



FIRSTFUEL
BUILDING ENERGY ANALYTICS

Changing Market Perception: Building Brand Awareness and Establishing Thought Leadership



GOALS

FirstFuel Software engaged Version 2.0 to help change the market perception of its brand from a small, clean tech startup to an established data-driven SaaS company for the changing global energy and utilities industry. Launched in 2010 and having built an impressive customer roster, **FirstFuel** wanted to expand its brand awareness on a national scale while continuing to maintain its leadership position in the energy and clean tech industry.

STRATEGIES

Version 2.0 saw an opportunity to engage the national press following Google's acquisition of Nest, and Opower's IPO in the spring of 2014, with both announcements validating the mounting interest in energy efficiency in the residential sector. Version 2.0 sought to explain how the next – and bigger – wave would happen in the commercial building space, with **FirstFuel** leading the charge. A rapid issues-response campaign helped Version 2.0 secure briefings for **FirstFuel's** CEO with industry influencers including **Bloomberg Businessweek**, **the Financial Times**, **Fortune**, **the Guardian**, **the New York Times**, and **the Wall Street Journal**.

Version 2.0 simultaneously maintained a steady drumbeat of coverage in the energy press to demonstrate **FirstFuel's** market leadership and to outpace competitors. By regularly engaging trade outlets with partner and customer announcements, in addition to offering contributed articles that featured interesting insights on breaking

FirstFuel Software engaged Version 2.0 to help change the market perception of its brand from a small, clean tech startup to an established data-driven SaaS company capable of driving global energy efficiency.

The New York Times

WALL STREET JOURNAL

Bloomberg BusinessWeek

FINANCIAL TIMES

FORTUNE

InformationWeek

Los Angeles Times

CNN Money GreenBiz

the guardian



news, **FirstFuel** executives were positioned as thought leaders among peers while building solid relationships with influential reporters.

The Version 2.0 team also worked to elevate **FirstFuel's** profile in the general technology sector by promoting its innovative approach via data analytics. The term “Deep Data” was coined during this campaign and the team secured briefing opportunities for FirstFuel’s CTO and Chief Data Scientist with outlets including **Datanami** and **InformationWeek**.

RESULTS

Underscoring **FirstFuel's** platform innovation, unique industry insight and forward-thinking vision, Version 2.0 secured strong coverage across national, technology and energy press. Results included stories in **Fortune**, **the Guardian**, **The Los Angeles Times** and **The Wall Street Journal**; coverage of **FirstFuel's** innovative data science approach in **CIO Review**, **IT Business Edge** and **InformationWeek**; and exposure in energy trade publications, such as **Energy Efficiency Markets**, **Energy Manager Today**, **Greenbiz**, **GreenTech Media** and **Utility Dive**.

Version 2.0 assisted **FirstFuel** in elevating its brand and garnering national and influencer attention by securing a total of 141 pieces of earned media coverage in 2014, successfully positioning the company as an established and leading data company.

