

Monolith | Increased Investor and Customer Attraction

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CHALLENGE

Monolith, a leading manufacturer of clean hydrogen and the first in the United States to produce clean, emissions-free hydrogen at commercial scale, has worked with Pierpont for the past five years to elevate the company's position in the hydrogen and clean materials markets, as well as support the company with crisis preparation and response.

OBJECTIVE

Most recently, Pierpont has been supporting Monolith as it seeks to grow awareness of the brand and advocate for hydrogen's role in a clean energy future.

APPROACH

Pierpont developed a communications campaign that sought to bolster awareness and credibility of Monolith's role in decarbonization via its clean hydrogen and other materials. To support the company's ambitious global goals, Pierpont developed and executed strategies for executive positioning, media outreach, collateral development and event support that positioned Monolith as an authority on clean hydrogen production and an advocate for global decarbonization goals.

RESULTS

Media relations efforts were highly-targeted to publications in which key decisionmakers and policymakers were already engaging, resulting in high-impact coverage that delivered awareness. Monolith has attributed investor and customer attraction to Pierpont's media efforts, stating that multiple parties have referred to media coverage as a key factor in their decision to engage with Monolith.