

CASE STUDY

Lisa Wyler Communication

COMPANY OVERVIEW

Lisa Wyler Communication is a public relations agency that specializes in media relations, sensitive communication, and executive support. The agency works with innovative companies, SMEs, large corporations, and institutions, offering tailored approaches for each client. From strategy development to campaign execution, the agency emphasizes listening and proximity.

OBJECTIVES, NEEDS, AND PUBLIC RELATIONS CHALLENGES

Many of Lisa Wyler Communication's clients are active internationally, or they need global visibility. To accomplish this, the agency is in contact with media across all continents, covering a wide range of industries and topics. It is essential for them to be able to rely on **a partner who understands their challenges and provides relevant advice for communication outreach**. MediaConnect is a crucial partner in supporting their evolving needs for international exposure.

THE MEDIACONNECT SOLUTION

"Our account manager at MediaConnect recommended the most suitable distribution tools for market sectors that interested our clients', they guided us in selecting relevant press release topics and assisted us in creating each client page. Everything is quick and simple. The reporting provided after distribution allowed us to easily evaluate the pickup of our clients' outreach and to adjust our strategy accordingly. Whether for Purenat, a deep tech startup, or Axens, a leader in decarbonizing industrial processes, The MediaConnect team advised us with the same care.

International press relations are a crucial issue requiring professionalism and high standards all along the value chain. We chose MediaConnect because the AFP brand brings credibility, and we know that both editorial teams and journalists trust them."



Lisa Wyler
Founder and CEO