

OVERVIEW

A clean tech startup company had developed a disruptive technology that could cross over multiple clean energy sectors including solar, wind, electric vehicles and bidirectional battery chargers. As a start-up, the company was unknown in the solar industry and needed a communications firm that was an expert in the clean tech sector and could effectively communicate the company's technological advantages and drive interest in new markets where its technology was unknown.

OBJECTIVES

- Introduce and drive awareness of the brand within the solar community.
- Develop new messaging that resonates with the company's customers.
- Drive awareness of the company's technological superiority and its disruptive capabilities.
- Raise the company's profile and position it as a technology innovator in the solar community.

CHALLENGES

- ✓ The client was completely unknown in the solar sector.
- ✓ Although the company had a unique product, there were still numerous competing technology companies aiming for the same attention in their target markets.
- ✓ The need to communicate and differentiate its new technology against 'proven' technology.
- ✓ Because the company and its product was relatively new, they lacked credibility in the eyes of target markets.

RESULTS

- ✓ Officially introduced the company to the solar industry and established them as a technology innovator by clearly communicating their technological advancements and differentiating them from other competitors.
- ✓ Significant local television coverage including NBC affiliate that covered a profile of the company's technology in depth on the evening news.
- ✓ Extensive media relations and outreach that significantly raised their profile and enhanced credibility through third-party endorsement from reputed journalists.
- ✓ Garnered significant quality media coverage of the company in industry publications including GreenTech Media, PV-Tech, PV Magazine, Solarserver.com and Solar Builder.
- ✓ Strategically positioned by-lined articles to be placed in top industry publications.
- ✓ Secured placement for the company in leading analyst's solar report that significantly enhanced credibility and validation of the technology in the solar market, which led to them being selected as one of the top 'cool' vendors.
- ✓ Secured prominent speaking spots in leading industry conferences that further heightened the company's profile in the industry.

