

## The Value of Branding for Cleantech

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Wednesday, October 27, 2010, 08:30am – 11:30am @ The Garden Court Hotel in Palo Alto, CA

Cleantech is an industry heavy on R&D, with scientists and engineers, and light on branding, from the marketing and business development voices. Because of this and other factors, cleantech has traditionally struggled in the branding department. We address this weak link herein.

In a crowded and confused market, the need for smart brand positioning and product differentiation is paramount. Cleantech companies need to prioritize branding if they hope to win consumers and gain loyalty. This means self-reflection, surveying of the market, competition, and the audience, and conceiving a clear and dramatic story that balances the “green” factor with a message of efficiency, scalability, and profitability.

At the conference “The Value of Branding for Cleantech,” we firstly discuss broad branding tips and strategies before delving deeper into branding for the cleantech industry. As branding objectives can differ considerably for market incumbents vs. entrants, we will discuss re-branding and brand strengthening of established companies, value proposition and market entry strategies for start-up companies, subsidiary product-lines (ex. GE’s Ecoimagination), and brand clarity for M&A.

**08:30am: Reception, Networking and Continental Breakfast**

**08:50am: Welcome and Introduction**

**09:00am: Panel Discussion Begins**

**1. Introduction: The ABCs of Branding**

- ▶ What is branding and what value does it hold for cleantech companies?
- ▶ Self-Reflection: What is your mission statement? What is the vision of your founders? What is your value proposition?
- ▶ Market Homework: Who is your competition and how do you differentiate yourself in a crowded market? Who are your customers and how do you reach them? Who are your potential investors?
- ▶ What images and messages do you utilize to create a clear, descriptive, and appealing brand (company name, corporate slogan, logo, website design, marketing collateral, etc.)
- ▶ Brand Toolbox: how to leverage social media, advertising, PR (in-house vs. out of house), demand generation, lead nurturing, etc. to increase brand awareness and sales?
- ▶ What lessons can be learned from other markets and case studies?

**2. The Unique Branding Challenge Of Cleantech**

- ▶ The Unpaved Road: How do you create a value proposition in a new market lacking baseline industry knowledge? How do you create brand loyalty and promise when your product has no proven lifecycle?
- ▶ Being Doubly Green (\$): How do you balance the green message with the profitability message? What is the financial value of your cleantech technology in relation to comparable mainstream technologies and applications?
- ▶ Technological Sophistication as a Communication Barrier: How do you articulate the benefits of your product and make your technology comprehensible to your customers?
- ▶ B2B to B2C to B2...: How do you present your brand to multiple audiences and customers, which may include utilities, public agencies, retailers, manufacturers, end-use consumers, etc.

**3. Branding Strategies: Incumbents, Entrants, Product Lines, and Mergers**

- ▶ As an entrant in the broad “cleantech” umbrella, or “solar”/“biofuels”/etc. umbrellas, how do you differentiate yourself and your product from the incumbents? From other entrants?
- ▶ As an incumbent, how do you reinvent your overall brand and/or cleantech subsidiary brand to convey the right message?
- ▶ How do you, as an incumbent (corporation and/or mainstream technology company), integrate cleantech seamlessly into your existing portfolio?
- ▶ As an entrant, is an acquisition by a larger corporation a way for your cleantech brand to gain customer trust? How do you then maintain clarity through M&A and consolidation?

**10:30am: End of Panel Discussion: Q&A, Networking**

**11:30am: End of Conference**

**Panelists:** Antenna Group, Melody Haller, CEO & Founder • EMeter, Kyle Arteaga, Global Head of Corporate Communications  
• Weber Shandwick, William Brent, SVP • Porter Novelli, Amanda North, Global Head of Energy & Environment (*Moderator*)