

# Hypemachine launches a PR subscription platform with a powerhouse network of top PR executives from bluechip agencies such as Edelman, FleishmanHillard, and Ogilvy

Hypemachine's network of over 60 senior PR associates has advised brands such as Google, GE, Samsung, Unilever, Netflix, Salesforce, and Amazon

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New York-based company Hypemachine today announced the launch of their platform and bluechip PR network ([www.hypemachine.io](http://www.hypemachine.io)). The company has attracted early-stage to publicly traded firms globally as clients and replaced what mid-sized PR agencies used to do with its technology and business model.

Hypemachine offers à la carte PR subscriptions that can be scaled up or down quickly based on client needs. The company provides bluechip PR agency quality results at a fraction of "big agency" fees.

How Hypemachine is different:

- **Hypemachine Match** – Hypemachine identifies what media relationships PR executives have, the sectors they worked in, and what they enjoy doing most in PR and matches senior PR teams to clients in tech, consumer, venture capital, and other sectors.
- **Hypemachine Intuitive Dashboard** – Hypemachine's intuitive dashboard provides PR data and recommendations from Hypemachine's executives. The next stage of the dashboard will use artificial intelligence combined with executives' personalized insights. Hypemachine's dashboard also streamlines the administrative and account management work that junior staffers typically do.
- **Hypemachine Story Strength Score** – The company has also created a 'Hypemachine story strength score', which assesses clients' announcements and story assets and offers recommendations on how to make them more compelling for reporters.

"As a two-time startup founder and former agency SVP at a leading PR agency in New York City, I saw that the agency model was broken for most brands and founders," says Hypemachine Founder and CEO Olga Orda.

"A big part of why we've attracted so much incredible A-list, senior talent at Hypemachine is that they feel their work and senior counsel is valued, both in our network and by our clients," Orda said.

"Contrary to what many may assume about public relations, we get paid to think, and public relations is more than just who you know. Even if I'm best friends with a reporter at the Wall Street Journal, no reporter will put their career on the line for a terrible or boring story. That's why we hire the best talent in the industry from leading brands and agencies. We're passionate about helping clients strengthen their storylines and get media coverage."

"Adapting to the changing public relations industry, Hypemachine has created a powerful model for clients to capture tomorrow's audiences," says Andrew Graham, Founder and Head of Strategy at Bread & Law and 2021 PRSA-NY president.

### **About Hypemachine**

Launched in 2023, Hypemachine ([www.hypemachine.io](https://www.hypemachine.io)) offers a PR subscription platform and powerhouse network of former PR executives from bluechip firms such as Edelman, FleishmanHillard, Ogilvy, and other leading agencies. Hypemachine's senior associates have advised brands and organizations such as Google, GE, Samsung, Unilever, Netflix, Salesforce, and Amazon. The company offers bluechip PR agency capabilities at a fraction of "big agency" fees and an intuitive Hypemachine PR dashboard for clients. Based in New York City, Hypemachine's clients include early-stage to publicly traded companies globally.

### **Contact Details**

Hypemachine Media Relations

[info@hypemachine.io](mailto:info@hypemachine.io)

### **Company Website**

<https://www.hypemachine.io>

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