

Credentials

Climate Tech

KITE HILL
PUBLIC RELATIONS

*The Agile Tech and B2B
PR and Communications Agency*

2023

**Who
We
Are**

**An Award-Winning Tech PR and
B2B Communications Agency**

Earned Media is At Our Core

Leading the Way in Agile PR

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What We Do



**Media
Relations**



**Social Media
Strategy**



**Thought
Leadership**



**Events &
Awards**



**Media
Training**



Crisis Comms



**Comms
Strategy**



Research

Corporate Background

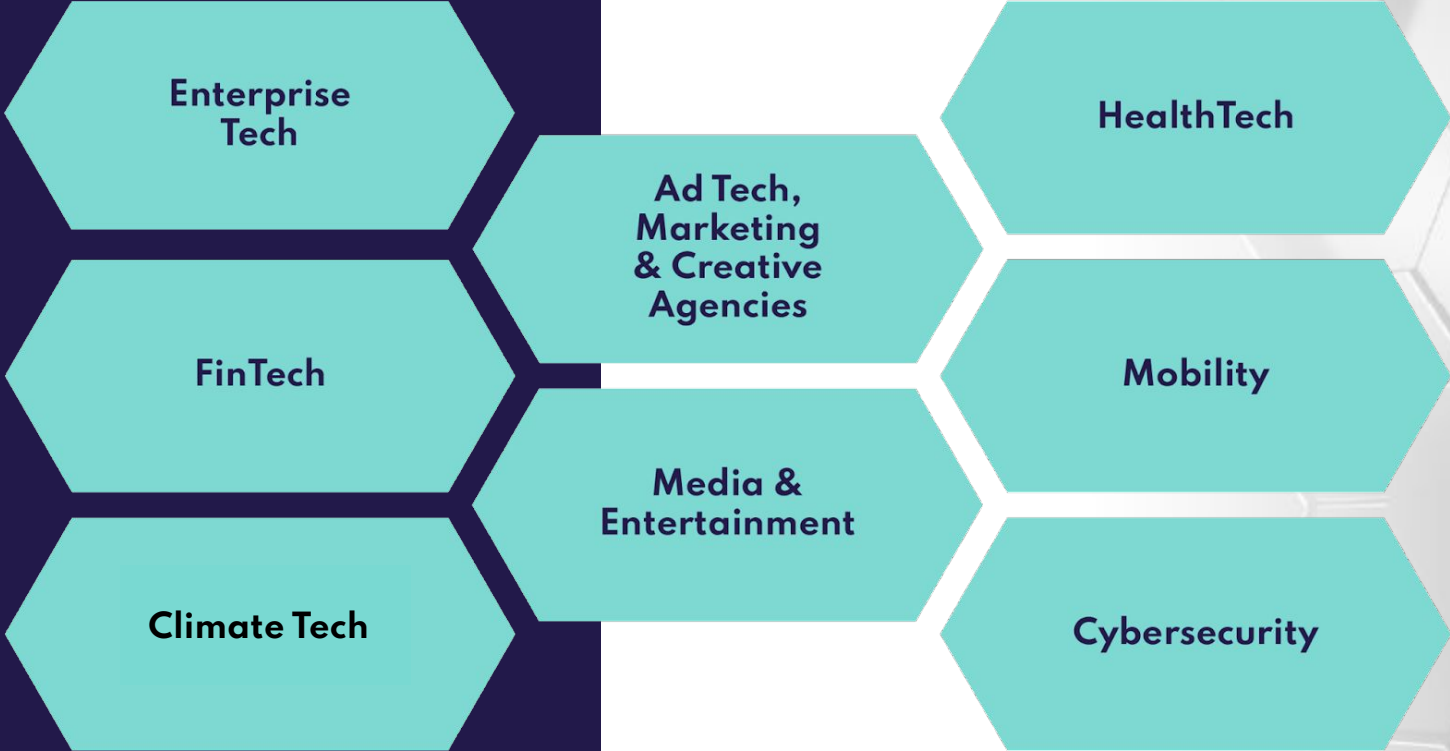
Kite Hill PR has **won numerous awards** for its work. From thought leadership campaigns that have moved the needle over years, to campaigns that have highlighted the **importance of creative storytelling**, clients benefit from the agency's seasoned team and creative chops. The agency has also won awards for its **best-in-class culture**.



