

Case Study

ROUSH CleanTech





CASE STUDY: ROUSH CleanTech

Challenge

As a startup, ROUSH CleanTech needed a strategic public relations plan to take them from infancy to recognition as a leader in the alternative fuels industry.

Solution

TSN Communications:

- Collaborated with ROUSH CleanTech to shape its brand identity and communication goals, including:
 - Key messaging
 - Company blog
 - Website content
 - Marketing collateral
 - Social media
 - Company tone of voice
 - Company editorial style guide
- Identified trade publications and specific national media outlets that targeted ROUSH CleanTech's potential customers. TSN cultivated relationships with key media to ensure consistent and accurate coverage of ROUSH CleanTech and its customers.
- Supported ROUSH CleanTech at trade shows, events and press conferences by securing media coverage to drive booth traffic and increase brand awareness.

Result

ROUSH CleanTech's brand identity is consistent and focused. Clear, quality public relations coverage helped ROUSH CleanTech exceed its sales goals and create thought leadership. The company has generated more than a billion media impressions, with targeted coverage in trade and national news media, including Associated Press, Reuters and CNBC.

“TSN Communications has been a key partner in helping us promote our brand as the leader in the alternative fuel space. They understand our market strategy. They work hard, get results and are very cost-competitive. Our relationship with them has resulted in significant growth of our sales pipeline as well.”

— Todd Mouw, president

“TSN is much more than a PR agency. They help us with everything from media interviews, website content development, newsletter support, ribbon cutting events and overall departmental strategy.”

— Chelsea Uphaus, director of marketing