



SLN – BOSCH PUBLIC RELATIONS PLAN (Preliminary)

Presented by SLN on March 20, 2013

Overview

Working with BOSCH Thermotechnology Corp. (hereafter referred to as BTC), SLN will develop and execute a comprehensive public relations program directed at the HVAC trade media, green and sustainable media, targeted consumer media outlets and general business media.

This plan is preliminary in nature and will be developed further with input from BTC and additional fine-tuning by SLN. It also takes into account that unforeseen PR-related opportunities will arise and will need to be evaluated and pursued.

Objectives/Messaging

The PR Plan will aim to:

- Advance BTC's PR capabilities and working experience
- Create both broad and targeted awareness and visibility for BTC before various audiences
- Position BTC as a leading manufacturer and solution provider
- Position BTC as a leading provider of green, sustainable products and solutions and signature corporate citizen
- Interface closely with BTC Social Media to pull through PR items to SM communities and stakeholders, including savvy homeowners and BTC contractors who engage in SM for their own businesses
- By creating more awareness and positive buzz for BTC on all levels, move contractors, engineers, building owners/developers and consumers to use BTC products – ultimately, through the PR-SM-sales chain to advance BTC sales and market penetrations across all product categories

Audiences

- Residential and commercial contractors
- Plumbing engineers and specifying engineers
- Green building practitioners - advocates
- Sustainable buildings practitioners – advocates
- The building design team – architects, developers, facility engineers. Sustainable community developers.
- Eco-conscious and energy efficiency minded consumers, including downsize eco-conscious urban dwellers
- Media advocates – trend setters

BTC Product Focus

Per BTC's direction, PR activities and placements will concentrate on these BTC product offerings:

- Greentherm gas condensing water heaters
- Commercial waters heaters – C 950/C 1050/C1210
- Commercial gas condensing boilers – SB 745 WS/SB 625 WS
- Greenstar gas condensing boiler & combi boiler
- Buderus GC124 conventional residential boiler
- Greensource residential geothermal heat pump
- FHP commercial geothermal heat pumps – models LV & LM

PR Plan Building Blocks

While the SLN-BTC team has already begun to pitch and capture PR opportunities in HVAC trade magazines, there are essential building blocks that have to be put in place to structure and inform the PR Plan. These will be carried out by SLN and include:

- Assemble **Media Lists** – HVAC trade, Green-Sustainable, consumer (under way)
- **Editorial Calendar Matrices** – These matrices (one for each List above) will list all information on potential PR opportunities and timelines over the next 12 months. This will allow us to plan placements and discuss how BTC can participate in a timely manner for better planning-preparation-execution.

- **BTC AD Plan** – SLN is in the process of rebuilding the 2013 BTC media plan for all product categories with an aim to resume ad placement with the May issues. The ad plan and editorial matrix for HVAC will work in tandem, providing BTC with maximum opportunities.

Tactics

In accomplishing identified PR objectives, SLN-BTC will engage in these tactics:

Product Press Releases

Develop a list of BTC products across categories that can be developed into **product press releases** (under way). These should be sent out to HVAC, builder and Green/Sustainable media on a monthly basis. A high resolution, quality product photo should accompany. SLN will send these releases out to the media lists' editorial contacts.

Working with the editorial calendar matrices, identify **product spotlights** per issue and distribute an appropriate BTC product release to be included.

Identify **new product introductions** and timelines for press announcements (under way).

Collaborate with BTC on new product photography and video (under way).

BTC Business–Personnel Announcements

The trade media is always interested in running **company announcements**. These can take many forms: personnel promotions, company recognitions and awards, new business developments and partnerships, BTC charitable contributions, industry collaborations, training opportunities and special events.

Regarding **Richard's appointment** as a first such announcement, if Robert BOSCH has not issued an appointment release for him, or would agree to let the Thermotechnology do so, a release should be developed and issued to the media. This release should mention his CBE honor but not make it the main focus of the release. The release should also include a statement from Robert BOSCH. A recent head and shoulders portrait photo should accompany.

Important BTC releases will be sent out using PR Newswire to wider audience categories under SLN's membership.

Literature Releases

Trade pubs have special sections for new literature introductions. SLN-BTC should develop and release new literature releases, including catalogs and brochures.

Technical Articles & Case History Features

Tech and feature articles, to include project case histories, are always of interest. Trade media rely on companies to offer and supply these types of materials for publication. Other pubs, those that only publish their own staff written articles, are still always looking for ideas and input from companies. For those publications BTC can supply materials and professional input that can be used with attribution in a staff written article.

