

# Bite Communications Cleantech Practice Case Studies

[cleantech@bitepr.com](mailto:cleantech@bitepr.com)

345 Spear Street, Suite 750  
San Francisco, CA 94105-6136  
Telephone: +1.415.365.0222  
Facsimile: +1.415.365.0223

317 Madison Avenue, Suite 811  
New York, NY 10017-5254  
Telephone: +1.212.857.9370  
Facsimile: +1.212.857.9371

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Bite Communications Corporation

[www.bitepr.com](http://www.bitepr.com)

# 1 Sun Microsystems



### Challenge

Sun Microsystems’ heritage is built on ground-breaking innovation that often places it far beyond its peers in technology development and design. Sun leveraged this heritage when focusing its attention on corporate social responsibility efforts surrounding solving the problem of data center power consumption. Sun turned to Bite’s cleantech team to deploy an Eco-Responsibility campaign that would help align Sun’s activities and communications with sustainability issues.

### Audiences

The key audiences for the campaign spanned business press, trade press, social/new media (bloggers, podcasters, freelancers, etc.), industry analysts and environmental “influencers.” Bite also researched potential partners for roundtables and panel discussions.

### Strategy and Approach

Sun took on the challenge of marrying its high performance technology with eco-friendly product design, aimed at dramatically reducing the power requirements of the datacenters that are driving the Internet era. Phase one of the campaign was to credibly insert Sun into the developing eco-responsibility conversation. With the launch of Sun’s energy efficient T1 processor, Sun now had a credible position in the market, providing it the opportunity to host a Summit on its campus around “21st Century Eco-Responsibility.” The Summit brought together thought-leaders across business, academia and environmental groups including Greg Papadopoulos, Sun’s chief technology officer as well as Christine Ervin, former president and CEO of the U.S. Green Building Council; Noah Horowitz, of the Natural Resources Defense Council; Jonathan Koomey, consulting professor, Stanford University; and Dr. Amory Lovins, CEO of the Rocky Mountain Institute.

This initial event set the tone for the entire campaign, which quickly moved forward. Phase two focused on putting a face to the topic of eco-responsibility; demonstrating Sun’s commitment to the area and heightening awareness of Sun’s leadership. In April, Sun named David Douglas vice president of eco-responsibility. To introduce Dave to key media, the PR team arranged a bi-coastal press tour in the States and a global tour in key EMEA and APAC countries to meet with top-tier business and trade press. Dave started a blog, entitled “DD’s Eco Notes,” a candid update on a range of topics including major events, feedback from customers and his perspective about green legislation featuring statistics of Sun’s own internal challenges on its journey to become more environmentally friendly. Finally, Dave teamed with key leaders in the industry at major events as well as for Sun-hosted dinners and panels to underscore how significant this area is to all of Sun’s businesses.



To ensure messaging and goals were aligned, Sun and the Bite PR team held brainstorms with Dave Douglas and his internal teams, followed by ongoing message development, weekly PR meetings, integrated marketing, policy brainstorms and a thorough community analysis so that Sun could better understand the ever-changing competitive landscape. Each of these was critical to the overall success of the campaign and the completion of the CSR report.

### Outcomes

Since the launch of this campaign, Dave and his colleagues including Jonathan Schwartz, CEO, Greg Papadopoulos, CTO, and John Fowler, EVP, Systems Group, have met with more than 300 journalists around the globe. As a result, since Dave's appointment as vice president of eco-responsibility, the campaign has garnered a media signal of over 270 million impressions. The Sun UltraSPARC T1 Niagara Processor with "CoolThreads" technology was honored as a 2006 runner-up in the energy and power innovations category for the Wall Street Journal Innovation Awards. In addition, Sun was recognized by ISO New England as an "efficiency achiever," for its energy-efficient Sun Fire T1000 and T2000 servers. Sun was one of only five Boston-area companies recognized for this award.

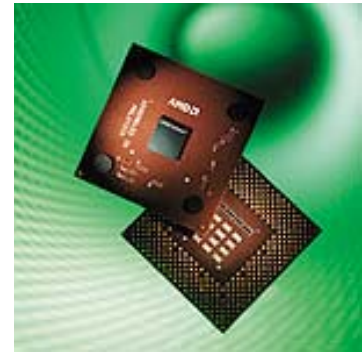
The Eco-Responsibility campaign was not only a way to showcase Sun's competitive advantages via its energy-efficient technologies, but to also provide new business opportunities. The campaign quickly grew to its current leadership position, and the campaign has impacted nearly every area of the company, becoming a key corporate initiative that is heralded by none other than the CEO, Jonathan Schwartz. Additionally, as part of this Eco-Responsibility campaign, Sun enlisted its internal champions, technology leaders and developer community to gather, compile and distribute its inaugural CSR report. The comprehensive report is currently in its final stages of review and is scheduled to be distributed in early February 2007.

## 2 Advanced Micro Devices



### Challenge

Locked in a perpetual battle with its much larger competitor Intel, AMD relies on innovative and aggressive marketing to differentiate its offerings. To the company's credit, AMD recognized years ago that energy efficient products could be a key differentiator and has been offering energy conscious processors since early in the decade. The challenge was, the media weren't focused on this key advantage.



