

anthonyBarnum:

Preparedness, Security + Response Technology Campaign Snapshot

The Client



SkySafe's technology allows governments, law enforcement, airports, corporations, cities, and more to manage their airspace with real-time drone data and analytics. SkySafe applies advanced radio technology, reverse engineering, and deep threat analysis to develop tools to safely and effectively operate authorized drones, while protecting against threats to airspace security.

The Campaign

SkySafe needed to create a category ownership position in drone airspace management. With no previous systematic visibility, the campaign leveraged a combination of solutions-based thought leadership and news announcements to bring awareness to its innovation in the market. anthonyBarnum set out to interpret SkySafe's objectives into a PR strategy and focus on its priority vertical markets, rapidly increasing awareness and visibility within the drone industry, law enforcement, and federal government sectors.

The Placements



[Drones are the new contraband smugglers](#)



[Drone forensics is a critical aspect of counter drone programs](#)



[Drone problems are increasing. What can event owners do?](#)

The Results

The PR campaign has resulted in nearly four dozen earned media placements across essential vertical, drone trade, and regional media outlets. The campaign has generated new narratives, including highlighting how SkySafe's advanced technology is designed to thwart increasing drone-related threats.

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