

Maana

Maana | Leveraging Event Presence to Launch a Brand

OBJECTIVE

Pierpont partnered with Maana, a Silicon Valley-based company accelerating digital transformation in the industrial and energy sector, to craft an enterprise-wide message platform, build marketing materials from the ground up and develop a robust public relations strategy to support their appearance at CERAWeek 2019, an annual gathering of senior energy executives, innovators, and government officials.

APPROACH

With CERAWeek serving as the largest stage in the energy industry, Pierpont leveraged the company's partnership announcement with Microsoft to generate further interest in the rising brand. While at the conference, Pierpont coordinated 11 media briefings with top-tier national reporters including Wall Street Journal, Bloomberg TV, the Financial Times, and The Economist, as well as heavy-hitting trade publications like Energy Intelligence, E&P, and Platts.

RESULTS

In total, in just three months' time, 13 articles ran discussing Maana's position as a leader in the digital transformation ran, totaling 9.8 million impressions.

BY THE NUMBERS

13

Articles published

9.8M

Impressions

