

CONTACT US::

Gastineau Communications Inc.
P.O. Box 99634
Seattle, WA 98139
P: 206-282-3371
www.gastineaucommunications.com

Establishing Credibility in the Smart Grid Industry

CLIENT:

Smart Grid Platform Developer
Boulder, Colorado

TIMETABLE:

Gastineau Communications developed communications and public relations strategy and measurements as a sub-consultant to Parsons PR.

RESULTS:

The company was able to secure more than 40 pilot programs with utility customers in 2010, and was selected by 75-percent of all utility-sponsored energy efficiency programs it bid on.

In addition, the company was featured in the Wall Street Journal, top utility trade magazines and named a 2010 Technology Pioneer by the World Economic Forum.



Gastineau Communications developed a media relations and public relations strategy that increased the profile of the company among potential clients in the utility industry. We also assisted with media relations for new product launches, investment and acquisition announcements, and industry analyst relations. A particular challenge was overcoming skepticism from consumers and regulators who questioned the security, accuracy and overall viability of the smart grid following an unsuccessful roll out of smart meters in California. Our strategy incorporated client success stories as well as partnerships with consumer advocacy and government organization in order to demonstrate that the potential and benefits of the emerging technologies.

Project goals:

- Increase profile of the company and its products among its targeted customer base: Investor-owned utilities and energy co-operatives.
- Secure CEO and company's reputation as industry thought leaders in order to influence utility integration of the company's smart grid platform into customer homes.

Solution:

- Increased outreach to utility industry trade publications as well as an emerging group of bloggers and reporters who cover "green" and clean technology.
- Identified and speaking opportunities and managed calendar as well as interviews with influential industry analysts.
- Created announcement strategy for releasing news about new partners, new customers and investment during key trade shows and speaking opportunities in order to maximize press coverage.
- Provided media training to executives in order to present consistent and compelling message about products and services