



# Public Relations for Cleantech Companies: Why and How it Works





# PR for Cleantech: An Editor's Take



**Zachary Shahan**

**CleanTechnica Site Director & Chief Editor**

- PR is about being real
- Cleantech companies are great at highlighting cool tech, but they often need to highlight the human side of the story more
- Breaking rules is sometimes fun, but not if it's forced



# ANTENNA

is a full-service public relations, marketing and creative agency focused on innovations in energy, sustainability, mobility and life sciences.

We harness the power of traditional and digital media platforms to help forward-thinking companies achieve breakout velocity.







# What We Do:

*Holistic, Results-Driven PR & Marketing*



**CAMPAIGN +  
MESSAGING  
STRATEGY**



**MARKET  
RESEARCH**



**MEDIA  
RELATIONS**



**CONTENT  
MARKETING**



**THOUGHT  
LEADERSHIP**



**EVENTS**



**SOCIAL +  
DIGITAL**



**BRANDING +  
CREATIVE**



**WEB  
DEVELOPMENT**



**PAID MEDIA**



**SEO + SEM**



**PUBLIC  
AFFAIRS +  
ADVOCACY**



# Our Sectors



Solar and  
Clean Energy



Energy  
Storage



Smart  
Grid



Internet  
of Things



Mobility



Consumer Energy  
Monitoring and  
Management



Energy  
Services



Waste  
Management



Water  
Technology





## JAKE ROZMARYN

Vice President, Antenna Group

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- 8+ years experience in PR, marketing and events for cleantech companies and organizations
- Recognized as a *Forbes 30 Under 30 in Energy* in 2018
- Previously founded Eco Branding, an integrated PR, marketing, creative and events agency specializing in cleantech and sustainability
- Leading Antenna's business development and strategy efforts; liaise with clients on their business and marketing strategies
- Contributed articles and insights to *TechCrunch*, *Huffington Post*, *CleanTechnica*, *Renewable Energy World*, *Forbes*, *Bloomberg*, *Associated Press*, *Energy News Network*, among others.
- Studied Government and Politics with a focus in Environmental Policy at the University of Maryland and resides in New York City





## JOSH GARRETT

Director, Antenna Group

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- Over 13 years of communications and public relations experience
- Previously worked in-house on energy and environmental communications for private and nonprofit organizations, including The Nature Conservancy
- Leading client teams as Account Director at Antenna for past two years
- Secured media coverage and placed bylines in The Economist, The Washington Post, AP, Reuters, Forbes, Fast Company, The Huffington Post, Cheddar and The San Francisco Chronicle
- Master of Public Administration degree in environmental science and policy from Columbia University



# What is public relations (PR)?

## TRADITIONAL DEFINITION:

the professional maintenance of a favorable public image by a company or other organization

## OUR DEFINITION:

Enhancing your company's visibility and brand with the audiences you care about most, using public communication channels (news, social and digital media; events; content; etc.)

## COMMON PR USE CASES



Enhancing brand awareness and value



Attracting customers, investors or partners



Product launches or entering new markets



Lead generation or boosting sales/revenue





## MESSAGING

Determine how to describe your company and what it does or wants to do



## AUDIENCE IDENTIFICATION / SEGMENTATION

Identify different audiences and determine how to customize messages for each one



## MEDIA RELATIONS

Cultivate relationships with reporters and industry analysts, secure favorable coverage in news articles and research reports



## THOUGHT LEADERSHIP

Demonstrate leadership, innovation and value creation in your sector; plays into content and events strategy, takes many forms



## STRATEGY

Fit all of the above components together and set timelines

# Components of PR







# What can PR do for Cleantech companies?



## SUNTEGRA

Hijacking a big competitor's news to make a mark

SUNTEGRA



## TRANSLOC

Making a compelling case for acquisition with thought leadership



## SIMPLERAY + MIDWEST SOLAR EXPO

The need for a regional cleantech network spawns a premiere industry event







# Case Study:

SOLAR PIONEER PUNCHES  
ABOVE ITS WEIGHT BY  
HIJACKING BIG NEWS







# Business Goals



## THE CHALLENGE

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Struggling to show brand value and capture share of voice in the media.



