

Background

KPR has been working with and getting results for clients in the green-tech, clean-energy sectors and related industries for more than a decade.

We believe our capabilities in this area can best be described through our efforts to promote the modlet on behalf of ThinkEco, Inc., a New York City-based company developing easy-to-use energy efficiency solutions for homes and businesses. Its latest product, the modlet, is an intelligent outlet that provides a simple, low-cost and installation-free method for saving money and energy on electronic appliances.

Due Dilligence

We first met Founder Jun Shimada and members of the ThinkEco team at a clean technology event in May 2010 hosted by Congressman Steve Israel at SUNY Farmingdale when David Norman and Micah Kotch of NYC ACRE (the incubator where ThinkEco was originally a tenant), served as panelists in a discussion about how to finance and promote clean tech ventures.

KPR was immediately impressed with the modlet and all the energy savings that ThinkEco was looking to achieve. Thus began a series of discussions on how KPR could assist ThinkEco with its public relations needs.

Calculated Risk

Although this was something we rarely do, we were so confident in our ability to help promote ThinkEco and so enamored of what the company was looking to accomplish, we agreed to provide our PR services on a pro bono basis to assist ThinkEco as an exhibitor at the CEA Line Show in New York in June 2010. All totaled, we secured over 80 press interviews and demonstrations for ThinkEco at the two-day event. Here were some of the highlights:

- Interview with ReutersTV
- Radio interview with Into Tomorrow/Dave Graveline
- Feature story in TWICE Magazine
- Feature in Technologizer
- Feature on CNET's GreenTech site



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Following the CEA show, we also assisted ThinkEco when they attended the NYSERDA EcoMarket in Union Square.

Reward

Having proven our value and capabilities, we were retained by ThinkEco during the summer of 2010 to help with its commercial and consumer launch of the modlet. We became intimately involved with all aspects of the launch including developing the key messaging; creating lists of and nurturing our key media contacts; providing media training for key ThinkEco personnel; drafting news releases on awards, pilot programs and the Con Ed partnership; and assisting with their Twitter and Facebook presence.

Perhaps the highlight of the PR campaign to date was having the modlet featured on The Today Show on December 30, 2010 for a "Top Tech Trends in 2011" segment presented by CNET's senior editor and technology guru Natali Morris. She described how the modlet is a great energy saving device and can help consumers conserve energy and change their consumption habits.

With the launch of the modlet for business in Fall 2010, coverage of the modlet exploded, not only among green media, but also among business and commercial real estate media and even consumer press who were eager to learn more about the device. All of our tenacious promotion paid off with significant coverage of the modlet even before our announcement of the modlet for home consumers. In fact, we were asked by CNET to have ThinkEco's CEO, Jun Shimada, serve on an expert panel at the Consumer Electronics Show (CES) about energy efficient appliances. As a result of all these efforts, ThinkEco's presence and impact at CES 2011 was "beyond all expectations," according to Shimada.

At the show, KPR connected ThinkEco with more than 100 journalists and bloggers from the U.S. and overseas, conducted interviews at their booth, and were jam-packed with business prospects, many already familiar with the modlet through prior media reports. In addition, we had a wonderful evangelizer, a senior researcher with the Consumer Electronics Association, who spoke about the modlet — while showing it off — at the opening press event for CES and at another panel entitled "Wall Street Meets CES."

And, David Pogue included ThinkEco in his CES roundup column in The New York Times on January 12th: "Tech Show Surprises, and the Stale:"

"An outfit called ThinkEco demonstrated its 'intelligent outlet' — a wall plug that learns when you use whatever's plugged into it, and then cuts power during the hours when you never use it."

David Pogue again featured the modlet on a Martha Stewart Show segment on hot technology products on January 17th. He chose to feature just five new items (including the modlet) from CES among the more than 2,700 displayed at the show. He raved about how the modlet will pay for itself in six months to which Martha Stewart replied, "I'm gonna have to try it." ThinkEco's Chief Business Officer Mei Shibata described the coverage as, "unbelievably awesome!"

Ed Baig of USA Today also had kind things to say about the modlet in a June 2011 piece about new green technology products: "Some products are meant to tame energy usage in other devices. The ThinkEco modlet, or modern electrical outlet, automatically turns off power to your appliances when they're not needed. You plug the modlet into a regular outlet and plug appliances in. You can monitor your power consumption via the Web."

While awaiting the launch of the modlet for consumers, KPR has concentrated its efforts in 2011 on securing media placements to promote ThinkEco's business-to-business product sales. As well as targeting general green reporters about the money- and energy-saving benefits of the modlet for business, we have also targeted IT, Pharma, and Real Estate trade publications and small business reporters.

We also managed to include a major partnership with Con Edison as part of our media outreach to highlight the modlet technology and the corporate side of ThinkEco. The partnership involving modlet control of air conditioning units to save consumers money and energy and provide Con Ed with demand response control was also mentioned in many stories resulting from CES and culminated in an article in The New York Times in the summer of 2011 that just happened to coincide with one of the biggest heat waves on record in New York.

Results

Some highlights of our PR program for ThinkEco in 2011 include:

- On camera interview with BNET.tv
- Product feature on GigaOm
- Feature as one of 6 companies to watch in Engineering News Record
- Product feature in Popular Science Magazine
- Feature in Sound & Vision
- Byline featured in School Planning and Management
- Awarded Sustainable Industries' Top 10 Green Building Products
- Feature in Knowledge Management World with ThinkEco client Turner Construction
- GreenTech story feature
- Housing Zone top product feature

All in all, we are confident that ThinkEco is well on its way to achieving its business goals, thanks in part to our ongoing PR efforts on its behalf.