

## THOUGHT LEADERSHIP BRINGS NEW BUSINESS

### CAMPAIGN HIGHLIGHTS

- **Caster Communications created hotel project case studies** to highlight the expertise of hospitality integration firm, Mode:Green and to use as media pitching ammunition.
- **Caster placed Mode:Green as a thought-leader with byline articles** on the topics of hospitality in-room, AV, and sustainability technology in industry trade media outlets.
- **Placement of an article in Construction Dive magazine** directly correlated to Mode:Green getting the attention, and closing a deal with a new client.
- **Caster helped plan the site and wrote content for the new website**, to help new business with an easier way to share Mode:Green's work.

*“The team at Mode:Green believes in building systems that are simple at face value; where a guest can walk in and understand its purpose.”*

– Hotel Business

#### THE CLIENT

**Mode:Green** is a premier hospitality and corporate integration firm focused exclusively on the ever-evolving convergence of building technology. Their work has included systems in NASA and Hunter Roberts Construction Group to hotels such as the Baccarat, New York Palace, and 1 Hotel. They work with clients directly in the design process through implementation of technology systems including audio/video, sustainability and energy management, communications and automation. Headquartered in Manhattan, Mode:Green provides elite hotels with a superior guest experience, as well as benefits for operational and energy efficiency. Mode:Green creates custom solutions for each project and works alongside the design and management teams through construction.

#### THE PROBLEM



*“Mode:Green was consistent and able to immediately identify the problems – they were an integral part of the team and keeping the project timeline on schedule.”*

– Christopher Kochuba, Starwood Group

1 Hotel is an eco-friendly paradise. Part of a fledgling chain of eco-conscious hotels that promote a green lifestyle, the franchisee continues sprouting new locations with its latest just steps away from Central Park. Developed by Starwood Capital Group, 1 Hotel shows their commitment to earth-friendly design through features such as reclaimed wood and 100 percent organic cotton bed linens. But sustainability doesn't stop at décor, technology in each room continues the theme, with room details such as LED bulbs, filters in all taps, sinks and showers, and an emphasis on cutting use of paper all support environmental efficiency. 1 Hotel also offers a complimentary Tesla electric vehicle and a bicycle valet service, making it a unique destination for guests who want to reduce their carbon footprint.

Mode:Green has a reputation for excellence in hospitality – having worked with Starwood Capital on projects including the Baccarat, two 1 Hotel locations and others such as the Kimpton Seafire Resort & Spa and the New York Palace. They began working with Caster Communications to expand their reach and brand recognition to hotel management and ownership and to find a way to showcase their work.

Mode:Green wanted to differentiate and position itself as a hospitality expert. They were struggling to explain their process

concisely on their website and to potential clients. For Mode:Green it's important to highlight it as an end-to-end partner, overseeing everything on the project including managing the logistics, timeline, and process with other design and construction teams.

## THE SOLUTION

Caster Communications created a content marketing program for Mode:Green including client case studies to allow them to show off their exemplary work to potential customers and to use for media opportunities. The case studies included input from the hotel management or others who had worked directly with Mode:Green (and in some cases it even included testimonials from hotel guests who loved the technology that Mode:Green integrated in the guestroom). The case studies tell the story of Mode:Green's unique work methods to manage the entire integration process for the hotelier. Caster also took on management of Mode:Green's LinkedIn profile to expand their reach to hotel management, posting a mix of both Mode:Green's work with case studies as well as industry content about hospitality technology and projects that Mode:Green is involved with.

Caster took those case studies and placed them in hospitality trade magazines to showcase Mode:Green, as well as President Bill Lally's thought leadership through expertise on technology trends, smart buildings and hotel implementation. Caster shared this coverage on LinkedIn and created a case study Showcase Page to focus on details of each project and AV integration, sustainability programs, and conferencing systems that they have installed. Finally Caster drove the content for Mode:Green's new website and digital portfolio for Mode:Green to show new clients, managing the site map planning to help position it to target hotel ownership.

## RESULTS

Mode:Green case studies were featured in magazines including, Lodging Magazine, AV Technology, Tech Decisions, Hotel Business Design, and Conference News, as well as contributed articles from Mode:Green



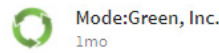
How Hotels Can Approach Technological Sustainability



5 forward-thinking tech trends for 2017



5 technologies that are making smart buildings smarter



At the Kimpton Seafire Resort & Spa in the Grand Cayman, "Room automation makes a guest's stay more comfortable. When they need to get their mindset ready for sleep, they can push one button conveniently located at the bedside. ...see more



Kimpton Seafire Resort & Spa Sees Benefits from Hotel Automation  
hospitalitytech.com

6 Likes · 1 Comment

President Bill Lally were in Hotel Management, Green Builder, Today's Hotelier, and quotes in A&S Global, Hotel Business, and Construction Dive.

Mode:Green's LinkedIn page growth had been stalled. With Caster onboard, the LinkedIn page had a steady increase of organic link clicks and shares each month, with posts regularly reaching several times its regular follower audience.

Mode:Green also signed a piece of new business directly from a thought leadership article in Construction Dive that highlighted their work in Hunter Roberts Construction Group's conference rooms – pulled from case study content – and Bill Lally's input. A construction company saw the article and reached out to Mode:Green for them to install systems in their on-site trailers, a job that the article had discussed.

***"[Hunter Roberts Construction Group] enlisted Mode:Green to design and install video walls, interactive boards and control systems to turn some rooms into multimedia collaboration spaces."***  
– Construction Dive