



Putting Energy Conservation on the World's Stage



Canadian green technology start-up Pulse Energy captured an enormous opportunity as the provider of energy consumption management technology to facilities at the 2010 Winter Olympic Games. Pulse, a provider of energy consumption monitoring technology to large enterprise, laboratory, government and academic institutions, recognized that its involvement with the Games provided an ideal springboard to launch its brand to the world, as well as a stage on which Pulse could position itself as a leader in green technology innovation.

Pulse Energy called on Version 2.0 to develop a US-focused PR campaign that would raise visibility for Pulse's Venue Energy Tracker, a tool that showed real-time energy consumption levels at various Olympic venues as well as energy savings due to sustainable practices. By visually demonstrating the energy use reduction that resulted from conservation efforts, the tracker illustrated both the Vancouver Organizing Committee's commitment to a greener Games and the capabilities of Pulse Energy's technology in a high-profile setting.

Version 2.0 developed a highly concentrated program that spanned several weeks before, during and after the Winter 2010 Olympic Games. Our focus was on initially introducing Pulse as a key enabler of the "greener Games," and then leveraging the technology story to position the executive team as thought leaders in energy efficiency and sustainable business practice. Building on relationships already in place with sustainable business press, we quickly secured pre-Games feature articles in outlets such as CNET and Fast Company, as well as highlights of the Venue Energy Tracker in USA Today and numerous online media outlets.

In addition to the coverage we achieved before and during the Games, Version 2.0 also helped Pulse Energy build relationships with the business press through briefings with journalists at *Newsweek*, *The Wall Street Journal* and *The New York Times*.

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The New York Times

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