



DUNN PELLIER MEDIA

CASE STUDY: GAINSWave®

www.gainswave.com



GAINSWave®, the innovative sound wave therapy offering men a noninvasive solution to treating erectile dysfunction, Peyronie’s disease, and increasing erectile optimization, began working with Dunn Pellier Media in early 2019.

THE GOAL:

To increase GAINSWave®’s recognition, by patients and medical providers, as the revolutionary approach to erectile health.

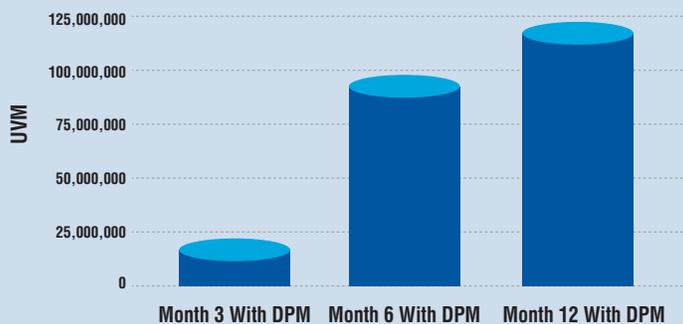
OUR STRATEGY:

- Facing the archaic notion that there are only a select few solutions to treating erectile dysfunction, Dunn Pellier Media was commissioned to increase patient and doctor awareness through a full PR campaign. Our team brought attention to a sensitive topic that has troubled men for years, overcoming the conversational road-block by using persuasive and creative storytelling.
- Utilizing partnerships between GAINSWave® and notable biohackers—Dave Asprey and Ben Greenfield—our team crafted a fascinating narrative between the two, a topic that sparked interest in the ‘do-it-yourself’ biology community.
- In addition, our team tapped into the science-backed research demonstrating the efficacy of GAINSWave® and resourceful members of the GAINSWave® Medical Advisory Board to secure article mentions, segments with regional news stations, and national podcasts.

OUR RESULTS:

Up to date, our team has secured the interest of multiple media verticals, reaching the client’s target demographic with outlets such as *Men’s Health*, *Vice*, *Maxim*, *Fatherly*, *Muscle + Fitness*, *Men’s Journal*, and *AskMen*. In addition, DPM worked with GAINSWave providers to secure earned and sponsored segments with *CBS LA*, *Fox8 New Day*, *Great Day San Antonio*, and others.

Unique Visitors Per Month (UVM) for GAINSWave®



COVERAGE INCLUDED:



SPONSORED SEGMENTS INCLUDED:



“ I just wanted to let you know how happy I am working with you! You all have been rockin’ and rolling and getting us so many opportunities! During our last call, I asked if we could put a rush on getting some kind of placement for April, and you guys got us 2 opportunities within the next few days. AMAZING! Thank you so much for being so great at what you do and helping us get the awareness we need! After the Maxim article, we’ve generated more visitors to our website than ever before.

- GAINSWave team