SLN will source and place editorial features for BTC working from its knowledge of individual publications, their editorial calendars, and our longstanding publisher/editorial contacts. SLN will manage the process of sourcing through article text and graphics development to delivery of all materials to meet deadlines. SLN will work very closely with assigned BTC personnel for tech articles and features. SLN will also do the same with BTC rep agencies and outside contractors on project installation articles, after identification and assignment by BTC.

SLN will develop a BTC **"hit list" for editorial opportunities** as an addendum to the final PR Plan.

Note: As of this writing we have already secured a tech article placement in the June issue of ***HPAC-Engineering*** with a due date by the end of April and topic development is under way.

Being an advertiser in a publication does enhance chances of editorial coverage but is not a first condition. SLN has placed many articles in publications that our clients do not advertise in.

Articles 2nd Use

Offered articles come with "exclusive right of first use" by the targeted publication. However, after first publication, SLN-BTC can re-use the article in a non-competing publication.

Commentary Articles

BTC can offer expert commentary as part of a larger article or develop and offer BTC commentary on its own. This type of PR product can focus on an industry issue, best practices, or a news event that impacts the company or the customer audiences it serves. In developing and placing these commentaries BTC can take an influential leadership role. Some trade publications offer guest commentary features and we should focus on timely commentary opportunities where they exist.

CEO-Top Management Interviews

Certain trade media and other publications run interview articles. The press usually looks to the CEO to interview but other top managers can also be the subjects depending on their expertise.

Note: SLN has secured a **PM Profile in *PM Magazine***. Editor/Group Publisher Bob Miodonski will conduct an interview with Richard for an upcoming issue. Date, time and place of interview to be decided. ***PHC News*** will also do the same.

Serenbe Grand Opening & Post-Publicity

SLN will coordinate PR aspects of the upcoming Grand Opening at BTC's direction. SLN will focus on the HVAC trade media for press attendance, day-of and follow-up coverage. SLN can handle the press release materials and the press kit contents, as well as arrange on-site interview opportunities. SLN will also provide follow-up coordination with HVAC trade media regarding post-coverage and secure positive coverage over a several month post-event timeframe as magazines slot in the BTC-Serenbe coverage. Social Media will also play a role in the lead-up to the Grand Opening and report and provide real-time updates on the opening and other related activities.

SLN is in conversation with BNP Media to have columnist Dan Holohan Serenbe-BOSCH Experience Center for a personal tour with an aim to write a column in ***PM*** on the experience. The original Grand Opening date conflicted with his youngest daughter's wedding; if the date changes by a week Dan can be in attendance. If not, SLN would recommend we move forward with plans for the personal visit. SLN would like to be on hand to accompany Dan, as we are well acquainted with him.

Speaking Opportunities

SLN will source industry and community speaking opportunities for identified BTC personnel. As a first step, SLN has asked for topics of

interest of the speakers and will relay what an organization might wish to have a BTC individual speak on back to BOSCH for consideration and assignment.

SLN will assist with speeches and any media coaching that might be helpful and reassuring for speaking engagements by BOSCH individuals.

Industry Roundtables, often arranged and presented in collaboration with an industry organization and a publishing house, are another avenue for speaking opportunities. SLN will research such opportunities and present to BTC for consideration.

Webinars

Webinars (either live or taped) can take various forms and be employed for various purposes: company announcements, sales meetings, training purposes and product demonstrations (for both internal and external use). SLN has extensive experience in video and web-based products aimed at the HVAC marketplace. Various trade media publishers host regular webinars and SLN can explore and report on these opportunities for BTC along with pricing arrangements.

While not part of the PR retainer, SLN can work with BTC on a project basis for any webinars or video-based training presentations.

Social Media Interface

PR activities interface closely with social media activities, as social media often relies on PR-based content for postings and blog entries. SM also develops communities and targeted audiences that extend PR's reach, and in a complimentary manner SM activities can inform and translate into PR initiatives. As SLN-BTC build a strong SM presence together, these opportunities for collaboration will come into better focus to be evaluated and acted on. Opportunities to interact with and develop active and engaged Green-Sustainable communities through SM for BTC have great potential.

Enduring BTC Sponsorship Opportunity

SLN recommends that we discuss opportunities for a major ("ownership") BTC sponsorship that we can grow and develop over time so that both trade and the larger customer community think of automatically when BOSCH and BTC come to mind. This sponsorship should align with BTC's community-customer objectives in a positive, long-term cause.

Reporting and Analysis

SLN will provide regular PR Status reports at the end of each month reporting on activities under way or completed in a format acceptable to BTC. SLN will also provide half-year and annual overall PR reports. Working with our VOCUS partner, SLN will provide press clipping monitoring reports on a regular basis as well as media analysis and analytics reports.