

MyCelx

MyCelx Technology Corporation offers complete turnkey solutions to tackle the toughest oil removal challenges in Oil/Gas and Petrochemical, Marine, Manufacturing, Power and Facilities.

TECH FIRM BUILDS GLOBAL MARKET WITH MEDIA RELATIONS AND NEW MEDIA

LEADING THE INDUSTRY

After getting their message together and landing top honors with industry publications, MyCelx now reaps the benefits of a global audience.

RESULTS

After their engagement with Write2Market, MyCelx

- is featured in top industry publications such as *World Oil Magazine*, a top magazine in the global petroleum industry.
- is recognized for a Platts Global Energy Award.
- is interviewed by several key publications such as the *Wall Street Journal* within the first year.
- had a sales pitch on CNN following the BP oil spill.
- is recognized at the Offshore Technology Conference, the largest in the world with 75,000 attendees, with a Spotlight on Technology.
- has leads with global industry leaders such as Saudi Aramco, Chevron and Anadarko.

OBJECTIVES

- Gain access to the world's Petroleum industry leaders.
- Measurably grow the MyCelx brand through media relations.

PROBLEM

How do we create awareness?

How do we brand the product?

THE TRIPLE A INDUSTRY LEADERSHIP METHODOLOGY

Create **access** to trade publications looking to showcase specific trends in the Petroleum industry. Facilitate communication and create opportunities.

Raise **awareness** through speaking opportunities at conferences, bylined articles in trade journals, bring in industry honors and **awards** and create access for the industry's decision-makers.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

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WRITE2MARKET.COM