## THE OPPORTUNITY

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In 2016, Elon Musk announced the SolarCity solar roof which increased opportunity in this market.



## THE STRATEGY

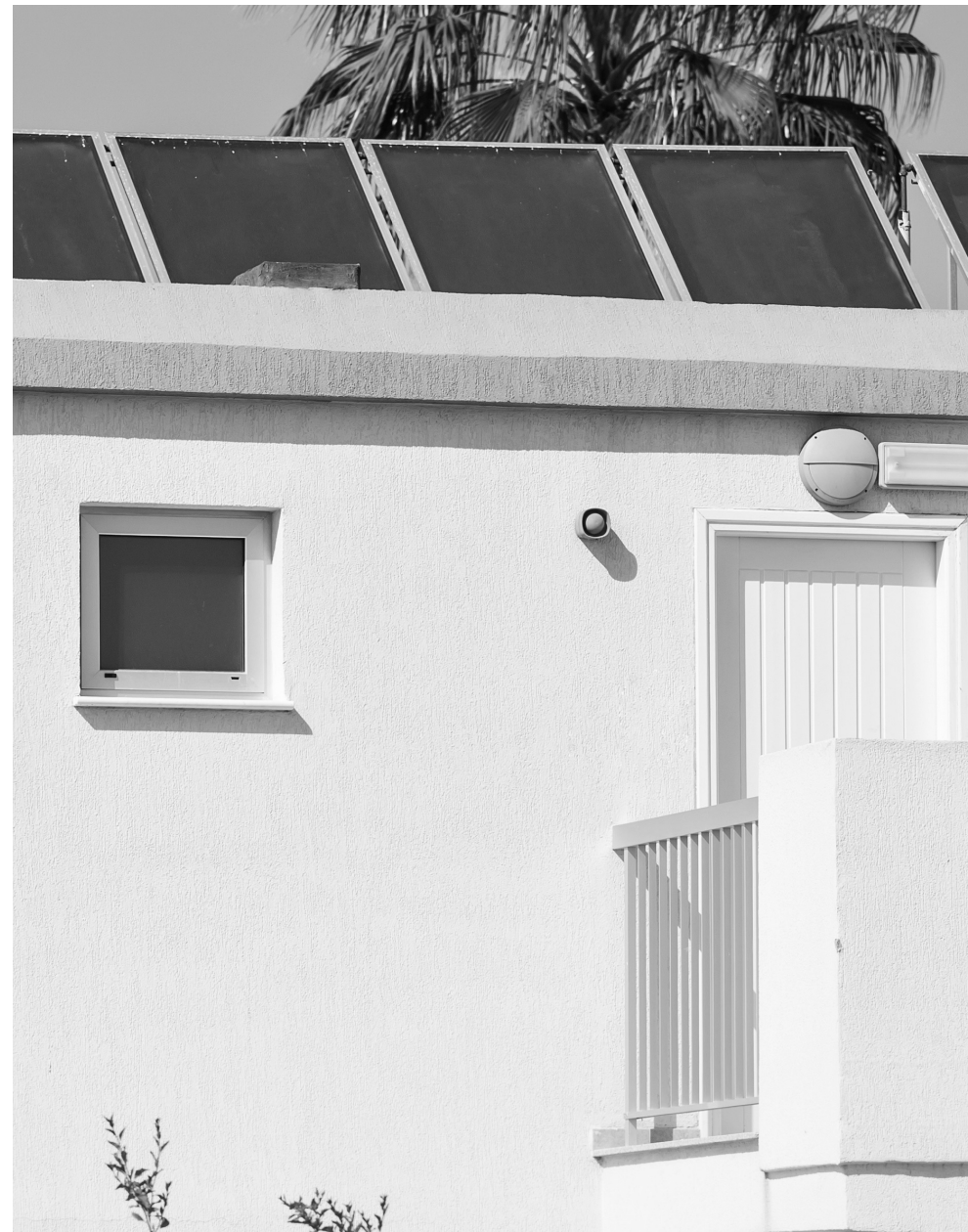
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Antenna was charged with driving media attention for SunTegra's residential solar shingles and tiles, and positioning the company as an experienced market leader.





