

Securing Top-Tier Coverage from Day One

Just two months into program, Voxus lands Smart Wires multiple top-tier hits



Smart Wires is the world's leading grid-enhancing technology and services provider. They help electric utilities to unlock capacity and solve their critical grid issues, using Smart Wires' solutions to create a more flexible, reliable, and affordable grid. This enables a faster, more cost-efficient path to meeting growing electricity demand with clean energy generation, at the lowest cost to consumers.

"I'm genuinely impressed with how Voxus has quickly secured high-profile coverage, offered creative insights, and proposed prompt news hooks to help amplify the Smart Wires story. They come to us with ideas - Voxus is our PR easy button."
- **Joanna Lohkamp, CEO**

www.smartwires.com

Ramping Up with Expert Insights

Smart Wires is a global grid-enhancing technologies (GETs) provider that helps transmission and distribution owners and operators unlock extra capacity and solve complex grid issues. To help quickly raise brand awareness, Voxus developed a strategy to insert company executives into current national and industry conversations to drive thought leadership.

Ted Bloch-Rubin, Director of Business Development, is former Chair of the Working for Advanced Transmission Technologies (WATT) Coalition, an organization that advocates for GETs to accelerate the clean energy transition and lower energy costs. Ted was invited to the White House Summit on the new Federal-State Modern Grid Deployment Initiative to discuss the global deployment of GETs.

Joaquin Peirano is General Manager for the Americas and an expert in the industry with over 15 years of experience in the energy sector. He leads the company's commercial and operational activities in North, Central, and South America, building strategic partnerships with regulators, utility providers, developers and large load stakeholders.

Leveraging Industry Expertise

Voxus developed a media program leveraging Ted and Joaquin's industry expertise to raise brand awareness and generate excitement. The goal of the program was to secure top-tier coverage for Smart Wires that supports sales initiatives and fundraising efforts.

Proactive, Multi-Faceted Media Campaign

Voxus deployed a three-pronged strategy. First, the team targeted rapid response opportunities to insert Ted into national industry conversations surrounding the launch of the Biden-Harris Administration's Federal-State Modern Grid Deployment Initiative and the urgency to address electricity demands driven by the rapid growth in AI.

In addition, Voxus targeted trade publications to highlight Ted and Joaquin's deep technical knowledge and unique perspectives on grid modernization and integrating renewable energy sources as the landscape continues to evolve.

Lastly, Voxus leveraged customer traction and company news to demonstrate momentum for proactive storytelling and case study placements.

"Smart Wires? They're the Experts!"

Within just 60 days, Voxus landed three top-tier pieces of coverage for Smart Wires in Bloomberg, the Wall Street Journal and S&P Global's Megawatt Daily Newsletter.

Not only did Voxus secure coverage based on national rapid response opportunities, the team also placed bylined articles around the Federal Energy Regulatory Commission's (FERC) Order 2023 in POWER Magazine and T&D World.

At the same time, Voxus landed a feature article in Canary Media along with multiple pieces of coverage for company news in publications such as Smart Energy International, Transformers Magazine, Current News, Electric Energy Online, Energy Live News, Edie and T&D World.