



Battelle

Battelle | Bringing Energy to Battelle by Expanding Commercial Reach

CHALLENGE

From its headquarters in Columbus, Ohio, nonprofit research and development giant Battelle serve the energy and environment, national security, and health and life sciences industries. Though Battelle is globally recognized in these sectors as a government contractor, it saw opportunities to drive brand awareness and increase business in the commercial space.

OBJECTIVES

Build the Battelle brand; expand reach and recognition.

SOLUTION

Pierpont worked alongside MSLGROUP to position Battelle as a nationally recognized energy industry research and technology innovator. Pierpont raised the profile of the organization and its experts by activating thought leadership platforms. This included placing executives in highly visible industry leadership positions and designing and delivering content and events to advance Battelle's oil and gas message.

After setting goals and establishing a narrative for Battelle, Pierpont leveraged its long-term media relationships within the energy sector and secured coverage across local, national, and trade media highlighting Battelle's pipeline integrity technology, breakthrough water management solutions for oil and gas, sensor technology for high-temperature/high-pressure environments and more. In addition, Pierpont identified awards programs and conferences for Battelle to participate in to reach key oil and gas stakeholders. A LinkedIn campaign, targeted both functionally and geographically, was implemented to establish direct connections between decision-makers and Battelle's experts.

RESULTS

As a result of this campaign, Battelle benefited from increased brand awareness in Houston and among oil and gas decision-makers, developed thought leadership platforms, and positioned its scientists as expert sources, leading to significant commercial opportunities.

