

# Increasing the media profile of a rapid-growth e-mobility firm

## Kempower's story

Electric vehicle ownership continues to grow. To support the e-mobility transition, charging infrastructure must keep pace with the expanding EV market.

Kempower is one of the world's fastest-growing DC fast-charging companies. In 2022, the company achieved EUR 104 million in revenue, a growth of 279% year-on-year. It is expanding globally at a similar pace, with its charging solutions found in over 40 countries worldwide.

We've worked with Kempower since 2021. Our initial brief was to raise its PR profile outside the Nordics in collaboration with the company's in-house communications team. Though as Kempower has grown, so has our campaign and the type of media we're targeting on its behalf.

## KEMPOWER AT A GLANCE

*A market-leading EV fast-charging technology provider striving for rapid growth. Kempower designs and manufactures DC fast-charging solutions for electric vehicles.*

<b>BASED IN:</b>	Lahti, Finland
<b>YEAR FOUNDED:</b>	2017
<b>Nº OF EMPLOYEES:</b>	450+
<b>EXPERTISE:</b>	Distributed EV charging systems, standalone EV chargers and cloud-based EV charging management software

## The problem

Initially, Kempower was known in the Nordics but not so much in other European countries.

The company wanted to showcase its vision and become a genuine industry thought leader, increasing its European reputation in the process.

### MAIN CHALLENGES

- 01** Achieving frequent media coverage outside of Finland
- 02** Evolving target markets and customer groups due to rapid global growth
- 03** Showcasing regular thought leadership
- 04** Being seen and heard in a competitive industry

## Why Kempower chose us

Kempower was aware of our track record thanks to its close links with Danfoss Editron, another Finnish business we've worked with since 2018. Our cleantech expertise, strong journalist network and understanding of linking communications with global expansion benefited the company.

Our initial brief was to utilise PR to grow Kempower's reputation and achieve coverage in key European markets. These included the UK, Germany and Sweden, the three countries we have a presence in. This knowledge of local markets also convinced Kempower that our collaboration would be a good fit.

# Our solution

## A COMPREHENSIVE, GLOBAL PR CAMPAIGN

- 01 Communications supporting commercial goals**  
We regularly adapt our communications strategy to reflect Kempower's rapid growth, ensuring ambitious commercial goals are supported by high-value media activity.
- 02 Leading with vision and key messages**  
We reinforce the USPs of Kempower's technology and its vision for a carbon-free future in all PR activities.
- 03 Showcasing thought leadership**  
Kempower's team are EV enthusiasts, so we ensure to highlight this technical expertise through thought leadership articles and interview opportunities.
- 04 Targeting key markets**  
We focused our pitching efforts on publications in Kempower's target markets, raising its media profile in these regions to help attract new customers and partners.

*We've worked with Kempower for approaching two years. During this time, the company has experienced an exciting period of rapid growth, including a successful IPO.*

*This means we have an in-depth understanding of Kempower's technology and the company itself. This knowledge enables us to smoothly ramp up communications activities while maintaining a busy traditional press office function.*

*Kempower aims to be a top-five player in the European and North American DC charging markets by 2030. Our storytelling expertise and constant focus on the company's commercial goals will play a key role in achieving this vision.*

## The results

High-impact media attention has contributed to Kempower's tremendous revenue growth in Europe outside of the Nordics.

### 2022 COMPANY RESULTS

- EUR 104 million of revenue, representing 279% year-on-year growth
- Increased revenues in Europe outside of the Nordics by 898% compared to 2021
- Charging solutions delivered to over 40 countries worldwide
- Accelerated U.S. market entry, with local production beginning by the end of 2023

### 2022 PR RESULTS

- Mainstream interviews with Bloomberg and the Wall Street Journal
- 330 coverage hits outside the Nordics
- 54 press releases distributed covering 18 countries, reflecting Kempower's rapid international expansion

## Testimonial



Our collaboration with Life Size has come when we've experienced significant company growth. So we need a communications partner that understands our business, technology and culture and can deliver high-impact PR activities in a rapidly-evolving environment - Life Size has proven it can consistently do all these things and more.

**Paula Savonen, Vice President of Communications**



GET IN TOUCH

# Raise your PR profile.

Do you need help standing out from the crowd and catching the attention of journalists?

Get in touch to learn how you can leverage PR to help achieve your commercial goals.

[Free consultation →](#)

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