Client Examples



Practice Areas



Kite Hill PR's Core Values

1



Agility

The power of moving quickly and easily; nimbleness

2



Candor

The state or quality of being frank, open and sincere in speech or expression

3



Collaboration

The act or practice working with one another

4



Passion

Any powerful or compelling emotion or feeling

5



Balance

Placing value on the whole self

Our Work

A few examples of how we deliver
for clients.



alussa
energy

Overview

Alussa Energy, a Special Purpose Acquisition Corporation (SPAC), was set to announce its business combination with FREYR, a producer of clean battery solutions in Norway, to be listed on the New York Stock Exchange. With more SPACs being brought to market than ever before, the Alussa team knew that they needed an agency well-versed in earned media and brand building in order to stand out in the investment community.

Solution

Kite Hill executed a quick and aggressive media relations approach to secure tier-one briefings and coverage that built awareness of the Alussa and FREYR SPAC announcement and the NYSE business combination. The team also assisted in planning of the NYSE live bell ringing and secured broadcast media opportunities in relation. The team built company and executive social media channels from scratch to amplify coverage through strategic organic and paid content.

Results

Successfully managed all communications related to the company's business combination

Generated industry awareness and notable coverage for the live bell ringing at the NYSE, including **Cheddar News** and a **NYSE Floor Talk** interview

Established reporter briefings at top-tier publications, such as **The Wall Street Journal**, **Axios** and **The Street**, securing **5,245,201 impressions** through paid amplification, which included social and native content distribution

Increased social audience across platforms by 122% and improved monthly profile traffic by over 75% - total organic impressions included over **9k on LinkedIn** and **46.1K on Twitter** over the course of the PR program



alussa
energy

THE WALL STREET JOURNAL.

**A Bet on the Cheap, Green,
Geopolitical Future of Batteries**



REUTERS

The New York Times

**The Auto Industry Bets Its Future
on Batteries**

Newsweek

**cheddar
news**

**Freyr Battery Makes Its Market
Debut on NYSE**



**FINANCIAL
TIMES**

**TC
TechCrunch**

**Alussa Energy and FREYR In Talks to
Set Up Battery-Making JV in
the U.S.**

FORTUNE

Overview

Sapphire Technologies is driving global decarbonization by developing and manufacturing energy recovery systems that harness the power of gas expansion to produce reliable and clean electricity. As the company sought to expand and increase clients and partners, they needed to increase brand recognition in key markets and underscore their position as an industry trailblazer.

Solution

Kite Hill PR leveraged earned media to educate the wider market on the growing importance of energy recovery systems, Sapphire's turboexpander technology, and its subject matter expertise. The team created newsworthy moments, developed a robust thought leadership and newsjacking program, and supported the company with technical speaking and event opportunities.

Results

Increased share of voice among competitors by 32.9% from August 2022 to August 2023.

Secured 19 pieces of coverage for the company's Series B funding round announcement, including mentions in **WSJ Venture Capital Dispatch, Fortune, and Axios, garnering 207.8M impressions.**

Secured publication of **5 byline articles**, submitted and coordinated **10 speaking opportunities** and **5 award submissions.**

ESGToday 

Clean Energy Startup Sapphire Technologies Raises \$10 Million

Hydrogen Central 

Sapphire Technologies Secures \$10 Million Series B Funding to Accelerate Clean Energy Solutions

Carbon Herald

Sapphire Technologies Sees an Untapped Opportunity to Recover Energy Lost in the Oil and Gas Industry

Forbes

AXIOS

 **FINSMES**

FORTUNE

CENTERBOARD

Overview

Centerboard, a neutral, shipper-centric transportation management company, sought to establish and expand its presence in the shipping and logistics industry. The company needed a new brand identity and story, as well as strategic guidance on a robust PR program, to ensure its mission was clearly articulated.

