



*Now branded as CalendarHero.

Assisting the future of work with Artificial Intelligence.

Situation Overview



As a growing early-stage company in Canada in the category of enterprise productivity, Zoom.ai tasked The Silver Telegram with the objectives of increasing sales, imprinting brand awareness in the US market and globally, attracting new investors and supporting investor relations. We took the stage to support Zoom.ai in growing its presence, creating a more global name for the brand and supporting its new and growing partner base.

Challenges & Opportunities

Challenge: Limited brand awareness.

Challenge: Noisy market around any and everything Al.

Challenge: No real discussions around the future of work.

Opportunity: No clear leader in enterprise productivity chatbots.

Opportunity: Good marketing and content team to support case studies and white papers.

Opportunity: Industry looking for experts and commentary around the opportunities of workplace and Al

The Program

The Silver Telegram was the full-service agency on the campaign executing:

- Strategic PR Advisory
- PR Strategy, press room and announcements
- Media + Influencer relations
- Identify and position thought leadership opportunities
- Conference and event support
- Analyst relations

Zoom.ai's Accomplishments during our work together

- Canadian Innovation Awards "New Startup of the Year"
- IDC Innovator for Canadian AI Enabled Customer Interaction Solutions
- TechVibes' "Best New Startup"
- Channel Innovation Awards' Diamond Award for "Best HR Solution"
- MaRS "50 of the most promising Toronto ventures"
- NTT Data's "Best Startup in Canada"
- Branham Group's Top 25 Up and Coming
- NACO's "Most Promising Startup"
- MetaBridge "Top 15 Canadian Startups"

Results

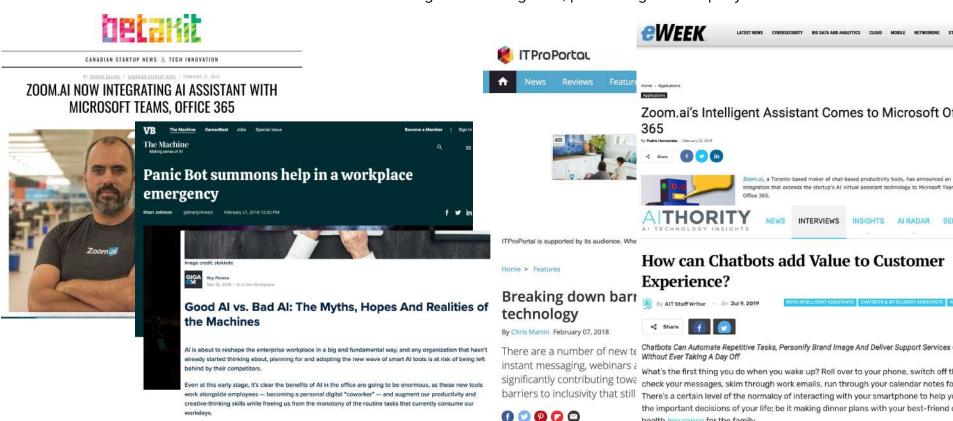
- Established the company's formal PR process and strategy.
- Supported Series A funding, partner and milestone announcements
- Established relationships with key analyst groups including:
 - Gartner
 - ABI Research
 - Forrester
- Secured more than 35 media placements over 12 months.
- Established new and supported existing media relationships with reporters across in business and tech sectors.
- Supported Zoom.ai at Web Summit

Media Coverage

We were able to secure a great dynamic between earned editorial and contributed content during our work together, positioning the company executives as leaders.

health insurance for the family.

This is exactly why the enterprise has been wise to tap into this habit. Imagine if talk



But it's also clear that not all workplace Al is created equal — some of these new Al tools will be seamlessly adopted into your employees' daily tech stack and workflows, like Slack, while others won't be a good fit,