

# SmartSynch

## Introducing a National Smart Grid Leader



### Challenge

- Position SmartSynch, a small Mississippi-based company, as a national leader in the development of the smart grid.

### Key Insight

- SmartSynch's GridRouter launch could be understood as a critical milestone for the smart grid industry, because it offered utilities the first product addressing interoperability issues, and it enabled them to "future-proof" their assets without the fear of technology obsolescence.

### Strategic Approach

- Emphasize the disruptive nature of the GridRouter, positioning it as an unprecedented product doing for the smart grid what Cisco did for the Internet with its routers.

### Powerful Idea

- Seed media with SmartSynch news and updated messaging leading up to the GridRouter launch, advancing a "David vs. Goliath" angle among media.

### Program Imperatives

- Conduct a multi-city media tour and social media campaign with SmartSynch's CEO, to establish a dialogue with journalists and elevate his thought leadership. Link the product launch to broader smart grid issues and trends.

### Results

- Secured top-tier coverage among trade, business and broadcast media outlets including a CEO-bylined article on Forbes.com and video interviews on Fox Business News and ABCNews.com. Overall media impressions totaled more than 20 million.
- SmartSynch's first-ever social media campaign included a corporate blog, YouTube videos, Facebook Page and Twitter feed.
- Strengthened SmartSynch's customer, partner and media relationships and drove industry collaboration.