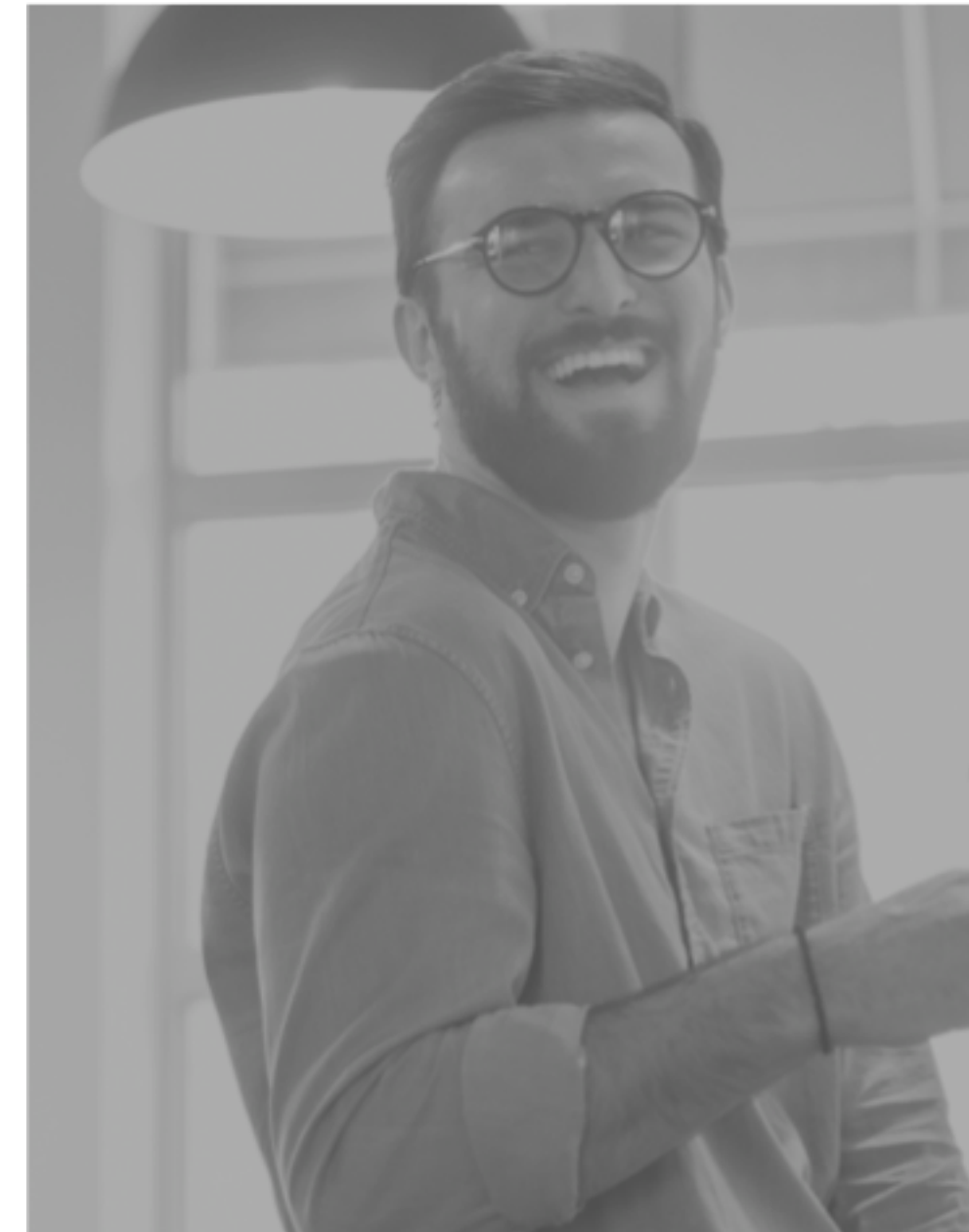
# PR Approach



Developed key company and product messaging



Increased visibility around SunTegra's story with media announcements and interviews