In 2005, driven by high oil prices, the world turned its focus to the new energy crisis. AMD and Bite's cleantech team acted fast to take advantage of media interest in the issue. The team worked to use this key product advantage, the energy efficiency nature of AMD's products, as a conversation starter in the discussion of skyrocketing energy costs, thereby providing AMD a global stage on which to prove its leadership while promoting its products.

### Audiences

The key audiences for AMD's Green Campaign are policy-makers, C-level executives, enterprise IT decision makers and data center managers. To reach these audiences, Bite built an aggressive media campaign targeting policy, business and trade press, as well as industry analysts.

### Strategy and Approach

The AMD Green campaign has had many ongoing components to reach its various target audiences. First and foremost, Bite worked with AMD to define the problem: datacenter power consumption, and its impact on IT budgets due to high energy prices. In this exercise, Bite and AMD worked to build a library of statistics, proof-points and referencable customers to explain the issue and show how it was a pressing global problem that impacted businesses' bottom-line. Keeping this campaign consistent and current, Bite worked with AMD to commission a study on worldwide data center power consumption with a noted energy expert, that would for the first time give business and policy numbers actual figures to grapple with.

Another key facet to the AMD Green campaign has been making strategic connections: Using participation in events ranging from datacenter manager summits to funding The Clean Tech Open in San Francisco, Bite worked to quickly associate AMD with industry and policy leaders in the energy efficiency arena, and build the company's credibility with key stakeholders through targeted media outreach.



## Outcomes

Since the launch of the AMD Green campaign, media perception of AMD's energy efficiency leadership has risen significantly, best illustrated by the high number of inbound calls AMD now receives regarding its energy efficient offerings and approach. AMD's efforts have been covered repeatedly in publications including *The Wall Street Journal*, *BusinessWeek*, *eWeek*, *Forbes*, *Fortune*, *Investor's Business Daily* and *The San Jose Mercury News*, to name a few.

As a result of its ongoing press coverage around its Green efforts, AMD has become a 'go-to' vendor among policy groups working to curb datacenter power consumption. The company was even invited to play lead role in driving national legislation that directed the Environmental Protection Agency (EPA) to study the impact energy-efficient server and data center technologies can have on energy savings, as well as host a C-level roundtable with the U.S. Department of Energy at its Sunnyvale headquarters. AMD's most recent effort to build awareness of its data center power consumption study garnered 30+ hits in outlets ranging from *The Financial Times*, *Washington Post*, *The San Francisco Chronicle*, and many more.

Perhaps most importantly, AMD's campaign had taken hold, competitor Intel was widely noticed as mimicking AMD's effort to reduce power consumption in the datacenter, as seen in this commentary from *InformationWeek*: "It may not have been as dramatic as Saul's Road to Damascus conversion, but getting hit upside the head by rival Advanced Micro Devices the past two years must have helped Intel see the light, and now Intel has belatedly become a full convert to the religion of energy efficiency."

### 3 Applied Materials



#### Challenge

Applied Materials (AMAT) recently transitioned away from simply producing semiconductor manufacturing equipment into the adjacent market of flat solar panel machinery. Clearly this was a great opportunity for Applied Materials to join environmental debates and position their technology as having potential to impact the current energy crisis.

Applied Materials turned to Bite Communications to help answer the question, “how can AMAT take itself from being known as a highly technical manufacturing leader to being seen as an IT visionary bringing green technology to the forefront of a traditionally environmentally ‘challenged’ industry?”

#### Audiences

A primary audience for AMAT was the financial and business community who were skeptical about AMAT’s ability to enter a new market without alienating current customers (semiconductor manufacturers such as Intel and AMD) and their ability to make money from the emerging green technology. At the same time, Applied Materials needed to reach the influencers within the solar community to establish a presence within the industry and drive sales for the new equipment.

#### Strategy and Approach

Bite worked with AMAT on learning more about the solar industry as a whole to identify core events and influencers. In addition, we recommended a consumer Harris Poll on solar panel adoption, in order to provide statistics proving potential widespread adoption of AMAT powered technology.

Armed with this information, Bite advised AMAT to educate the business press first and then move onto the environmental audiences who attend solar specific events. Bite proposed the AMAT CEO and CTO host a business media lunch in conjunction with SEMICON to officially announce their solar strategy.

Following this lunch, AMAT hosted simultaneous U.S. East and West coast media tours, in addition to a European media tour to formally announce the company’s launch into the solar industry. To maintain momentum and reach solar influencers, AMAT hosted an industry-focused lunch in conjunction with the 2006 Solar Power Conference.



## Outcomes

Coverage appeared in over 20 publications, including the AP, Bloomberg, Dow Jones, *The Red Herring*, *Forbes*, *The San Jose Mercury News* and *The San Francisco Chronicle* and *The Wall Street Journal*.

Bite secured tier-one media attendees for AMAT's Solar events including: Bloomberg, CNET, *Financial Times*, *Forbes.com*, *The San Francisco Chronicle*, and *The Wall Street Journal*.

Attendees from over 12 publications joined AMAT solar executives to learn about the industry in conjunction with the 2006 Solar Power Conference, introducing AMAT to a new media audience influential in this market.

Notable quotes include: "Solar power is a new thrust for Applied Materials, but with energy costs soaring the tech giant figures it's entering a growth market," *Investors Business Daily*; and "AMAT will help make solar a more meaningful contributor to the global energy supply," *Austin American Statesman*.