Mesa Labs

Mesa Labs | Reintroducing DryCal Calibration Technology to the Market

CHALLENGE

Mesa Labs' DryCal primary standard calibration technology, a benchmark for calibration accuracy across the biotech, pharmaceutical, industrial hygiene, healthcare, and regulated industrial markets, had gone through a period of limited external visibility. The company needed to reintroduce DryCal to the market, reassert its technical differentiation and OSHA-related validation, and reconnect with biotech, pharmaceutical, industrial hygiene, healthcare, and regulatory audiences in a crowded calibration landscape.

OBJECTIVE

Pierpont set four goals for the campaign: reestablish Mesa Labs as a thought leader in calibration technology; drive awareness of the DryCal product line and its OSHA-related validation; secure earned media coverage across priority biotech, pharmaceutical, and industry trade publications; and position Mesa's subject-matter experts for interviews and commentary. Throughout, the program was anchored to commercial impact, measured by qualified lead generation.

SOLUTION

Pierpont's campaign reintroduced DryCal to the market and generated multi-platform visibility for Mesa Labs. The national press release distributed through GlobeNewswire syndicated across more than eight financial, investor, and industry media platforms, while industry trade pickup carried the story to key audiences across the financial, biotech, pharmaceutical, healthcare, and industrial safety media.

Campaign execution centered on press release development and distribution through GlobeNewswire, paired with proactive pitching to a priority list of 10 to 20 outlets read by Mesa's core buyers. To reinforce the expert-led narrative, Pierpont developed contributed content and coordinated LinkedIn amplification across Mesa Labs' corporate and executive channels, extending reach and connecting coverage to the audiences that influence purchasing decisions.

RESULTS

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On the thought leadership side, Pierpont secured a contributed byline in Industrial Hygiene in the Workplace, placing Mesa Labs' expertise directly in front of the safety and compliance professionals who shape its market. Building on that momentum, Pierpont secured a second contributed article opportunity with Cleanroom Technology, which is considering a Mesa Labs byline on low-flow calibration accuracy in environmental monitoring programs and its impact on cleanrooms and final product quality for its August issue. Combined with subject-matter-expert positioning for interviews and commentary, the program reestablished Mesa Labs' expert-led presence in calibration technology and increased qualified leads, connecting earned media visibility to Mesa Labs' commercial pipeline.

BY THE NUMBERS

1

National press release distributed via GlobeNewswire

8+

Platforms across financial, investor, and industry media platforms syndicated coverage

2

Contributed bylines secured in top industry publications