



Food Tech Startup  
**Sophie's BioNutrients**

# Gains **International Brand Awareness** and **Strategic Business Insights**

with PR Newswire's  
Communications Strategy Services

# About The Client

Sophie's Bionutrients, a Singapore-based B2B food technology company, is on a mission to unleash the limitless possibilities of nature, restore our planet and eliminate food allergies. It aims to achieve this by creating plant-based, protein-rich alternatives to meat and seafood using microalgae, the mother of all animal and plant life.

## The Challenge

Founded in 2017, Sophie's BioNutrients is the world's first food technology company that uses microalgae and patent-pending technologies to develop 100% plant-based and sustainable alternative protein. This enables food manufacturers to produce protein-rich food products in response to mounting concerns of global food security.

The concept of using a single-celled microalgae to produce a high-protein flour for food application is nascent in APAC. Microalgae has traditionally been associated with healthcare supplements and cosmetics. **Although the company has received some media coverage in Singapore, it was looking to expand its brand awareness among consumers both locally and overseas, as well as seek investment and partnership opportunities to grow its business.**



Sophie's BioNutrients makes crab cakes from pure high-protein microalgae powder



Sophie's BioNutrients has also produced the world's first dairy-free milk from microalgae

# The Solutions & Results

Sophie's BioNutrients leveraged PR Newswire's communications strategy services, as well as its global press release distribution network for its campaigns over a year.

## 1 Gain Global PR mileage with a Strategic Communications & Content Plan

Sophie's BioNutrients engaged the expertise of PR Newswire to craft a comprehensive year-long communications strategy plan. Using media monitoring tool, [Cision Communications Suite](#), the team crafted a comprehensive plan by

- Analyzing the global media landscape over the past 24 months
- Conducting a communications audit on its competitors
- Picking out positive and negative keywords, themes and trending topics in the alternative protein and food technology space

These insights enabled the team to tailor key messages targeting different audiences, such as food manufacturers, consumers, and investors. The themes include promoting microalgae as an emerging natural superfood and its unlimited possibilities as a food product.

The team also provided counsel on brand positioning and increasing its share of voice through writing [12 newsworthy press releases](#) such

as the development of [the world's first plant-based burger patty, cheese](#), and [milk](#), all made from microalgae to winning industry accolades such as [the 2021 Forbes Asia's 100 to Watch List](#) and [MassChallenge Switzerland's Sustainable Food Systems Challenge](#).

### Results

Through using PR Newswire's services, Sophie's BioNutrients was able to:

- **Double its share of voice** in the global alt-protein industry within a year.
- Become the **2nd most talked-about food tech brand** in the global microalgae food industry.
- Secure **earned media coverage in prominent outlets** such as [South China Morning Post](#), [Daily Mail](#), [Dairy Reporter](#), [Food Navigator](#), [Sohu News](#), and [Disappore](#).

