

Enhancing executive visibility while cementing the AI narrative

Raising the profile of Lane Bess, CEO of Deep Instinct, in national tier one business press was an essential element of the PR program, and a key reason why Inkhouse, Orchestra company, was appointed as Deep Instinct's agency of record in April 2023. Additionally, it was imperative that media coverage positioned Deep Instinct as a deep learning-powered cybersecurity company, further building on the company's distinct AI narrative.

Securing quality while maintaining quantity press coverage required:

- Leveraging Lane's background as the former CEO of Palo Alto Networks, COO of Zscaler and expertise through his venture investment firm to build relationships with key media.
 - Ex: Fostered a strong relationship with WSJ, Steve Rosenbush landing a speaking slot at the WSJ CIO Network Summit in 2023.
- Tapping into Lane's ability to pinpoint disruptive trends before they happen, while capitalizing on timely trends such as the rise of adversarial AI, deepfakes and more – all mapping back to how the company is positioned to prevent such attacks.
- Leveraging moments in time such as the earnings cycle to secure live broadcast interviews with Bloomberg Tech TV and CNBC Closing Bell Overtime with Jon Fortt around Palo Alto earnings, as well as Yahoo News tied to the rise of adversarial AI and its impact on businesses.



"I have never worked with a PR agency that in the first month has nailed the voice/vision of the company so well, while securing quality media hits the way Inkhouse has." – Lane Bess, CEO of Deep Instinct