



\*Now branded as CalendarHero.



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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 AI.

**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 AI

# 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.



CANADIAN STARTUP NEWS & TECH INNOVATION

## ZOOM.AI NOW INTEGRATING AI ASSISTANT WITH MICROSOFT TEAMS, OFFICE 365



**The Machine**  
Making sense of AI

### Panic Bot summons help in a workplace emergency

Khan Johnson @khanjohnson February 21, 2018 12:42 PM

**GIGA M**  
Roy Peraza  
Mar 16, 2018 — AI in the Workplace

### Good AI vs. Bad AI: The Myths, Hopes And Realities of the Machines

AI is about to reshape the enterprise workplace in a big and fundamental way, and any organization that hasn't already started thinking about, planning for and adopting the new wave of smart AI tools is at risk of being left behind by their competitors.

Even at this early stage, it's clear the benefits of AI in the office are going to be enormous, as these new tools work alongside employees — becoming a personal digital "coworker" — and augment our productivity and creative-thinking skills while freeing us from the monotony of the routine tasks that currently consume our workdays.

But it's also clear that not all workplace AI is created equal — some of these new AI tools will be seamlessly adopted into your employees' daily tech stack and workflows, like Slack, while others won't be a good fit, settling the cold shoulder and ending up unused and unloved, despite the best efforts of management and IT.

ITProPortal

Home News Reviews Features

Zoom.ai's Intelligent Assistant Comes to Microsoft Office 365

By Pedro Hernandez February 22, 2018

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### Breaking down barriers to technology

By Chris Martin February 07, 2018

There are a number of new technologies, such as instant messaging, webinars and social media, that are significantly contributing towards breaking down barriers to inclusivity that still exist in the workplace.

eWEEK

LATEST NEWS CYBERSECURITY BIG DATA AND ANALYTICS CLOUD MOBILE NETWORKING

Zoom.ai's Intelligent Assistant Comes to Microsoft Office 365

By Pedro Hernandez February 22, 2018

AITHORITY  
AI TECHNOLOGY INSIGHTS

NEWS INTERVIEWS INSIGHTS AI RADAR

How can Chatbots add Value to Customer Experience?

By AIT Staff Writer On Jul 9, 2019

Chatbots Can Automate Repetitive Tasks, Personalize Brand Image And Deliver Support Services Without Ever Taking A Day Off

What's the first thing you do when you wake up? Roll over to your phone, switch off the alarm, check your messages, skim through work emails, run through your calendar notes for the day. There's a certain level of the normalcy of interacting with your smartphone to help you make the important decisions of your life: be it making dinner plans with your best-friend or checking the health insurance for the family.

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