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Ogilvy Public Relations Worldwide

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Leopard and Ogilvy Public Relations Worldwide Your Partners in Renewable Energy Communications and Marketing

Your company is focused on developing new, innovative technologies that help change how the business world uses and resources energy. We're focused on helping you share those technologies with the world.

Drive awareness

Leopard and Ogilvy PR Worldwide, both Ogilvy Group companies, together help bring your story to life. For local and global markets, we'll help you develop a strategy, refine your message and get that message 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 of working with some of the most progressive business-to-business and energy 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, painting a portrait 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 strengthening 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 renewable energy 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. These include incentive plans 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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RENEWABLE ENERGY HIGHLIGHTS

➤ Leopard and Ogilvy PR have decades of experience helping some of the most progressive companies in the world successfully engage in and position sustainability initiatives.

BP

Ogilvy PR helped BP rebrand itself as “Beyond Petroleum,” managing a global internal communications campaign to align more than 100,000 employees behind the new sustainable brand promise. Ogilvy PR also handled the global media effort around the rebranding, generating hundreds of positive news stories from a sometimes skeptical media.

The agency’s environmental work with BP included the launch of the first environmentally sensitive gas station in Los Angeles—Helios House. This is the first certified sustainable service station in the United States and is a further demonstration of BP’s commitment to sustainable business practices.

SunPower

Ogilvy PR partnered with SunPower, announcing a deal with Pacific Gas and Electric to build part of an 800-megawatt solar power plant in California, the first major utility-scale endeavor of its kind in the United States. Ogilvy PR helped generate major stories in many media outlets, including *The New York Times* and the *Financial Times*, *San Jose Mercury News* and *San Francisco Chronicle*, as well as Reuters, Bloomberg and CNBC. SunPower shares rallied 18% the following day.

In another campaign that was equally important to SunPower’s business results, Ogilvy PR created a program to support SunPower’s sales to water utilities. It crafted SunPower’s messaging, determined the best media vehicles for reaching key decision makers and introduced SunPower to the top editors. Ogilvy PR quickly secured a series of articles in the top water trade publications, which led to an immediate jump in sales inquiries.

SunPower is also the largest residential solar system installer in California. In order to generate a stream of stories highlighting individual customer installations, Ogilvy PR established a public relations campaign in partnership with SunPower’s dealers. The agency regularly interviewed dealers to identify colorful customer stories as vehicles to deliver SunPower’s message. It then targeted affluent publications in California, SunPower’s principal sales region, and secured placements with The Associated Press and in the high-end magazine *7x7*, among other media outlets.

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

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