



# INEOS Styrolution | Research-Driven Media Relations and Content Creation

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## **OBJECTIVE**

Pierpont was selected by [INEOS Styrolution](#), a global styrenics supplier to the household products, packaging, health care, electronics and automotive industry, to launch a US-based effort to promote its advanced recycling technologies and the transition to a closed-loop economy.

## **APPROACH**

Beginning with a full review of the fifty US states' legislation and policy status on recycling and plastic or polystyrene bans, we created a research-backed approach to the media relations and content creation effort leveraging our deep insights in both public affairs and how the media landscape works. For maximum exposure and impact, we launched in select states in which the recycling dialog was plentiful, positive and the economic and regulatory climate favored an open conversation.

## **RESULTS**

A combination of brand-building media relations and education-driven content combined to insert INEOS Styrolution into the recycling, waste and closed-loop dialog in a more meaningful way and raise their profile in the US. Our content and media relations efforts have yielded placements in The Wall Street Journal, Recycling Today, Plastics News, Plastics Today, Rigzone and Medical Plastics News.