

# Securing impactful press coverage for a crucial fundraise.

## E-magy's story

Announcing funding rounds is vital for cleantech businesses. Doing so enables a company to showcase a crucial step on the commercialisation journey and helps attract customers.

At the same time, fundraising announcements are also very common, making it hard to catch the attention of journalists. This is especially the case for those writing for high-value publications.

E-magy contacted us as it wanted to utilise our strong global network of journalists to announce its latest funding to scale its high-energy battery material.

## E-MAGY AT A GLANCE

*Advanced materials specialists with over 20 years of silicon crystallisation experience.*

<b>BASED IN:</b>	The Netherlands
<b>YEAR FOUNDED:</b>	2020
<b>Nº OF EMPLOYEES:</b>	20
<b>EXPERTISE:</b>	Advanced materials research and development, unique silicon solutions and expertise, unlocking better battery performance.

## The problem

E-magy wanted to secure widespread coverage for its latest funding round, knowing that attracting journalist interest is challenging.

The company realised it needed to work with a communications agency with a strong journalist network and the ability to understand complex technologies.

### MAIN CHALLENGES

- 01** Cutting through the noise and getting its milestone news the attention it deserved
- 02** Telling the story behind its complex technology in an easy-to-understand way
- 03** Knowing how and when to target journalists
- 04** Securing approval from all stakeholders

## Why E-magy chose us

E-magy was already aware of our PR expertise and processes following our work for a previous client also based in the Netherlands. Our storytelling approach to communications, extensive journalist network and media relations experience further convinced the team.

After E-magy contacted us about handling the announcement of its latest funding round, we devised a tailored project covering all its requirements.

# Our solution

## A PR SPRINT PROJECT

### **01** Pinpointing the story

We deeply explored E-magy, its technology and new funding to craft a compelling story.

### **02** Preparing all assets

As well as the press release, we wrote an extensive FAQ document containing all the details we'd expect journalists to ask, saving time later in the project.

### **03** Securing necessary approvals

We managed the approval process with all investors, saving E-magy time and energy to focus on finalising the round.

### **04** Targeting journalists with intensive pitching

We identified key journalists and publications we wanted to cover the news, targeting these with pre-pitching and follow-ups to boost coverage.

*Funding rounds can saturate the news cycle, so your announcement must have a clear and interesting narrative to capture attention and secure coverage.*

*You also need to be realistic with who you're targeting. While the likes of Forbes and Bloomberg are very appealing, it's unlikely they'll cover the news unless you've raised a substantial amount of money or have a high-profile investor leading the round.*

*Instead, you should have a realistic list of publications in mind that should be interested in your story. Crucially, these should also be the media your target audiences – customers, partners or the general public – likely read.*

## The results

E-magy was impressed by the thoroughness and professionalism of our project. It was also delighted with the profile of media that covered the announcement and the total amount of coverage received.

### PR RESULTS

- 34 pieces of coverage in total
- Interviews with Sifted and leading Dutch outlets Het Financieele Dagblad and BNR
- Further features in the pipeline with WirtschaftsWoche and SG Voice
- Coverage spread across global technology, sustainability, start-up and trade media
- Reached a minimum potential audience of 708,892

## Testimonial

“

Working with Life Size on our latest funding round announcement was a pleasure. From the very beginning of the project, it was clear that the team understood our technology, needs and the media landscape. I'm thrilled with how the project panned out and consider the coverage we received a real success.

**Casper Peeters, Chief Executive Officer**

”



GET IN TOUCH

# Make yourself heard

Do you have a funding round coming up that you want to shout about? Did your last announcement not receive the attention it deserved?

Get in touch with our PR experts to discuss how to capture journalists' attention for your milestone news.

[Free consultation →](#)

[mail@lifesizemedia.com](mailto:mail@lifesizemedia.com)

CONNECT WITH US