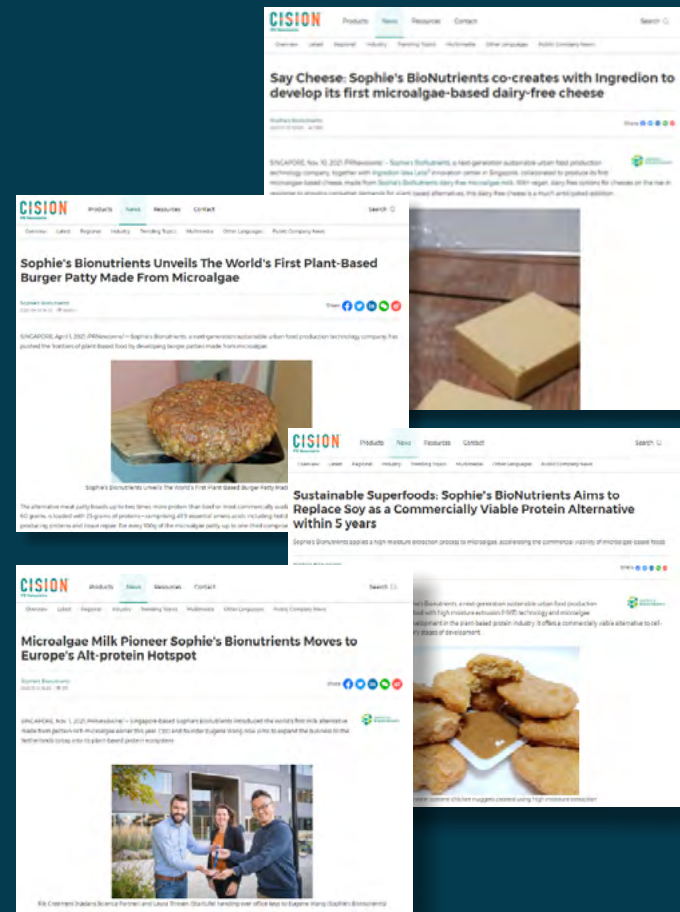
## 2 Reach Hundreds of Media Outlets Worldwide through Press Release Distribution

As a result of distributing [12 press releases](#) through PR Newswire's global news distribution network in a year, Sophie's BioNutrient's press releases received numerous syndicated pick-ups from media outlets, from the APAC region, United States, Australia, France, India to Lebanon.

### Results

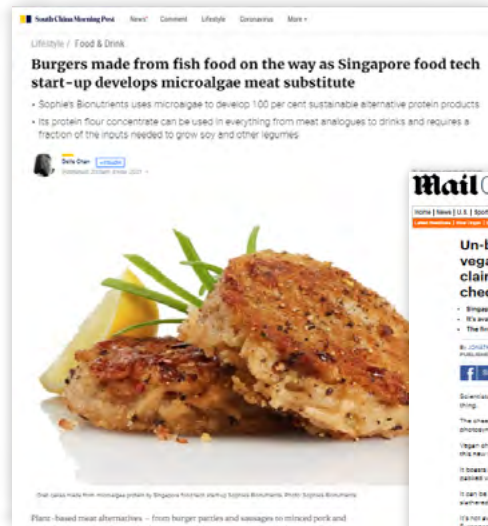
Through using PR Newswire's services, Sophie's BioNutrients was able to:

- Gain **118,000+ impressions** and **98,700+ views** from **12 press releases** that were distributed within a year.
- Distribute the press releases to around the world, reaching **targeted journalists** and influencers in local languages.
- Evaluate communications results via PR Newswire's **comprehensive report**, which provides detailed information on the media outlets that picked up the press releases and distribution analytics to evaluate the campaign's results.



Press releases of Sophie's BioNutrients that were crafted and distributed by PR Newswire

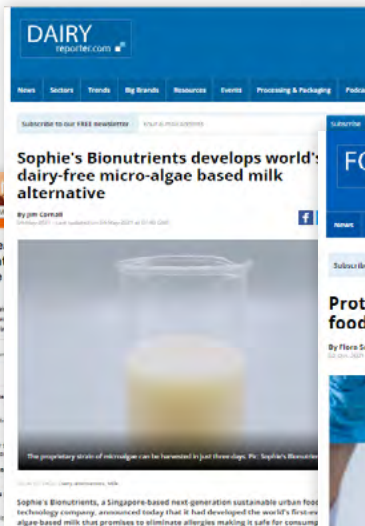
# Key Earned Media Coverage



[South China Morning Post](#)



[Daily Mail](#)



[Dairy Reporter](#)



[Food Navigator](#)