Solution

Kite Hill assembled an all star team and led Centerboard through the company rebrand, including industry research, stakeholder intake calls, and messaging and visual development. Following the relaunch, Kite Hill created and executed on a PR program that included announcement strategy, thought leadership and social media management. The team created agile and seamless processes to ensure Centerboard executives were top of mind for trade and business media inclusion.

Results

Led new visual ID and brand story development, and executed a website reskin and **full brand rollout**

Secured **27 article placements**, garnering **194M impressions** in 2021 – including placements in top tier publications such as Hearst TV, Newsweek, and Supply & Demand Chain Executive, among others

Produced **12+ pieces** of thought leadership + owned blog content that was leveraged for lead generation

Increased **Twitter engagement to an average 3.5%** and garnered **1201 total engagements on 68 LinkedIn posts**

Assisted in activating sponsored content which generated **54 referrals**

CENTERBOARD

Newsweek

**Lessons Learned on the Field:
What the Shipping Industry
Stands to Gain | Opinion**

Bulk Transporter

FAST COMPANY

**Gen Z is Going to Reinvent the
Supply Chain**

Dairy
FOODS

HEARST
television

Speeding Up Supplies

AJOT
American Journal of Transportation

SDC SUPPLY & DEMAND CHAIN
EXECUTIVE

**WIN Changes Name to
Centerboard**

SUPPLYCHAINBRAIN
ONE FORUM • ONE FOCUS • MANY MINDS

inbound
logistics

Technology Must Be a Theme in 2021

CENTERBOARD

Old Brand



New Brand

CENTERBOARD



CENTERBOARD		As leaders in freight tech, we're out to make the supply chain better for everyone.		Neutrality is at our core, no matter what your shipment requires.	
Brand Voice Here are some examples of the way we bring the brand to life in market-facing words.		Take charge. Move forward.		Lead the way.	
Own your next move.		We help you manage your supply chain from start to finish. All with one solution.			

Overview

PROTEUS™, the International Space Station of the Ocean, is an underwater habitat, observatory and lab facility enabling the industry to address the most pressing issues facing the Earth. With various company and product news on the horizon, the team sought a PR team that could amplify their brand across key audiences including potential investors and partners, the research community, and the general public.

Solution

Kite Hill PR immediately worked with the PROTEUS™ team to drive awareness around the problems the company is out to solve and position executives as leaders in the space. The teams worked closely on a messaging revamp, and Kite Hill drove strategic news creation and newsjacking opportunities around ocean discovery and investing in cleantech.

Results

Developed **new corporate messaging** that is consistently leveraged across internal and external communications

Secured opportunities in various vertical publications, including **Popular Science, Travel & Leisure and Dezeen**, among others

Managed **20+ inbound media opportunities** within the first 3 months of partnership

Secured broadcast interest from leading nightly show to feature the launch of PROTEUS™

**POPULAR
SCIENCE**

Jacques Cousteau's grandson is building a network of ocean floor research stations

**TRAVEL+
LEISURE**

5 Visionaries Making Strides in Climate Activism and Social Justice: Global Vision Awards 2022

civil + structural
ENGINEERmedia

Proteus Ocean Group Ltd. Engages DRASS Group To Build PROTEUS™, the International Space Station of the Ocean

Rising
Tide



**SCREEN
RANT**



Overview

atNorth is the leading pan-Nordic colocation, high performance computing, artificial intelligence service provider using 100% renewable energy. With sustainability at its core, the company sought a PR team that could help communicate its vision and ethos to a wide section of the media across the UK and Germany.

