



SunStar Strategic Alternative Energy Practice

Strategy. Integration. Execution. Clean Coal



Where are you and where do you want to be? Coal supplies more power for American growth than any other energy source in the country, generating a stable and economic electricity supply as well as jobs for hundreds of thousands of Americans. Facing challenges to reduce the carbon footprint and environmental performance of coal, clean coal technologies have emerged as one of the fastest growing segments of the energy sector.

Companies committed to cleaning up our coal must address concerns about the safety, scalability, economics, technology, viability and track record of clean coal projects in the U.S. Public relations is the most cost effective marketing tool to build credibility, drive adoption, attract investors and educate stakeholders.

At SunStar Strategic, we understand that at times the best technologies are beat out by companies with expansive marketing. We can help you to develop and execute a progressive communications marketing strategy to energize growth from the earliest stages.

Clean coal companies can look to SunStar for:

Message Development

If the Wall Street Journal called you to write a feature story, what would you want it to say about your company, your technology and your products? We'll help you articulate your core messages so they are ready to be rolled out intelligently across media and marketing channels.

Media Training

The energy industry has a language all its own, yet reporters need simple, easy-to-understand answers. At the same time they can be hard-hitting and skeptical. Our proven exercises will help you develop and deliver strong, unique and consistent messages for media, partners and stakeholders.

Media Relations

We've spent our careers developing trusted and long-lasting business relationships with journalists. We understand their perspectives as well as the messages that will have the most impact to support your business priorities. Our account executives work diligently on your behalf to execute a positive news generation program to enhance your visibility and credibility with the audiences that matter most to you.



Marketing Communications

Communicating your strengths and differentiating features to the right target audience is key to your success and building positive momentum for clean coal. SunStar Strategic offers a full range of marketing strategies and the people, skills, and expertise to implement them, whether you need help with initial marketing strategies or simply additional resources.

Trade Show Support

Selecting the right trade shows to attend and making them work for you can be a daunting task. Our industry experience and strategic approach to smart marketing help you understand the benefits of various opportunities. We can manage the entire process from logistical preparation and collateral materials design and production, to coaching for key booth personnel and interviews with journalists that are covering the event or in the host city.

Thought Leadership

As many technology companies have come to realize, thought leadership is an increasingly vital driver of business success. SunStar can help you design, commit to and execute thought leadership strategies that bring you recognition from your customers, partners, investors and other key stakeholders.

Creative and New Media

In an industry overwhelmed by complex technologies, seeing is an important part of believing. Our new media team can work with you to refresh your website and online presence, integrating the core messages that support your sales process. Consider SunStar's video production team to create impactful and compelling video footage of your clean coal technologies and personnel, as well as technical animations that visually explain how your technology works.

Crisis Management

If your company is put in the spotlight for the wrong reasons, SunStar's senior professionals can defuse the situation and guide you through the process to protect your reputation and business interests.

The Opportunity is Today

As an alternative energy company, you're part of a race to develop clean, sustainable technologies that will drive policy, create jobs and be adopted in the new energy mix. Our dedicated team is made up of energy, investment, and media professionals that have experience helping energy companies build comprehensive communications and marketing plans crucial to commercial success in the challenging US market. Put your company first and do it with SunStar as your partner.

Contact SunStar Strategic at
703.299.8390
Read our blog: alternativematters.com



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