



WWW.CIPRCOMMUNICATIONS.COM

CASE STUDY

MELIUS ENERGY

CIPR was engaged by Melius Energy to develop and execute a detailed communications and public relations strategy and 6-month tactical plan.



403 462 1160



peter@ciprcommunications.com

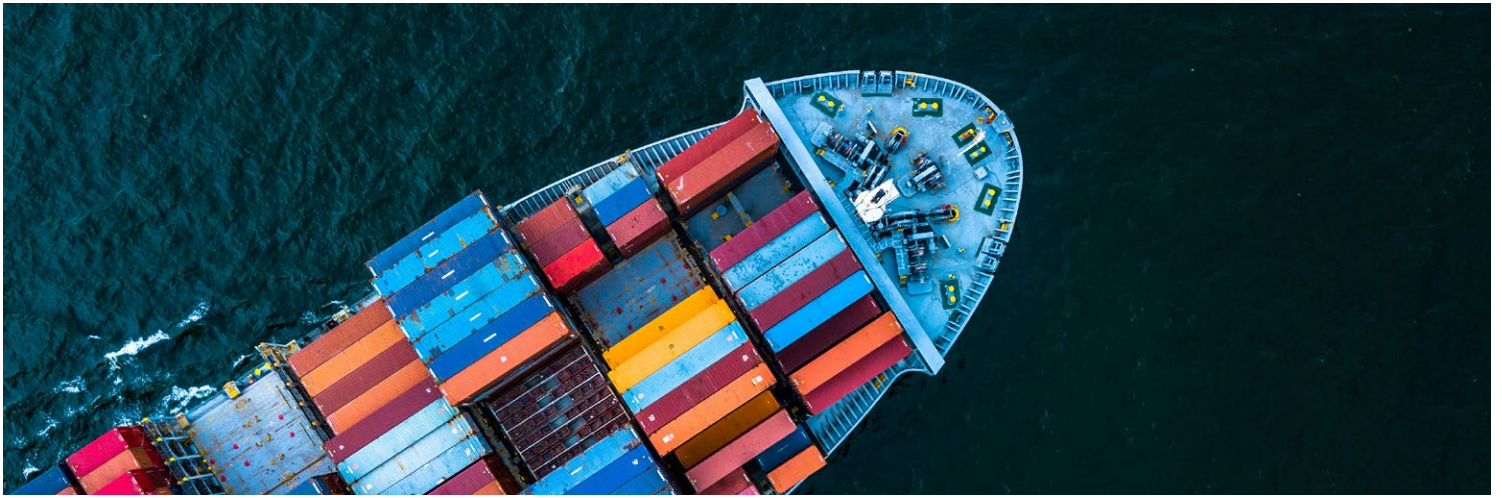


[@CIPRCOMS](#)



CIPR was engaged by Melius Energy to develop and execute a detailed communications and public relations strategy and 6-month tactical plan.

The Melius Energy communications strategy was developed with the intent of identifying and informing the target audiences, timelines, tone, priorities, risk and opportunities, stakeholders, key messages and potential spokespersons and the tactical plan becoming the client's roadmap for executing the strategy over the next 6-months.



CLIENT OBJECTIVE

CIPR was engaged by Melius Energy to develop and execute a detailed communications and public relations strategy and 6-month tactical plan. The Melius Energy communications strategy was developed with the intent of identifying and informing the target audiences, timelines, tone, priorities, risk and opportunities, stakeholders, key messages and potential spokespersons and the tactical plan becoming the client's roadmap for executing the strategy over the next 6-months.

The outcomes of this planning included:

- Building awareness about the company (Melius), the products (solidified bitumen), the process (Bitcrude)
- Educating target audiences regarding the innovative opportunity for safe transportation of Canadian oil
- Identifying and engaging with stakeholder audiences including; government representatives in Alberta, BC and the Canadian Federal government, impacted communities, producing companies
- Supporting and promoting messages regarding the pride that Canadian's should have in their energy industry

CIPR TACTICS

CIPR included the following deliverables in our engagement with Melius Energy:

1. Communications Strategy Workshop
2. Communications Strategy
3. 6-month tactical plan development
4. Communications Strategy and Tactical plan presentations and approvals
5. Timeline development

CIPR undertook the following additional deliverables in our engagement with Melius Energy:

1. Development of two corporate websites
2. PR execution including; key messages development, media training, media release creation and distribution, media outreach and responses
3. Tradeshow preparation and execution
4. Strategic corporate planning and alignment sessions
5. Presentation template development and editing services

CIPR STRATEGIC APPROACH COMMUNICATIONS STRATEGY WORKSHOP

CIPR believes that every communications tactic must be informed by a strategic approach, developed through a meaningful planning process. Our engagement with Melius Energy demanded that we understand the partnership between a technology provider that had existed for nearly a decade and Melius, a start-up enterprise. Our initial communications strategy workshop made clear that while there was limitless passion and excitement regarding the project; there was a lack of consistency in messaging and differing opinions regarding timelines. The initial communications strategy workshop informed the strategy, allowing us to move forward with a phased approach.

