



Raise Brand Visibility and Elevate Thought Leadership



The Erb Institute for Global Sustainable Business at the University of Michigan, a joint MBA/MS program between the University's Ross School of Business and School of Natural Resources and Environment, is consistently ranked among the top programs for sustainable business study in the country and widely recognized within academic circles as being a leader in sustainable business education. At the same time, the Erb Institute faced increasing competition from similar organizations at universities around the country, and needed to differentiate its offerings, raise its brand visibility and elevate its thought leaders among the business and sustainability press.

Senior leaders at the Erb Institute engaged Version 2.0 to design a program which would position the Institute as a resource for research, insights and education on sustainable business issues as well as integrating PR efforts with communications to donors, alumni, advisory board members and other strategic partners.

Version 2.0 implemented a thought-leadership strategy that both tapped into existing media conversations about sustainability and offered provocative points of view from Erb Institute experts. Specifically, Version 2.0 created a constant stream of issues response and media briefing campaigns that engaged Erb Institute experts in the conversation about national and global environmental and business trends. Immediate results included placement of an op-ed on China and coal mining in *Barron's* and contributed comment on oil prices in *Businessweek*.

Version 2.0 worked with Erb to:

- Secure briefings and build ongoing relationships with members of the business, national and sustainability press, including editors and producers at *NPR*, *PBS*, *Forbes*, the *Wall Street Journal*, *TIME* and the *Detroit Free Press*
- Develop serial contributed content opportunities in outlets including *Greenbiz.com*, a leading business and sustainability site formed by former editors of publications including *FORTUNE*
- Position the Erb Institute as a leading sustainable business educational institution through comment in publications such as the *Financial Times* on the "green MBA" trend and its impact on business education

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FINANCIAL TIMES
WALL STREET JOURNAL
GreenBiz
TIME
Bloomberg
BusinessWeek
BARRON'S