

Digging Deep

How Kachan & Co. helped promote a clean mining company

SITUATION

American Manganese Inc. (TSX.V: AMY; Pink Sheets: AMYZF; Frankfurt: 2AM), a junior resources company, engaged Kachan & Co for a nine month public relations campaign to increase trade and public awareness of the manganese market, the strategic need for a North American supplier and the growing demand for manganese products in the lithium ion battery market.

RESULT

Kachan & Co. released and promoted an independent analysis report on American Manganese and its forthcoming electrolytic manganese metal project in Nevada. In the week of the release of the Kachan & Co. report, stock volume for American Manganese traded at its highest levels in 12 months and price increased 20%.

During the contract engagement, an average of 20 original pieces of editorial content were produced per month, for a total of 185 published articles. Kachan & Co successfully increased exposure among mining industry representatives and media contacts, and helped open new markets for the company in clean technology, automotive, batteries and materials science.

Contact us at
kachan.com/contact, or
call +1-415-390-2080

CLIENT TESTIMONIAL

June Bagshaw, American Manganese:

When we initiated our contract with Kachan & Co., we had never used an external public relations service before. We were initially unsure as to what value a public relations campaign would bring to a junior resource company still in exploration and development stages, but with our cleaner and more energy-efficient process, Kachan & Co. assured us there was an important story to tell.

Through several strategic development meetings we came to see there was a need for communicating our forthcoming operation to the general public and industry investors. Kachan & Co. crafted messaging that utilized their expertise in the cleantech and mining sectors to maximize our exposure in different markets. It was their unique perspective that helped us expand our public relations efforts beyond a mining industry focus and into new avenues such as cleantech and automotive.

“To see independent, non-biased coverage of our company in major publications was a real boost to our overall company profile.”



American Manganese executives

When the Kachan & Co. report on American Manganese was published, we really saw the value of our PR engagement. New industry analysts, press and investors were suddenly interested in our company—and this extended beyond the mining industry to the cleantech, battery and environment sectors. We were astonished with the amount of coverage we received, and continue to receive, from the report and Kachan's subsequent efforts. We had previously been accustomed to paid-for content through industry newsletter writers and analysts, so to see independent, non-biased coverage of our company in major publications was a real boost to our overall company profile.

Kachan & Co. maintained that standard of excellence throughout our entire engagement, continuing to surprise us with new ways to feature American Manganese and target new demographics. It's thanks to Kachan & Co. that we have opened up an entirely new channel into the battery market, one that we see real value and potential in.

We couldn't be happier with the public relations efforts from Kachan & Co. and highly recommend them to companies looking for a creative and disciplined approach to public relations.

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ABOUT KACHAN »

Kachan & Co. is a cleantech research and advisory firm. The company publishes research on clean technology companies and future trends, and offers consulting services to large corporations, governments, cleantech vendors, service providers and others. Kachan staff have been covering, publishing about and helping propel clean technology since 2006.

Kachan Managing Partner Dallas Kachan is former managing director and executive editor of the Cleantech Group, the original provider of research and consulting services in cleantech.

cleantech analysis and consulting

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