

## 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

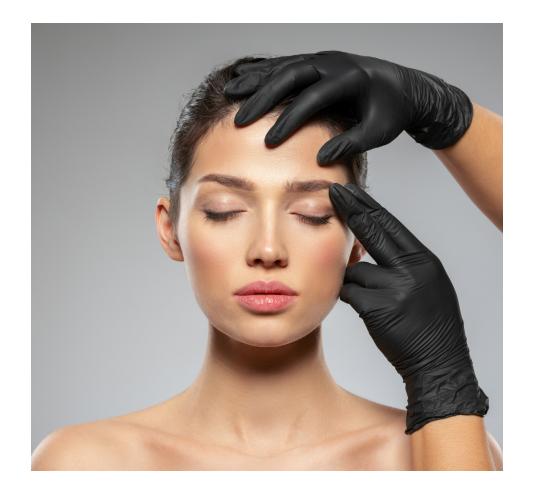
## **Press Mentions at Onboarding:**

- 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.







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.