

# Inhalation Sciences



## PRESS RELEASE

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### **Inhalation Sciences selects global branding agency UP for new digital marketing strategy and campaign**

**Inhalation Sciences (ISAB) has appointed global branding agency UP THERE, EVERYWHERE (UP) for a new digital marketing strategy that will include lead generation process, SEO (Search engine Optimisation) and highlighting of ISAB's Unique Selling Points. 2020 has been a year of robust growth for ISAB and in its strategic plan for 2021, the company has identified the increase of its digital brand and marketing capabilities as a clear priority in moving towards growing sales and leadership within its field.**

Inhalation Sciences' Q3 Report showed strengthened sales and profits and forecast 2020 to be 'a clear year of growth'. In the company's strategic plan for 2021, it has identified the increase of its brand and marketing effectiveness as a clear goal towards building on that momentum, to significantly grow sales and become the market leader in its niche. To help achieve this ISAB today announces it will be working with UP, a digital brand agency founded in Stockholm with a strong global presence, on a new digital presence and campaign.

UP has extensive experience in both technology and life sciences. Its clients range from Microsoft and Thermo Fisher to Roche, LifeCell, Astra Zeneca and many more. For Inhalation Sciences UP will be devising and developing a digital marketing strategy, implementing SEO and lead generation processes, highlighting and clarifying the company's USPs and increasing the awareness of ISAB and its products through a new, comprehensive digital campaign.

ISAB CEO Manoush Masarrat: "We're delighted to be working with UP, and more than ready to move to the next level. Throughout Covid19 we have continued to make progress, but restrictions in how often we can meet peers and prospects face-to-face remain. Our overall strategic goal has always been to increase our digital brand and marketing effectiveness as we expand. In today's circumstances that is even more urgent. We're confident this will generate more returns and more relationships for us as we move forward."

UP There, Everywhere (UP) CEO Julian Stubbs "We are really excited about working with Manoush and his team at Inhalation Sciences. They have a strong and innovative technology platform and are in a good position to now develop their

marketing and sales operation using digital marketing to reach a global customer base.'

**For more information about Inhalation Sciences, please contact:**

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**About Inhalation Sciences Sweden AB (publ)**

Inhalation Sciences Sweden AB (publ) develops and commercializes world-leading instruments for research into inhalation. The company's patented lab instrument, PreciseInhale®, enables researchers to characterize, with high precision, how aerosols and small particles impact our lungs, and so our health, when we inhale them.