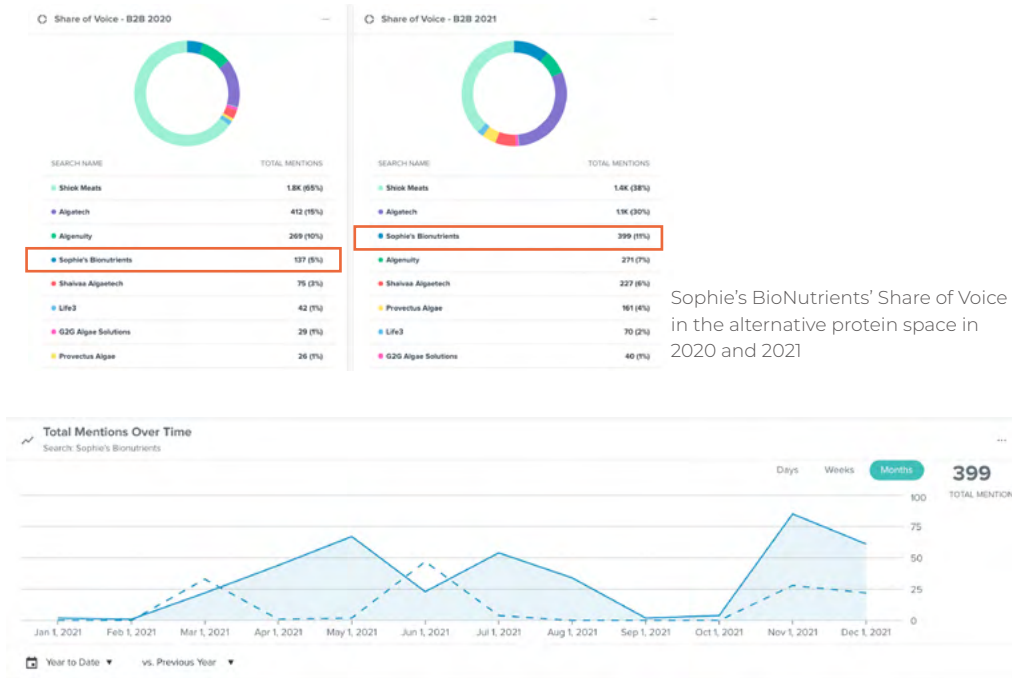
[Sohu News](#)



[Dissapore](#)

### 3 Discover New Business Opportunities in Europe

To keep Sophie's BioNutrients up to date on media developments, the team provided quarterly brand monitoring reports on news coverage, share of voice, ad equivalency, sentiment and media mentions on key messages that are associated with its brand and its key competitors.



Sophie's BioNutrients' Share of Voice in the alternative protein space in 2020 and 2021

Total Mentions of 'Sophie's BioNutrients' in the media in 2021

Through these regular reports, Sophie's BioNutrients noticed significant interest in Europe from investors, potential partners and consumers, which led to its decision to expand the business to the Netherlands to tap into its plant-based protein ecosystem in November 2021.

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The PR Newswire team helped us deliver the right message at the right time and to the best audience. It was also through the team's services that we discovered that our customers are mostly in Europe and not in North America or Asia as we had suspected. This helped us direct our resources accordingly. I am glad that we chose PR Newswire's services.

— Eugene Wang,  
CEO and Founder of Sophie's BioNutrients

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# In Summary

- PR Newswire played an integral role in **growing media coverage and building brand awareness** for Sophie's Nutrients around the world.
- Through 12 press releases that were crafted and distributed by PR Newswire, more than **118,000+ impressions** and **98,700+ views** were achieved.
- **Prominent earned media coverage** on the brand by international and local media outlets were secured.



Sophie's BioNutrients' burger patties made from microalgae



Eugene Wang in his office in Netherlands



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The PR Newswire team had done a great job in research before we discussed any project. Thanks to technology and social media, market trends change rapidly and what's communicated to the media needs to be sharp and on-trend. I am glad that PR Newswire had a wonderful team and resources to help us achieve our success.

— Eugene Wang,  
CEO and Founder of Sophie's BioNutrients

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# Talk to us to learn more!



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