

Sapphire Energy

Pioneering an industry category



Challenge

- Introduce Sapphire Energy to the public and create a new industry category for a truly renewable, carbon-neutral, algae-based, alternative fuel. Change the federal policy framework to recognize the value and the promise of algae-based fuels for America's energy independence.

Strategic Approach

- Create a new industry category—"green crude production"—to differentiate Sapphire from competitors. Differentiate Sapphire with narrowly targeted media relations. Reach out to elites, academics, analysts, stakeholders, environmental organizations, media and bloggers. Build foundation of support for changes in federal policy.

Results

- "Green crude" has entered the vernacular among energy watchers.
- Sapphire Energy perceived as the leader among algae-based fuel producers.
- Millions of media impressions at launch and multiple post-launch stories, including Forbes and the L.A. Times.
- CEO testimony before the Senate Energy Committee.
- Recognition of algae-based fuels in DoE/USDA Nat'l Biofuels Action Plan.
- Coalition-building efforts among industry and associations.

