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Ogilvy Public Relations Worldwide

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Leopard Communications and Ogilvy PR Worldwide

Your Partners in Clean Tech Communications and Marketing

Your company is focused on developing innovative clean tech hardware and software solutions that enable today's business leaders to improve operational efficiency, reduce costs and minimize their impact on the global environment. We're focused on helping you share those ideas with the world.

Drive awareness

Leopard and Ogilvy PR, both Ogilvy Group companies, have joined forces to bring your clean tech story to life. For local and global markets, we'll help you develop a strategy, refine your message and get it in front of the people who can make a difference in your company's future. Leopard and Ogilvy PR provide a unique mix of strategic storytelling, creative execution, business-to-business technology PR and specialized PR expertise, all brought together to help you achieve a clear, powerful impact on multiple levels.

Tell your story

Leopard has an extensive history working with some of the most progressive business-to-business and clean tech companies in the world, taking complicated ideas and translating them into strategically sound stories that resonate with sellers, engage customers and excite investors. We specialize in helping elevate your brand from a purely functional level to one infused with emotion, establishing thought leadership, generating greater value and winning the hearts and minds of your audience.

Using a deep knowledge of how market perceptions are made and public policy is formulated, Ogilvy PR can help you develop effective communications that evoke measurable change. Whether unveiling a new approach to a market problem or shaping the outcome of a legislative battle, we understand the big picture and the importance of managing the details, bringing it all together to paint a portrait of opportunity, growth and success for your company.

Bridge the gap

Leopard and Ogilvy PR have vast experience helping clients develop a clear, consistent message across all channels of marketing. We can equip you with a unique suite of specially designed tools, helping ensure that your sales force is perfectly in tune with marketing efforts, enabling sellers to leverage brand initiatives and strengthen your overall brand promise. This potentially results in a dramatic increase in sales, allowing you to scale your offerings and position yourself for growth or acquisition or to simply further establish and strengthen your position in the market.

Measure the results

Accurate, comprehensive results should do more than just measure the effectiveness of marketing—they should also have a significant, positive impact on future efforts. By using detailed analytics to refine your message, you gain a deeper understanding of what works and why, giving you greater insight into your customers' needs. We can provide you with those analytics, helping you develop that insight and infusing it with a compelling creative strategy to consistently design a stronger, more focused marketing approach.

Make a difference

Leopard and Ogilvy PR are committed to minimizing any negative impact on the environment. Both companies play instrumental roles in helping the Ogilvy Group reach its goal of reducing CO₂ emissions 20% by 2010 through efficiencies in buildings and IT, the purchase of clean technology where available and offsetting the balance of emissions. Leopard and Ogilvy PR continue to develop internal programs designed to reduce energy consumption and maximize recycling efforts. This includes incentive programs that encourage employees to use public transportation and concerted efforts to reduce air travel through the use of telepresence and Webcast solutions.



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CLEAN TECH HIGHLIGHTS



Leopard and Ogilvy PR have decades of experience helping some of the most progressive companies in the world successfully engage in and position clean tech initiatives. To learn more about these stories, contact Luke Bemis at luke.bemis@leopard.com.



**FIND OUT
WHAT LEOPARD AND
OGILVY PR CAN DO
FOR YOUR COMPANY.** 

For more information, please e-mail:

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