



Cresta Fund Management | Laying the Foundation for Enhanced Presence in the Energy and Industrial Sectors

Cresta Fund Management | Leveraging PR for Enhanced Presence in the Energy and Industrial Sectors

CHALLENGE

[Cresta Fund Management](#), a leading private equity firm specializing in sustainable and convention investments in the energy sector, wanted to enhance its media coverage and visibility in a competitive market. The firm sought to elevate its profile, communicate its value proposition more effectively, and position itself as a thought leader in the transition to a more sustainable future.

OBJECTIVE

Pierpont was engaged to spearhead a [public relations campaign](#) designed to boost Cresta's presence in the [sustainable energy](#) sector. The objective was to elevate brand awareness and thought leadership through strategic coverage in online news articles, podcasts, [social media platforms](#), speaking engagements and award opportunities.

APPROACH

Pierpont executed comprehensive media outreach strategy, targeting podcasts and reporters, and developed a social media calendar and newsletter. The team also conducted peer monitoring to analyze Cresta's competitors, provided SEO-enriching keywords, researched emerging industry trends, and facilitated [media training](#) with sample questions. Additionally, Pierpont compiled award nominations from prominent business journals and magazines, and submitted these on behalf of Cresta for consideration.

RESULTS

Throughout the campaign, Cresta accumulated a high increase in visibility in reputable publications, such as Fortune, Hart Energy, Middle Market M&A, Inc. Magazine, MergerMarket and PeHub. In a three-month span, Cresta was selected as a finalist in four different business award categories. Pierpont's efforts resulted in 59 total pieces of earned media coverage, positioning Cresta as a trailblazer in sustainability and decarbonization.

BY THE NUMBERS

59

Total Pieces of coverage

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