

client: PLASMA NUTRITION

project: PRESS RELEASE WRITING AND DISTRIBUTION

objective: TO INCREASE BRAND VISIBILITY

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PROJECT DESCRIPTION

Plasma Nutrition is a tech start-up that developed a breakthrough protein processing technology. They wanted to issue a series of press releases focused around several initiatives they had planned, with the purpose of expanding their brand's visibility.

The project included:

- Writing a series of six press releases
- Distributing them through five different online services
- Direct outreach to a selected shortlist of industry publications

EXCERPT

Plasma Nutrition Launches World's First Reduced-Calorie Protein for Weight Management Supplements

People looking to lose weight or keep it under control can now add protein to their diet, reduce daily calories and increase resting metabolic rate with one single supplement. Tech startup Plasma Nutrition launched their newest ingredient powered by Ingredient Optimized™ technology: ioProtein™ - Reduced Calorie, the world's first whey protein with 26% fewer calories than standard WPI.

The commercial release follows a research study by the University of South Florida showing how 20 grams of ioProtein™ can achieve the same training adaptations of 27 grams of standard WPI in the post-workout phase. ([full release here](#))

RESULTS

The release reached second place in Google news for "whey protein processing." ([link to screenshot here](#)). Overall, the press releases gained regular mentions in industry publications.

Here are two live examples:

[Nutrition Insight Dairyreporter](#)

CLIENT TESTIMONIAL

When we started working with Andrea, as a US based company, we were concerned about the prospects of working with someone from outside of our target market for something so critical to our business objectives. Language can be very local and we've had issues in the past with outside vendors. We also generally like to meet with the individuals we work with before kicking off a project but given the distance that wasn't possible.

On the contrary, Andrea was incredibly accessible and communicative - you'd never know we were operating in different time zones or had never met before... ([continues on page 2](#))

*Chris Flynn-Rozanski
Co-founder*

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Full client testimonial

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He took the time to understand our needs and concerns and craft content to fit our market. We even wound up meeting at an International food-technology conference that both of us happened to be attending. It is clear that he's invested in this world and that comes through in every interaction.

The most difficult thing is often knowing what questions to ask, because the best answers come from good questioning. Andrea asked the key questions we needed to put together engaging press releases that could generate inbound press coverage and improve our positioning on the web. We definitely saw increased press response following our work with Andrea.

Any time someone is asking you detailed questions about your business, it forces you to think deeply about what you're building and how to best convey this to others. Our conversations with Andrea always added internal value beyond just the tangible press releases, and we're very glad to have gone through the process with him.

I would definitely recommend working with Andrea for any company in the food tech space looking to improve their PR or content strategy. He is a great person to work with and you always feel like you're his priority, regardless of how big or small the project might be.

We'll definitely be working with Andrea again in the future and we encourage other start-ups to do so as well.

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