



Safran Defense & Space, Inc.

Safran Defense & Space | Driving Brand Awareness & Community Engagement for Facility Opening

CHALLENGE

Safran Defense & Space, Inc. (Safran DSI) prepared to open its new aerospace manufacturing facility in Parker, Colorado. The grand opening represented a significant investment in U.S. space and defense manufacturing and required a strategic communications program that would attract media attention, elevate executive visibility, and position Safran DSI as a leader in aerospace innovation, electric propulsion, satellite communications, and national security.

OBJECTIVE

Pierpont developed a communications strategy designed to generate awareness among aerospace, defense, business, and Colorado media while reinforcing Safran DSI's commitment to expanding U.S. manufacturing. The program focused on increasing earned media coverage, supporting executive messaging, promoting Colorado's growing aerospace industry, and creating long-term communications assets that would continue supporting business development, recruiting, and future announcements.

SOLUTION

Pierpont planned and executed a comprehensive public relations campaign surrounding the Parker, Colorado facility opening. The team developed media materials, crafted SEO and GEO optimized messaging around aerospace manufacturing, space innovation, Colorado economic development, electric propulsion, satellite communications, and defense technology, and conducted targeted outreach to regional, national, aerospace, and defense media. Pierpont also coordinated media logistics, supported executive interviews, developed messaging for leadership, and captured content that could be repurposed across digital channels, social media, recruiting initiatives, and future campaigns.

The event highlighted Safran DSI's new 28,000 square foot manufacturing facility that will produce EPS®X00 electric propulsion systems for U.S. Department of Defense and commercial space customers while advancing satellite communications and space domain awareness technologies including CORTEX modems and WeTrack™ services.

RESULTS

The communications program successfully elevated awareness of Safran DSI's investment in Colorado and reinforced the company's position as an innovator in aerospace, defense, and space technology. The grand opening generated meaningful attention among regional and industry audiences while showcasing Colorado's importance as a growing hub for aerospace manufacturing and defense innovation.