Showcased diverse range of customer wins in key market segments



Leveraged executive voices via industry commentary and byline articles



# SunTegra: The Results

245

ARTICLES  
SECURED

80M+

MEDIA  
IMPRESSIONS

100+

LEADS GENERATED  
PER WEEK

\$250k

AD VALUE  
EQUIVALENCY

MEDIA COVERAGE:



**Bloomberg**

**Mashable**

inhabitat

GreenBiz

greentechmedia:

**Builder**

engadget

COMPUTERWORLD





# Case Study

FROM MOBILITY THOUGHT  
LEADERSHIP TO  
ACQUISITION BY  
BIG AUTO







# Business Goals



## THE CHALLENGE

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Companies like Lyft and Uber dominating news and defining advanced mobility



## THE OPPORTUNITY

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Helping TransLoc define “microtransit” and the role they will play in the future of transportation.





# PR Approach



Elevated TransLoc CEO's transportation and technology industry credentials



Leveraged growing interest in transportation technology/mobility-as-a-service and microtransit to position TransLoc as an industry thought leader



# TransLoc: The Results



ACQUIRED  
**2018**

Acquired by Ford Smart  
Mobility in January 2018

**FASTCOMPANY**  
TOP  
**10**

Most Innovative Company  
in Transportation

**FASTCOMPANY**  
**50**

Most Innovative Companies  
overall in 2017 by Fast Company



Thought leader at top-tier  
innovation, technology and  
sustainability conferences



MEDIA COVERAGE:

THE  
WALL STREET  
JOURNAL

The  
New York  
Times

**WIRED**



**USATODAY**

**CITYLAB**

**ID** SmartCities **DIVE**

**THE VERGE**

**GOVERNING**

**FASTCOMPANY**





simpleray

MIDWEST SOLAR  
EXPO

# Case Study: SimpleRay + Midwest Solar Expo

MIDWEST SOLAR  
DISTRIBUTOR SIMPLERAY  
WANTED TO GROW ITS  
MARKET SHARE







# Business Goals



## THE CHALLENGE

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Expand customer and supplier network of manufacturers, installers, financiers and other collaborators



## THE DIRECTIVE

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Increase visibility without being too salesy and connect with new customers across the Midwest





# PR Approach



Explored creative options for light-touch promotion and brand elevation



Noted lack of regionally-focused event for solar industry in the Midwest



Undertook planning and development of an entirely new conference and expo in Minneapolis



# Midwest Solar Expo: The Results

**1st**  
**OF ITS KIND**  
created first-ever solar industry event for Midwest region

**1.8K**  
solar execs have now attended a MWSE, after the inaugural event attracted 120 attendees

**300+**  
all-star speakers have participated, including leading CEOs and politicians

**\$\$\$**  
Drastically expanded SimpleRay's revenue, at no cost!

Now in its 6th year, the event continues to grow

The event is run profitably via sponsors, exhibitors and registrations

and includes hundreds of sponsors, exhibitors and prominent media partners

The event succeeded in expanding SimpleRay's footprint in the Midwest



SUPPORTING PARTNERS:





# Key Takeaways

1

## PR WORKS!

When planned and executed well, PR effectively achieves business goals

2

## CUSTOMIZATION IS KEY

Identify business goals, then align messages, audiences and strategies to reach them with PR and marketing.

3

## MORE THAN MEDIA

Media relations is a big part of PR, but just one part. PR pros can do more than you might think.







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Q&A





# THANK YOU!

Please don't hesitate to reach out to Jake or Josh with any questions.



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