

PR and Technology Analyst Relations Establish an Innovator as a New Market Thought Leader

Building Credibility Through
Strategic Analyst and Media
Relationships



Company Background

Company J is a South Korean company that aims to help with innovative energy solutions. Having started as a company that created stainless steel wires and conductive textiles, the company quickly realized its potential by expanding to the U.S. market with the world's first flexible and leak-resistant battery.

Client Challenge

Company J was looking to break into the U.S. market by building credibility and gaining traction. Entering a competitive and niche market without any local corporate presence raised a number of complex issues. Although Company J had an innovative product, its brand awareness was non-existent within the U.S. market. Therefore, U.S. media outlets were not familiar with or eager to cover the company and its product. The only audience that understood the innovative nature of Company J's solution were tech analysts who were already exposed to the battery market.

Strategic Solution

In order to solve issues surrounding trust, credibility, and brand awareness, BDMT Global recognized the importance in targeting local audiences through trade shows and building relationships with leading tech analysts at multiple firms who could provide valuable insights and references. The end goal was to educate local allies, thought leaders, and eventually, relevant markets that Company J's product was a catalyst and solution to common and persistent battery issues that hinder innovative product design and development.

The plan included:

- 1.Targeting local audiences through press releases about Company J's appearance in trade shows and local events
- 2.Establishing technology analyst relations through a briefing tour
- 3.Securing articles authored by Company J in key press to build thought leadership

Press Relations

To help build the buzz of Company J's offerings and activity in local markets, BDMT Global implemented a Press Relations strategy composed of targeted local media outreach around key events, namely local Lunch & Labs and trade shows where BDMT Global had secured no-cost speaking engagements for Company J's Director. Generating interest in both local and industry-specific media would help promote Company J's offerings to key audiences and help drive brand awareness.

Press Relations Methodology

To generate local awareness, BDMT Global developed press releases about Company J's appearance at tradeshow and local events. The purpose of the press release was to generate awareness of Company J and provide an initial briefing on the unique product. Additionally, it was a gateway to have Company J's Director headline at the trade shows and further showcase the thought leadership of Company J. Using these press releases, BDMT Global then reached out to relevant media, either attending the shows, in the local area, and/or who covered the industry in-depth to try and secure interviews and features. By positioning Company J as an up-and-coming innovator and leveraging the local events, BDMT Global was able to secure interest by key publications.

Press Relations Results

Press releases for trade shows and local events were picked up by outlets including Business Insider Markets Insider, USA Today, and Technical Textiles. All together, the event press releases reached a potential audience of 77.9 million. Not only did the press releases help with Company J's local brand awareness, the tradeshow, IDTechEx was willing to publish any Company J related articles on their website. Additionally IDTechEx's CEO reached out to further strengthen their relationship by advising Company J on the market and helping with publishing articles. BDMT Global also secured articles in key IoT, medical technology, and electronics publications that positioned Company J as a market innovator and thought leader.



Analyst Relations (AR)

In order to increase brand awareness within the local market, BDMT Global recommended pursuing technology analyst relations, as, despite being recognized for an award by a major global analyst firm, Company J did not have any prior formal AR program. Creating analyst relations would put Company J's name on firms' radars and allow for an opportunity to better understand the current market climate.

In addition, as analysts work directly with companies involved in product development, their feedback and initial responses to Company J's battery could help Company J revise and refine messaging points to better appeal to their targets. The analysts themselves could also serve as a quasi extension of Company J's business development efforts by recommending Company J's battery solution.

AR Methodology

BDMT Global researched, outreached, and set up briefings with tech analysts who were specialized experts in the battery and related applications industries. First, BDMT Global built a custom analyst list comprised of industry experts at leading analyst firms worldwide, with a focus on those based in the United States, including Gartner, IDTechEx, and Lux Research. BDMT Global then crafted personalized messages to each analyst, introducing Company J's technology and positioning the company as a leading innovator in this growing market. To help reinforce the message, BDMT Global also shared videos, news updates, and other key content to demonstrate Company J's leadership.

To prepare for these analyst briefings, BDMT Global helped company J develop presentations customized for each analyst briefing, and conducted training sessions to finalize talking points and how to handle likely questions from each analyst. Additionally, BDMT Global helped navigate the conversations to ensure Company J was receiving effective feedback about their product, collecting knowledge about the industry, and perhaps most importantly, creating relationships with the analysts. After each call, BDMT Global also held a debrief/recap with Company J to go over what went well, what could be improved, and what to keep in mind for next steps.

AR Results

In addition to a face-to-face analyst meeting at WEAR 2019, BDMT Global set up video briefings with multiple analysts, including 4 briefings with analysts at one of the largest global analyst firms. After the briefings with analysts at this firm, the analysts were so excited about Company J's technology that they requested Company J to schedule meetings with a few of their team members based in other areas. They also recommended potential partners to Company J.

BDMT Global also helped Company J reconnect with an analyst who had previously covered Company J's technology, but had forgotten about its unique benefits. After coordinating the briefing between Company J and the analyst, the analyst again became enthusiastic about Company J's potential and asked to be notified right away of future developments.

Overall, BDMT Global scheduled and coordinated 7 briefings, broadening Company J's awareness with key analysts and market influencers.



What Can You Do Now?

BDMT Global is helping companies like yours through product and marketing transformation. We identify and remediate your biggest go-to-market issues, advise and execute as an outsourced business development and marketing extended team.

You can find us at:

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About BDMT Global

Business Development & Marketing Transformation (BDMT) Global is an outsourced growth & marketing execution team offering strategic go-to-market, business development, and marketing services for Asia-based companies trying to break into the U.S. market.

Headquartered in Boston, the firm is widely recognized for training, coaching, and helping growing companies from beginning to end in strategy & implementation of go-to-market processes, global marketing outreach, digital transformation, and new market entry.

In addition to the firm's global services, BDMT Global expands clients' network of partnerships, creates strong industry references in the US market, generates distribution channels, and maximizes sales efforts. The company's marketing & leadership resources and training strengthen clients' internal marketing capabilities to help them successfully enter the U.S. market.

The division is led by Suzy Im, former VP of TribalVision Worldwide, who is an internationally recognized name in global marketing and has been featured in publications such as [Fortune Magazine](#).