

# CASE STUDY

## Elevating BTC Power's GEN4 All-In-One Charger Through Earned Media



### Challenge

The challenge was clear: BTC Power needed to make a significant impact by launching its new DC fast charger, the GEN4 All-In-One Charger, and gain attention through its PR efforts to increase reach due to a tight paid media budget. With a target audience of commercial property and convenience store owners, the objective was to generate buzz, establish industry leadership, and drive product adoption. To achieve this, BTC Power aimed to utilize earned media and a focused PR strategy tailored to its niche market.

### Solution

BTC Power developed a comprehensive strategy emphasizing storytelling, targeted media outreach, and digital promotion. The campaign included:

- **Tailored Communication:** The messaging focused on how the GEN4 charger could boost convenience store revenue and meet the growing demand for EV infrastructure.
- **Earned Media Tactics:** CSP amplified the campaign by sharing information about BTC Power's GEN4 charger as a finalist in their awards program, expanding the product's exposure to a broader audience. Winning the New Product of the Year for the Technology category provided BTC with free promotion on its website, social media channels, and print magazine.
- **Social Media Strategy:** The campaign included teasers and trade show updates on BTC Power's corporate pages and CSP's social media channels. Employees played a pivotal role by engaging with and sharing corporate content, amplifying the campaign's reach and credibility.
- **Press Releases:** Press releases were sent to the editors and staff before the 2022 PEI/NACs tradeshow about the fast charger's launch at the event. The editors visited the booth, viewed BTC executives as experts, and interviewed them about the EV market for a cover story, which elevated them and helped generate more interest. A press release was also posted ahead of the PEI/NACS trade show the following year.

### Results

The earned media campaign was a resounding success. Through meticulous promotion and strategic positioning, **CSP Magazine named BTC Power's GEN4 All-In-One Charger the "Top New Product" of 2023.** This recognition not only cemented BTC Power's reputation as an industry leader but also amplified the product's reach among its target audience.