platform

Challenge

- Klvr makes it possible for the broadcast, AV and live event industries to stop using single-use batteries. The start-up needed to build interest ahead of launch, attract new distributors/ customers – then show it was trusted in the real-world.

What we did

- Created a launch story that emphasised several critical points: quantifying the scale of single-use battery waste, explaining why existing rechargeables aren't up to scratch, and using the founders' experience touring with music artists to drive an authentic voice.
- Secured third-party endorsement from production companies, broadcasters, audio engineers and stage managers underlining cost savings, live performance and sustainability.
- Media campaigns demonstrating momentum across broadcast, music and AV – including thought leadership, case studies, and pre-event coverage to drive sales meetings.

Outcomes

- Articles read by target buyers helped open sales and channel partnership conversations across key verticals.
- Channel partnerships now in place across **38+** countries and counting.
- Growth in end user demand – Klvr's CEO: "people are talking about all the attention we're getting".