

Powerstar Virtue

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Powerstar Virtue is an innovative energy storage system and the latest addition to the Powerstar range of energy saving solutions. Created by the market-leading brand, the solution not only gives users greater flexibility and control over electricity usage, but also delivers significant energy savings.



Brief

- Launch Powerstar Virtue to new target markets
- Raise the profile of energy storage as a technology
- Communicate the Powerstar Virtue benefits
- Promote Powerstar as the market leader for energy saving solutions

Recommendations

- Secure feature editorials within key online and print media
- Circulate press releases to key print and online media publications
- Develop a range of marketing collateral highlighting the benefits of energy storage
- Discuss how Powerstar Virtue can assist future energy infrastructures

Results

- 53 articles were secured in both print and online media
- Reached over 500,000 decision makers and influencers
- Campaign achieved three times return on investment
- Profile of the Powerstar Virtue solution was raised across new markets

What the client said



Working with Shrewdd Marketing has been very effective. We have not only increased awareness of Powerstar Virtue, but also energy storage as a technology. The team at Shrewdd is dependable, creative and approachable in equal measure. They can be relied upon to produce quality deliverables on time, on brief and on budget.



Nick Lee, Group Marketing Manager, Powerstar