

BOYD INDUSTRIES

Rebuilding Reputation and Expanding Horizons in the Post-Pandemic Market

Client Overview

Boyd Industries, a leading U.S. manufacturer of dental operatory equipment, has been synonymous with durability and precision for over 60 years. Known for their tagline *"Built to last. Built for you. Built by Boyd."*, the company's mission is to serve dental and medical professionals with reliable, aesthetically pleasing products that allow practitioners to focus on delivering exceptional patient care.

In 2023, Boyd expanded beyond dentistry through the **acquisition of SMR**, a 35-year-old brand for ear, nose, and throat (ENT) specialists—strategically entering the broader medical cabinetry and chair market.



The Challenge

Following the COVID-19 pandemic, Boyd Industries faced significant **supply chain disruptions** that affected delivery schedules and created public-perception challenges. While Boyd had persevered when many competitors couldn't deliver at all, the lingering image of volatility in supply performance needed to be corrected.

Key Obstacles:

- Post-pandemic negative sentiment surrounding delivery reliability
- The need to **reestablish trust and brand strength** in the market
- Integration of SMR's story under the Boyd brand umbrella
- Inconsistent communication flow during early campaign phases delaying media opportunities

Boyd sought a proactive PR approach to **rebuild credibility**, **celebrate resilience**, and **re-introduce the brand** as an innovator expanding into medical markets.



The Strategy

JOTO PR Disruptors™ implemented an **Anti-PR®** campaign focused on repositioning Boyd's narrative from post-pandemic turbulence to **industry leadership and reliability**. The strategy integrated targeted press releases, high-tier media pitching, and thought-leadership storytelling to highlight:

- **Boyd's supply-chain resilience**—how it continued to deliver even through global shortages.
- **Customer loyalty and trust**, showcasing appreciation for partners who stood by the brand.
- **Future-forward innovation**—introducing SMR's acquisition and Boyd's expansion into ENT and medical markets.

Rather than chasing backlinks or paid mentions, the team secured genuine press written by journalists — the kind of credibility Google's algorithm can't fake.

Execution

- **7 Press Releases** issued from January–June 2023, distributed across thousands of media outlets, generating **905 journalist pickups** — well above industry norms.
- Focused **media pitching** and journalist engagement to secure credible third-party coverage rather than self-promotion.
- Continuous integration of **media analytics and publicity valuation** to track visibility and message penetration.

The Results

18 major media stories were secured across leading outlets — **MSN, CNN**, and key dental and healthcare trade publications — with **five additional articles pending** publication at the time of reporting.

The campaign **achieved and surpassed industry benchmarks** for both reach and quality. It effectively restored Boyd's image, emphasizing that the company not only survived pandemic-era volatility but continued to innovate and lead.

METRIC	RESULT
Total Placements	18 (23 including pending)
% On-Target <i>Precise audience, precise message</i>	86%
Online Media Pickups	905
Potential Reach	837,172,700
Publicity Value (Ad Equivalency) <i>"If we had to buy this level of exposure as ads, what would it have cost?"</i>	\$7,743,681
Campaign Period - 6 mos.	Jan–Jun

Key Wins

- **Narrative Shift:** From "supply chain delays" to "industry reliability leader."
- **Reputation Restored:** Positive third-party media coverage re-established Boyd's credibility.
- **Expansion Support:** Successfully positioned Boyd's acquisition of SMR as a major strategic move.
- **High-Tier Media Recognition:** Placement in globally recognized outlets (MSN, CNN).
- **Sustained Momentum:** Ongoing bylines scheduled in dental and medical journals continue to reinforce Boyd's positioning.



Client Impact

Boyd's brand is once again recognized as a **pillar of reliability and craftsmanship** in healthcare equipment manufacturing. The campaign not only corrected misconceptions but created a **foundation of trust and visibility** that supports future growth in both dental and medical markets.

"In an industry where it's easy to become commoditized, JOTO PR has proven their ability to keep our brand relevant and distinctive. Their strategic approach and creative ideas have ensured that our message stands out with our audience. They have successfully helped us maintain our brand's unique identity and prevented us from being overshadowed by competitors."

"The teams at JOTO PR are not only skilled professionals but also genuinely invested in our success. Their dedication, responsiveness, and passion for what they do are evident in the interactions we've had. I recommend JOTO PR to any company looking to elevate their brand, enhance their market presence, and secure a leading position in a fiercely competitive industry."

— **Adrian La Trace, CEO Boyd Industries**

What the Market Taught Us

Boyd Industries' campaign underscores that **authentic storytelling, third-party credibility, and consistent communication** are essential to regaining public confidence after crisis-related brand challenges.



"We've helped Boyd move from pandemic-era challenges to national recognition. Their story of perseverance resonated with journalists and healthcare professionals alike — proving that transparency and consistency in media strategy build long-term trust."

— **JOTO PR Disruptors Media Team**

About Boyd Industries

For 65 years, Boyd Industries has been the innovative market leader in the design and manufacture of dental and medical operatory equipment. Their high-quality and reliable equipment has been the choice of dental specialty practices and dental surgery offices. The rapidly expanding Ear, Nose, and Throat market now seek its reputation for quality and innovation. Boyd equipment is specifically designed to provide maximum practice productivity while incorporating ergonomic characteristics for the doctor, staff, and patient. As an original equipment manufacturer, they use a vertically integrated approach to ensure their process meets high-quality standards. This approach allows Boyd to control each step of component fabrication and product assembly. Boyd's products include a full line of dental exam, treatment and surgical chairs, dental delivery systems, LED exam and surgical lighting, custom sterilization and storage cabinetry, and doctor or assistant seating. Named the Senate Small Business of the Week in November 2020 and eight-time winner of the Townie Choice Award for excellence in orthodontic operatory equipment, the company is an FDA registered manufacturer.

Built to last. Built for you. Built by Boyd.

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