



PRENAV

Introducing the world's most precise
commercial drone.

Case Study: Prenav

Prenav commissioned The Silver Telegram to support investor relations for its company launch. Prenav's company was focused in the enterprise drone market and wanted to create buzz around its initial investment round and create excitement for its drone technology.

The TST team focused on a wish list of media hits key media targets to drive traffic to their site as well as interest additional investors for future investments.

Key Objectives:

- Secure media coverage around launch of the company
- Create buzz in both the consumer and enterprise markets
- Support customer relationships through media relations

Campaign Overview

Tactics

To drive interest we focused on quality over quantity of media coverage. We focused on key reporters to get the coverage needed. In addition, we worked with Prenav to create digital content to create the consumer side of the buzz and posted across video sites and social media.

Prenav Hello World Video

<https://vimeo.com/137320462>

Results

Campaign Results

- 1 Press release issued
- 8 key media interviews
 - EnergyBiz, Make Magazine, Network World, SUAS News, Forbes, Robotics Tomorrow, TMCNet, Wall Street Journal
- 39 pieces of feature coverage
 - Including Drone World, Gizmodo, IEEE, Popular Mechanics, Private Equity & Venture Capital Newsletter, Seriously Venture Capitalist blog, Strictly VC, VICE and more
- 16 pieces of video coverage

Coverage Snapshot

Make:
We are all Makers

PreNav Reveals Centimeter-Accurate Drone System


By Mike Semmel August 26th, 2015 9:30 am



MOTHERBOARD

These Animations Were Created with an Ultra-Precise Light-Painting Drone

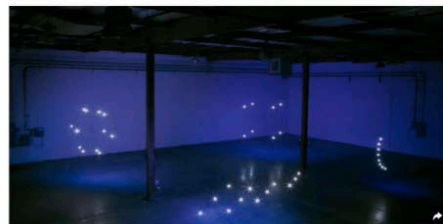
WRITTEN BY RACHEL PICK
27 August 2015 // 04:09 PM CET



Popular Mechanics

Watch Drones Create a Gorgeous Light Show of Words and Shapes

It's not really what the software was made for, but that's okay.



WSJ.D | TECH

Venture Capital

Pre Gu

north american
WINDPOWER

Senvion Canada Among Drone Provider's Earliest Customers

in News Departments > Products & Technologies
by NAW Staff on Wednesday 26 August 2015



RT ROBOTICS TOMORROW

PRENAV's drones take photographs from precise locations in close proximity to structures, and those photos are then used to build an accurate 3D reconstruction of the asset.

Precision Drones for Structural Inspection

