TELESAT CASE STUDY

Public Relations and Thought Leadership



EXECUTIVE SUMMARY

This case study summarizes W2 Communications' support for a major satellite communications provider needing to proactively increase its presence with Tier 1 and international media to position for the next generation of its service.

INTRODUCTION

A major provider of satellite communications services sought support for highlighting their market innovation and next-generation platform through media relations and executive thought leadership to reach major enterprise and defense customers.

THE PROBLEM

Telesat, one of the largest and most innovative global satellite operators, is transitioning from its traditional business as a geostationary (GEO) satellite operator to providing a next generation, highly advanced low Earth orbit (LEO) satellite communications (SATCOM) network.

Telesat sought a strategic media relations partner to advance the story about its new technology, increase awareness in its target markets, and elevate its profile in Tier 1 media and international trade press. Telesat also wished to profile the deeply qualified subject matter experts on its leadership team by publicizing their thought leadership through contributed content, public speaking and media engagement.

GUIDING THE PATH FORWARD

Telesat's marketing director, who had a breadth of responsibilities but minimal staff to support their fulfillment, sought a trustworthy and experienced communications partner who understood this technical, highly competitive niche market and the issues that SATCOM customers and space-focused media care about. Given both companies' involvement on a NASA commercial SATCOM initiative, the marketing director was familiar with W2 Communications' capabilities, subject matter expertise and quality of service. After considering multiple options, Telesat selected W2 Communications as a strategic partner in driving its media visibility.

W2 Communications works with Telesat to build and maintain positive relationships with industry and business press, helping to reinforce the great progress the company makes toward developing its new satellites and preparing for their launch in 2026. Showcasing strategic announcements, from a considerable redesign of the satellites which saved millions of dollars, to key executive appointments, closing on significant government funding support, signing strategic deals, and achieving key development milestones, our work focuses on keeping Telesat highly visible and integral to the market conversation.



With Telesat's talented bench of technical and business leaders, W2 Communications collaborates with these senior-level subject matter experts to create thought leading content for placement in various industry and business publications, both domestic and international. We showcase Telesat's many and diverse public speaking engagements, and help the company secure awards for important achievements and key performers.

RECOMMENDATIONS

Through this transitional time, W2 Communications has helped Telesat achieve strong media results, attaining (to date) over 500 mentions with a reach of over 1.25 billion reader impressions, securing dozens of media interviews, placing multiple bylines in industry and business publications - including qualifying for membership in the highly selective Forbes Technology Council where multiple articles have been placed, and winning two thirds of awards nominated. Our valued partnership with this innovative company maps perfectly to our enthusiasm for the space and satellite industry. We continue to closely collaborate on driving strategic marketing exposure and optimal media results as Telesat advances toward launch of its next-generation platform.