



# Crafting a PR project with long-term benefits

## Challenge

XL Hybrids wanted to jump into the burgeoning market for hybrid electric conversion technology for commercial vans and trucks.

The company needed to attract customers, employees and investors – and it wanted measurable results in a drastically condensed period of time: **two months**.

**XLhybrids**

Company: Sustainable hybrid electric solutions for the commercial vehicle market

Industry: Clean tech

Location: Boston

Website: [www.xlhybrids.com](http://www.xlhybrids.com)

*“We found an **exceptional partner** in Metis Communications...”*

– Justin Ashton, co-founder, vice president of business development, XL Hybrids

# Highlighted campaign examples



## Results



**100%**  
increase in  
website traffic



**26**

pieces of coverage targeting  
prospective customers,  
investors and hires



Secured the **Electronic Design Product of the Year Award**