

## OVERVIEW

A global renewable energy company, with a primary focus on solar, had been building its pipeline of utility-scale projects in the emerging markets of India, Africa and the Middle East. As they began to execute on projects, they needed a dynamic communications firm who had a deep understanding of Indian and global renewable energy technology, markets and policies to execute media relations and raise their profile in those emerging markets and in the United States and Europe, as well as provide timely market intelligence and strategic advice.

Mercom Communications' extensive experience and connections to U.S. mainline media, combined with Mercom Capital Group's global cleantech industry expertise, fit their specific needs perfectly.

## OBJECTIVES

- Raise awareness of company's leadership position with government decision-makers, technical partners and investors.
- Position the company worldwide as a leading renewable energy company in India, Africa, and the Middle East.
- Develop a brand that would resonate with its target audiences.
- Raise awareness of company's profile to attract potential investors and strategic partners.
- Advise on the current market and technology trends in solar and other renewable energy.
- Transition the client's image from a pipeline to power producing company.

## CHALLENGES

- ✓ The client needed to convey its credibility to potential investors because India's solar market was crowded with project bidders of dubious merit.
- ✓ The client was relatively unknown in South Asian markets where they were operating.
- ✓ There were numerous new market entrants competing for the same attention.
- ✓ The company had no brand recognition in global renewable energy or solar sectors.
- ✓ Solar markets and policies in India were fluctuating, reinforcing investment anxiety from other countries.

## RESULTS

- ✓ Developed a new corporate brand and messaging that communicated their leadership position, value proposition and differentiated them from competitors. Raised awareness of their brand in energy infrastructure and solar publications in India, reinforcing their leadership position.
- ✓ Garnered significant quality media coverage of the company in top mainline business and industry publications across India, Africa and MENA countries through strategic media outreach.
- ✓ Positioned the top management as thought leaders by getting them quoted in prominent news publications.
- ✓ Raised company profile and positioned company as a leader in their field through coverage in influential global solar and renewable energy trade media.
- ✓ Secured numerous bylined articles in top Indian mainline, global industry and financial publications to further position the company as the authority on renewable energy project development in targeted areas.
- ✓ Secured speaking and panel engagements in prominent industry, financial and government forums in South Asia and the United States featuring decision makers of global impact.
- ✓ Garnered media coverage in targeted financial publications, increasing investor awareness.
- ✓ Enabled the company to seamlessly execute its international public relations initiatives from its New York headquarters because of Mercom's global clean energy expertise and presence, from the United States all the way to its on-the-ground team in India.
- ✓ Led communications and marketing efforts on multiple projects in multiple states that required an ability to communicate and operate in multilingual and multicultural environments, as well as the on-the-ground team's clean energy (solar) expertise, and brought together a cohesive public relations and marketing profile of the company that resonated with its audiences from rural India to the investment communities of Wall Street.
- ✓ Developed multi-year relationship with company, enabling a greater impact for more long-term strategies.

**MORE RESULTS...**

SELECT EARNED MEDIA COVERAGE

