

OVERVIEW

A VC funded cleantech startup that developed a market-changing management and monitoring system for large-scale solar systems was merging with a well-known Solar BOS company. In an industry flooded with monitoring technologies, they needed a communications firm that could help them differentiate the company based on their combined capabilities, increase their industry profile, and build a brand around the new company.

OBJECTIVES

- Drive awareness of the companies' merger.
- Differentiate the company's technology from industry competitors through awareness of the company's competitive advantage.
- Generate quality industry-wide media coverage around the company and its technological advantages.
- Position the company as a leading solar monitoring and performance management solutions provider in the United States.

CHALLENGES

- ✓ The merger was happening fast and the client did not have a lot of time to devote to its communications.
- ✓ The market was already saturated with monitoring companies.
- ✓ The client needed to communicate and differentiate its new technology advantages against traditional monitoring techniques.
- ✓ We needed to position the merger as a transaction of strength, creating a new company unrivaled in technology, experience and management.

RESULTS

- ✓ Officially introduced the newly merged company and its strengths to the solar industry and established them as a national player in the monitoring and BOS sector.
- ✓ Generated quality media placements across international media with little news announced and secured featured articles with the company's President and its CEO; significantly raising the company's profile and enhanced credibility through third-party endorsement from reputed journalists.
- ✓ Garnered significant quality media coverage of the company in tier one industry publications including PV Magazine, Solar Industry Magazine, PV-Tech, North American Clean Energy, Solar Power World, Solar Server, and Solar Builder among others.
- ✓ Positioned company executives as international thought leaders and its technology as industry-leading with prominent feature placement of the company's white paper in tier one industry publications.
- ✓ Secured prominent speaking spots in tier one industry conferences, including Intersolar North America, Intersolar Europe, Solar Power Gen and PV America East; establishing significant credibility for the management and the company.

