

Brand Videos Websites Coalition Building

MEDIA RELATIONS THOUGHT LEADER ENGAGEMENT

Twitter Social Media MOBILE MARKETING

Broadcast TV special events podcasting

Cable News blogger outreach YouTube Flickr

PUBLIC AFFAIRS search engine marketing

Radio Website Optimization GRASSROOTS ADVOCACY

Newspapers DIGITAL PRESS RELEASES facebook



## ENERGY & ENVIRONMENT PRACTICE GROUP

COMMUNICATIONS THAT SHAPE POLICY & PERCEPTION

**Stratacomm**  
educate | persuade | motivate

A Fleishman-Hillard Company

# SHAPING POLICY & PERCEPTIONS



Energy and environment issues have taken center stage in Washington and across the country. Now more than ever, Americans are aware of the energy we consume – where it comes from, what it costs and how its use affects our environment and security.

From the halls of government to corporate boardrooms, family dinner tables and online social networks, Americans are talking about energy and the environment. This national conversation has the power to alter consumer behavior, define sustainability and influence policy.

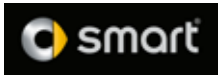
For more than a decade, Stratacomm has been helping organizations with a stake in the energy and environment debate to enhance their image, manage reputation, shape policy and build market share. Our portfolio of winning communications campaigns covers wide-ranging topics including energy efficiency, alternative fuels, advanced technologies, air quality and greenhouse gas emissions. Because our team's experience cuts across multiple industries and power sources, we offer a broad perspective about energy and environment issues, speak the language and have strategic relationships with key media and players.

*“Stratacomm is a valuable partner, delivering great strategic counsel and help with successfully positioning our car in the green space.”*

– Dave Schembri  
President, smart USA

# POWERING SUCCESS

## Promoting an Eco-conscious Lifestyle



Stratacomm is the communications agency of record for smart USA, distributor of the most fuel-efficient, non-hybrid car in the United States.

We helped the company launch its brand and the fortwo microcar without use of traditional advertising. Instead, Stratacomm generated extensive national media coverage for smart's 50-city road show, which in turn helped attract more than 50,000 test drives and contributed to 30,000 people making a \$99 vehicle deposit. We also designed, built and manage smartusainsider.com, one of the first social networking sites for an automotive company. The site now has 10,000 members who view 200,000 pages a month and average nearly eight minutes per visit. In addition, Stratacomm actively promotes smart's ecology story, green messages and news announcements to sustainability media and bloggers.



## Powered by the Sun

Stratacomm is executing a comprehensive communications campaign for the Department



of Energy and National Renewable Energy Laboratory to promote the Solar Decathlon. This biennial competition, which takes place on the National Mall in Washington, D.C., challenges twenty teams of college and university students from around the world to design, build and operate the most attractive, effective and energy-efficient solar-powered house. In addition to media strategy and event management services, Stratacomm's in-house creative team will provide robust digital and web programs, video production and graphic print work.



## Cleaner, Greener Homes



Stratacomm helps the Hearth, Patio & Barbecue Association (HPBA) promote the benefits of cleaner, more efficient wood and pellet stoves to Environmental Protection Agency (EPA) officials, clean air decision-makers and media. Leveraging a successful

"wood stove changeout" program in Libby, Montana, we recently designed and executed a multi-year image campaign, including developing a website, online toolkits, award-winning video, written report and live-burn demonstration outside the EPA headquarters in Washington, D.C. The effort garnered widespread media coverage, including a segment on ABC's Good Morning America, and helped HPBA achieve a significant legislative victory in the 2009 economic stimulus bill. The press conference earned Stratacomm a prestigious Bronze Anvil award from the Public Relations Society of America.



## Other Relevant Experience

Stratacomm's energy and environment team has counseled numerous industry associations, corporations and federal government agencies, including the Department of Energy and the Environmental Protection Agency. Our communications campaigns for these clients have covered the spectrum of alternative energies and advanced technologies – solar, clean diesel, conventional gasoline, biofuels, hydrogen fuel cells, lightweight materials, renewable home heating and other advanced systems.

## A TEAM THAT GETS RESULTS

Stratacomm knows how to educate, persuade and motivate key audiences who shape policy and perception in the energy and environment arena. We have a proven track record delivering measurable results and helping clients:

- ▶ Educate policymakers, media and consumers
- ▶ Generate positive media coverage and online conversation
- ▶ Introduce or expand markets for a new energy supply or technology
- ▶ Build community support
- ▶ Explain the economic importance and environmental progress of an industry
- ▶ Conduct business-to-business and business-to-government marketing



Stratacomm is an independently managed company within the Fleishman-Hillard family of communications agencies, an international network with 80 offices in 25 countries. We offer the personal service, accountability, senior attention and value of a boutique agency with the resources of a global firm. Stratacomm is active in Fleishman-Hillard's energy and sustainability practice groups, and we tap into this broader network of experts when our clients need additional technical expertise or geographic reach.

Most of our clients are long-term, repeat customers or referrals. We consider this client loyalty to be our true measure of success.

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**Find out how Stratacomm can help you achieve your energy and environment goals:**

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