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From Back Tables to the Global Stage: Branding Geothermal for Scalable Impact

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INTRODUCTION: THE PROBLEM OF PERCEPTION

Back in 2019, most energy companies were modest and traditional in their branding and marketing. Geothermal, in particular, was often relegated to the dusty tables at the back of trade shows.

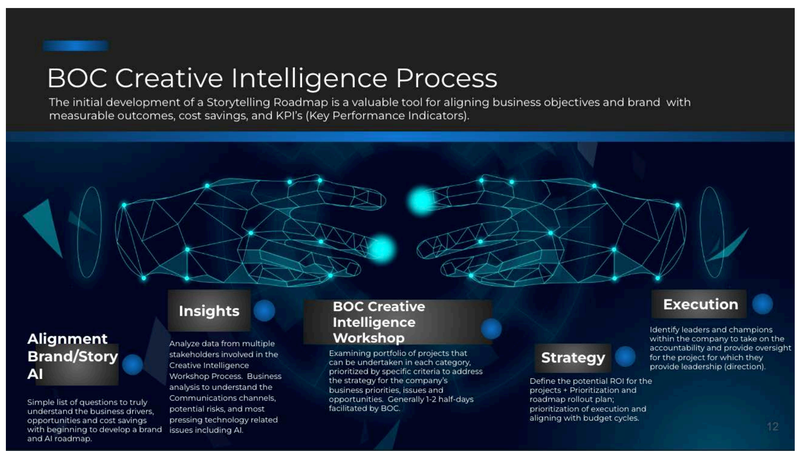
We were tasked with making geothermal cool—no pun intended, because in this case, hotter is better.

The goal was simple: a rising tide lifts all boats.

Our execution aligned with a clear vision—to position geothermal as scalable and ready for the global stage.

METHODS: THE "BOC FRAMEWORK"

- Narrative Design: Frame energy as a story, not a spec sheet.
- Media Sequencing: From documentary → PR → social amplification.
- Cultural Resonance: Shift from technical proof to public belief.
- Visual Systems: Consistency in logo, tone, typography, and video
- Measurement: Awareness → Engagement → Brand → Investors → Policy impact.



RESULTS: CASE STUDY - EAVOR TECHNOLOGIES

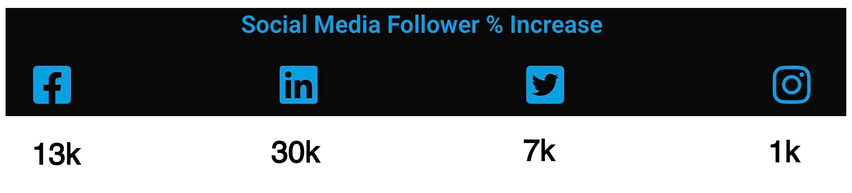
Objective:
2019–2025 collaboration, positioning Eavor from clean-tech startup to global leader (€91.6M EU Grant, $500M+ raised).

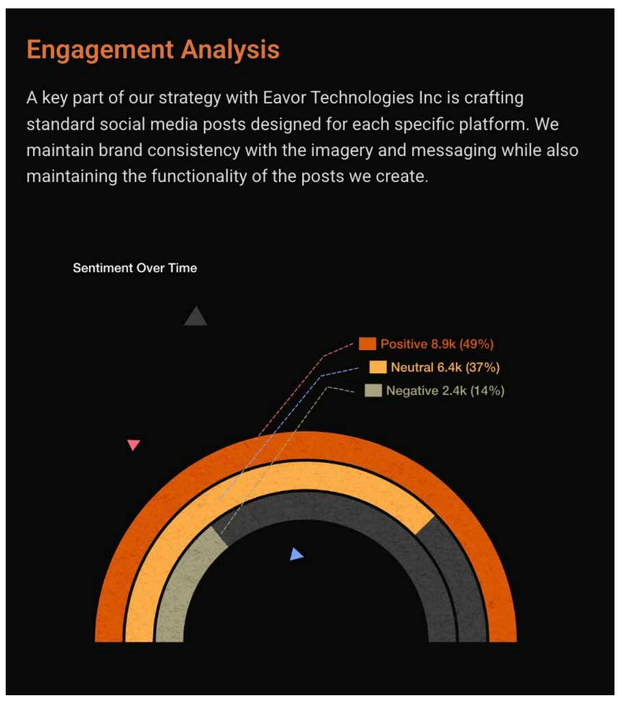
Strategy:
Branding geothermal as clean energy with oil-and-gas DNA. Bridging old economy trust with new energy innovation.

