

CENTER for advanced
FACIAL PLASTIC
SURGERY
BABAK AZIZZADEH MD FACS

SOCIETY 22

Dr. Azizzadeh

CENTER for Advanced Facial Plastic Surgery

A Case Study





Client Overview:

Dr. Azizzadeh, a Harvard-trained plastic surgeon specializing in facial nerves, approached S22 for comprehensive public relations exposure and reputation management services. Despite having a robust press history, Dr. Azizzadeh hadn't actively pursued earned media in recent years.

Campaign Timeline:

March - December 2023

Initial Situation:

Upon onboarding, Dr. Azizzadeh already had a strong media presence from past collaborations with a PR agency. However, active engagement with earned media had diminished.

Campaign Goals:

- Enhance public relations exposure
- Manage reputation effectively
- Secure earned media coverage across various platforms

Press Mentions at Onboarding:

- Onboarding with S22 after prior collaboration with a PR agency.
- Strong press history established.
- Dr. Azizzadeh had not actively pursued earned media for years.

Media Placements Achieved With Society22:

- Total: 54 placements
- Average placements per month: 5

Strategies Deployed:



1. Strategic Planning and Development

- Ensured alignment of actions with client objectives.
- Leveraged previously established media relationships.

2. Reputation Management and Thought Leadership

- Established a strong, credible industry presence.
- Positioned Dr. Azizzadeh as an authoritative voice.

3. Content Development

- Tailored content to resonate with the target audience.
- Strengthened public relations impact

Why Each Strategy:

- Comprehensive and targeted approach aligned with client objectives.
- Expanded visibility and credibility through media relations.
- Solidified authoritative standing through reputation management.
- Engaged target audience with tailored content.

Campaign Deliverables/ Outcomes With Society22:

- 487 media mentions
- Dr. Azizzadeh established as a go-to source with Daily Mail reporter, Luke Andrews.
- Exceeded the goal of 20 placements by 34 additional placements.
- S22 rated as a 5-star agency.
- 100% positive sentiment across all media mentions.

Top 5 Media Placements:



Campaign Highlights:

- Dr. Azizzadeh's placements on CBS Mornings, Healthcare Brew, Good Housekeeping, and HuffPost reached a combined audience of over 21.1 million.
- Social media amplification across various platforms.

Client Achievements/ Milestones:

- Live television appearance on CBS Mornings.
- Increased inbound media opportunities.
- CENTER for Advanced Facial Plastic Surgery is part of a quintuple merger.



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This comprehensive case study highlights the successful collaboration between Dr. Azizzadeh and S22, showcasing the effective strategies employed and the significant achievements realized during the campaign.