Radio and Tech Talk with Craig Peterson. From this successful launch, SharpBrains has become the leading consumer website for news and information about brain fitness and neuroplasticity.

CoActive received a Bronze Anvil award in 2007 from the Public Relations Society of America for this campaign.