Solution

Kite Hill PR launched an aggressive PR strategy to drive awareness of high performance computing and data processing needs as well as to educate the wider industry on the environmental impact. Kite Hill helped develop a strong news pipeline and created newsjacking opportunities around topical issues such as the rising energy cost crisis. Working closely with the atNorth team, Kite Hill has secured media interview opportunities at key industry conferences in the UK and Germany and has developed a robust awards programme to help boost atNorth's industry profile.

Results

Positioned atNorth as an industry **leader in sustainable computing** through executive profiles and thought leadership coverage

Generated number of opportunities across the media from vertical sector publications to top tech , including **Computer Weekly, Technology Magazine, Data Center Dynamics**, amongst others

Kick started an awards programme, with atNorth being shortlisted as a **finalist for Sustainability Project of the Year** at the DCS Awards within the first month of working together



ComputerWeekly.com

Sungard UK in administration: How rising energy costs are impacting the datacentre market

Technology.

Q&A from Eyjólfur Magnús Kristinsson, CEO at atNorth

DataCenter Knowledge™

New atNorth Data Center to be Located in Akureyri, Iceland

capacity

atNorth becomes a member of the SDIA



atNorth Unveils New High-Capacity Data Centre in Sweden



atNorth bringt nachhaltige GPUaaS-Lösung auf den Markt



atNorth arbeitet an GPU-Computing als Service

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Our Approach to

Thought Leadership

Thought Leadership

Areas in which we create thought leadership content



Executive Q&As



Blog Posts & Owned Content



Bylines & Contributed Columns



Planning for the Big Moments

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Our Approach to

News Creation

Earned Media Is The Most Valuable Content For B2B Decision-Makers

CONTENT TYPES	WHAT B2B BUYERS VALUE
eBooks	51%
Infographics	55%
Whitepapers	71%
Case Studies/ROI	72%
Expert Q&A	77%
Webinars	80%
New Product Updates	83%
Video Content	87%
Press Coverage/Articles	93%
Technical Specs/Materials	95%
Press Coverage/Reviews	99%

Source: Spiceworks Annual Survey of B2B Decision Makers

News Creation

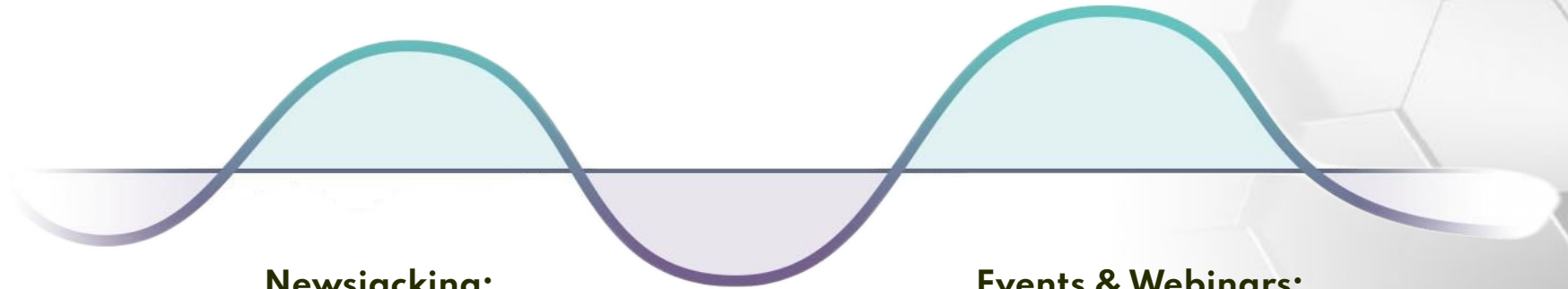
We use a “peaks and valleys” approach to create a steady stream of earned media

Announcement Example:

Series A Announcements;
Portfolio Company News

Announcement Example:

Podcast Updates;
Personnel Announcements



Newsjacking:

Hot Start Up Projections
Davos
Diverse Leadership

Events & Webinars:

