How to Build Your Brand

Presented to

OCEAN ENERGY EUROPE

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ORPC

Improving people's lives, and their environment, through sustainable energy solutions

Identify your core values then create a corporate mission statement

ORPC improves people's lives, and their environment, through sustainable energy solutions

Use your mission statement to drive strategy – what does it mean in practice?

Community First

Proven Technology

Durability & Environmental Harmony

Leave a Lasting Impression

Improving people's lives,
and their environment,
through sustainable energy solutions

Messaging

Communication

- Be frequent, transparent and consistent to build trust
- Reach multiple target audiences (potential customers, policymakers, investors, climate change advocates)
- Support industry and company objectives while building awareness for both

Broadest Reach at Lowest Cost

- Issue press releases
- Be responsive to reporters to maximize accurate, positive news stories
- Utilize social media channels

Provide progress reports through use of words, images and video while remaining consistent with mission statement

https://youtu.be/9tpTJGqQ1gQ

Thank You

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