COMMUNICATIONS STRATEGY A PHASED APPROACH

Phase 1 | Lead Generation & Awareness

- This phase was about generating qualified leads. In the case of Melius Energy this meant aiming to secure interest in the use of the infrastructure and process developed and funded by Melius Energy.
- In this stage it was also important to establish the company, process, and product in the marketplace. It was important to start establishing Melius Energy as an innovator, trusted partner, and expert.

Phase 2 | Brand Awareness & Education

- As partnerships were solidified and the process was successfully executed multiple times, the communications evolved. Awareness of the proven process become even more important as well as continued focus on business development.
- Education now becomes possible because of the proof points created through the tried and true operations.
- Phase two's communications goals are:
 - Brand Awareness (company, process, product)
 - Lead Generation
 - Education

Phase 3

- The final phase of Melius Energy's communications goals was to add another level to the conversation. By this phase Melius Energy had several established partnerships that are public knowledge, successfully executed the transportation of the product several times, and have factual statistics and measurements about their contribution to the Canadian energy industry.
- In phase three the communication goals are:
 - Brand Awareness (company, process, product)
 - Lead Generation
 - Education
 - Championing Canadian Energy

OUTCOMES

- CIPR executed the development of two corporate websites within very tight timelines. Each partner had their own website with specific alignment and messaging.
- CIPR executed communications workshops and developed alignment amongst executives from both partners.
- CIPR developed a strategic communications plan and tactical plan.
- CIPR developed a tactical timeline for the corporation.
- CIPR developed key messaging, web content, social media content, and marketing material content.
- CIPR provided media training to executives at both partners.
- CIPR created and distributed multiple high-profile media release.
- CIPR outreached and responded to over 40 media inquiries (not including syndicated publications) from radio, tv and print publications.
- CIPR provided general strategic and communications advice.

IN THE PRESS

Calgary

Calgary innovation could bypass oil tanker ban to ship bitumen to Asia



Inventor says he can get product to international markets 'safely and efficiently'

The Canadian Press · Posted: Sep 26, 2019 1:45 PM MT | Last Updated: September 26, 2019

Prince Rupert's news makers of 2019: Part 2

The Northern View Year in Review 2019: July - December

Dec. 31, 2019 11:30 a.m. / [LOCAL NEWS](#) / [NEWS](#)

Shipping bitumen: A semi-solid and greener alternative to liquified

Alberta innovators take some of the risk out of bitumen transport.

CBC | MENU

news

Top Stories

Local

The National

Opinion

World

Edmonton · Audio

Little environmental backlash to semi-solid Alberta bitumen shipment despite B.C. tanker ban



'We've seen a demonstration of solid phase oil transport and it works ... there's no real upsets there'

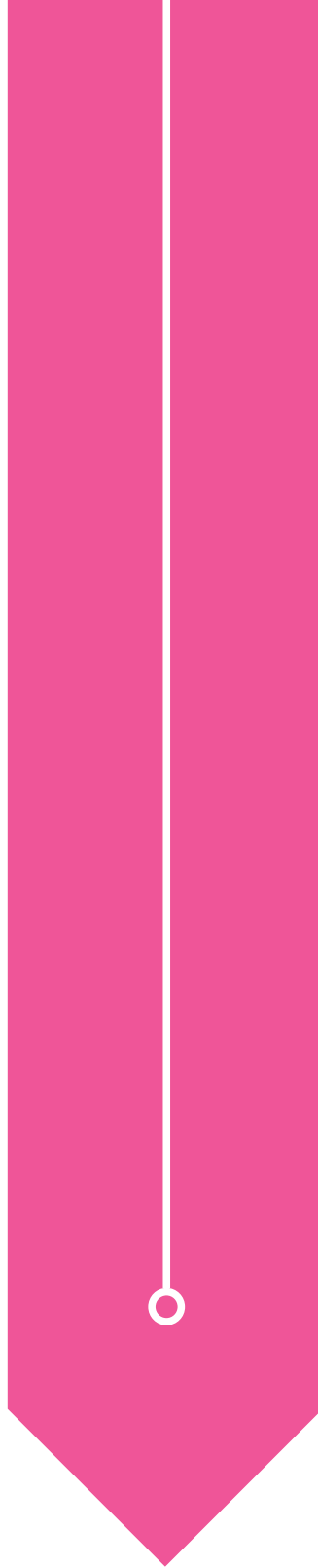


Thandiwe Konguavi · CBC News ·

Posted: Oct 14, 2019 6:00 AM MT | Last Updated: October 14, 2019

Bitumen hits the road

A shipment of bitumen paved the way in the world's first successful cartage of the semi-solid product headed to global markets. Calgary based Melius Energy announced the bitumen, from Edmonton to Prince Rupert, was transported on to Asia in custom built 20-foot shipping containers, using intermodal rail and vessel infrastructure. This is the company's first BitCrude transport demonstration. In compliance with Canada's regulatory framework, this test shipment proved the ability to move bitumen safely and efficiently.



WWW.CIPRCOMMUNICATIONS.COM