CES
Web Summit
NAB

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PUBLIC RELATIONS

Our Approach to

Events & Awards

Events & Awards



Speakers Bureau

We would create a speakers bureau approach to 'earn' spots on key stages clients



Awards

We map out and pursue possible award programs can highlight company offerings and culture



Industry Event Management

Kite Hill assists in managing client presence at conferences, webinars, and executive roundtables



Owned Events & Experiences

We can create and manage signature events for clients to solidify their marketplace position, engage with stakeholders and elevate your industry expertise

Our Approach to Social Media

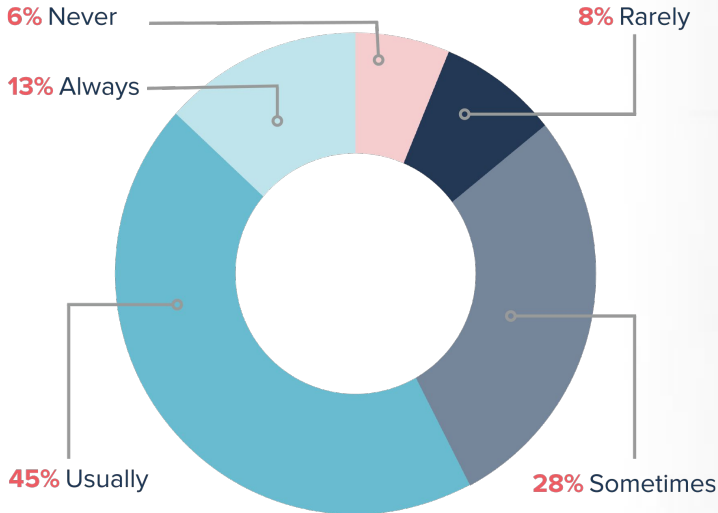
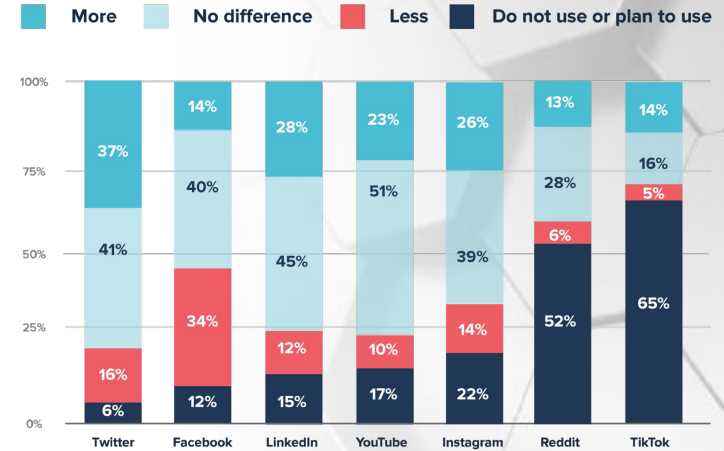
Social Media = The Modern Newsroom

The modern newsroom is
multi-channel.

In fact, 76% of journalists say
Twitter is the most valuable social
network for communications.

Journalists want to use Twitter
more (37%), followed by
LinkedIn (28%), Instagram
(26%), and YouTube (23%).

34% plan to use Facebook
less. 16% plan to use Twitter
less and 14% plan to use
Instagram less.



More than half
of journalists consult a
company's social
media *before*
reporting
on them

Social & “Owned” Newsroom Management

 4k



Collaborative Editorial Platform For Staging Owned and Social Media



Earned Media Amplification: Tight Integration of Paid and Earned



Inform Long Form Content and Blog Posts

Process & Measurement

Measurement and Analytics

Our data-driven approach leverages standard and customized metrics to inform our PR strategy. Leveraging media measurement platforms, **we focus on quality over quantity.**

1

Standard Tracking

- Real-time media monitoring
- Share of Voice (SOV)
- Volume/source of coverage
- Quarterly analysis

2

Customized Tracking

- Google analytics
- Sentiment analysis
- Social media
- Competitor analysis



Thank You!

Drop us a line

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