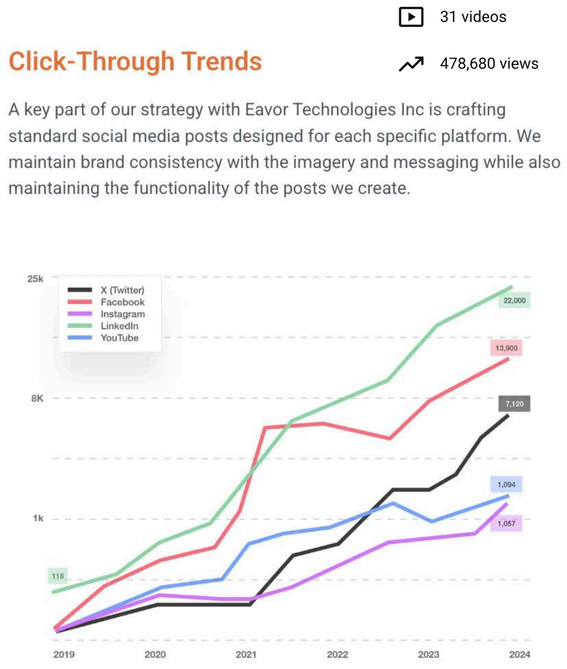
Execution:
Strategic storytelling: trade shows → press → PR → film → social media.

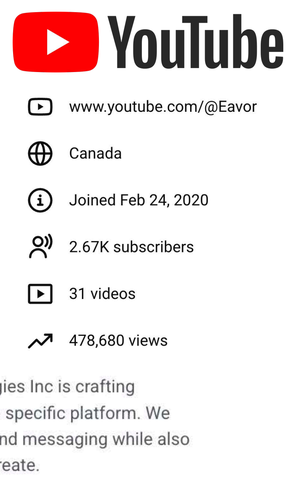
Geothermal as a cinematic narrative, not a technical one.

Results:
Zero to 13k Facebook growth
Two hundered to 30k LinkedIn growth
€91.6M EU Innovation Fund grant, over $500M raised
Global recognition via Bloomberg, Rolling Stone, New York Times.

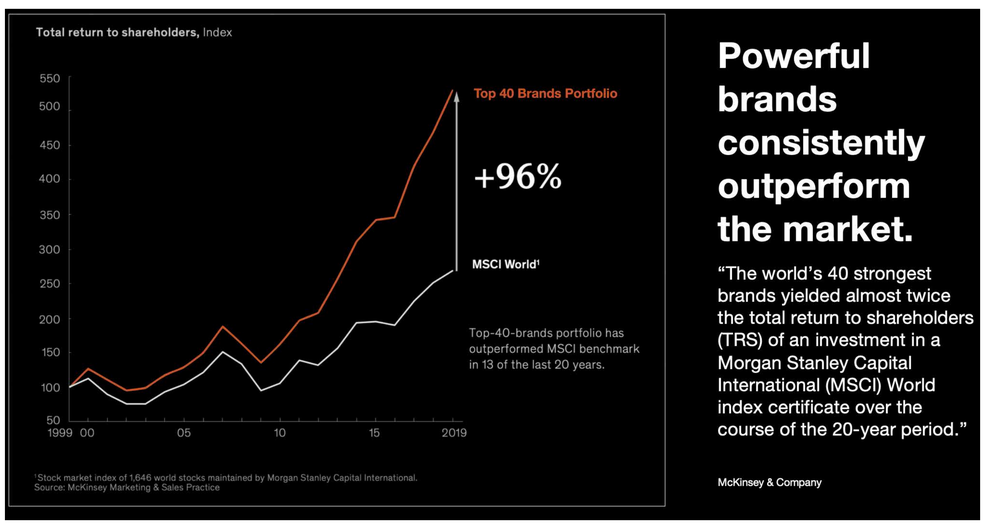








DISCUSSION: WHY BRANDING MATTERS IN ENERGY

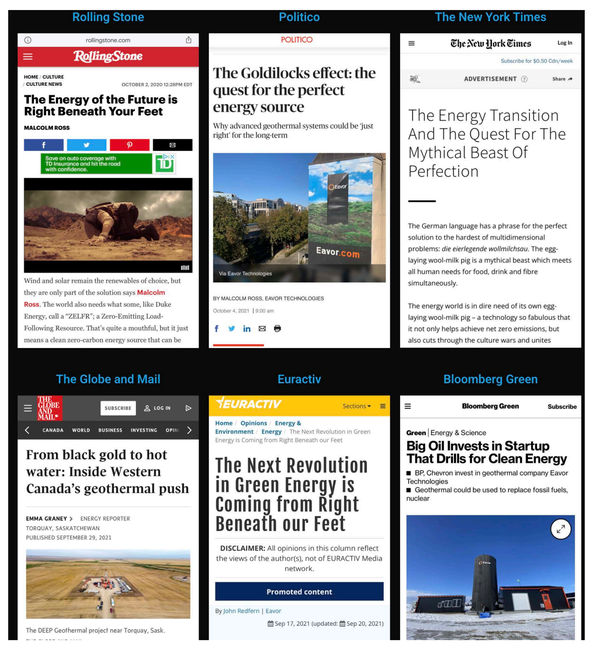


- Without branding, innovation dies in obscurity.
- Storytelling translates complexity into culture.
- Policy makers, investors, and the public fund what they understand.
- Geothermal deserves to be seen as the hero — not the footnote.
- Branding is not surface — it's signal.

CONCLUSION: THE CALL TO ACTION

- Encourage collaboration across comms, technology, and policy.
- Further the needle on communication protocol for geothermal projects worldwide.
- If we can't sell the story, we'll never scale the science.





Acknowledgements

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REFERENCES:

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