

Case Study: Building Visibility with Strategic PR

Mears Broadband is part of the Quanta family of companies, the largest specialty contractor in North America. Since 2019, Mears Broadband experienced tremendous growth due to the surge in demand for high-performance broadband services. Then in November 2021, the National Telecommunications and Information Administration (NTIA) announced \$42.45 billion in Broadband Equity, Access, and Deployment (BEAD) funding to connect unserved and underserved communities to reliable internet, therefore creating an even bigger opportunity for Mears Broadband.

Dig into a BEAD Opportunity

With construction absorbing 70-80% of fiber deployment costs, Mears Broadband plays an important role in ensuring all network deployment proposals are feasible and successful—this includes BEAD proposals and beyond.

Mears Broadband operated closely within the Mears Group infrastructure construction group, but to grow its customer portfolio it needed to define itself as a powerful, specialized partner for fiber broadband network construction. In late 2023, Mears Broadband began preparations to become a wholly-owned LLC division of the Mears Group, giving it more agility and efficiency in meeting the needs of the fiber broadband industry.

“Connect2” Strategic Partners

To ensure a successful division, Mears Broadband selected Connect2 Communications (a U.S. public relations agency) to heighten its visibility within the fiber broadband network construction marketplace and accelerate customer acquisition.

Connect2 offers decades of experience helping companies increase awareness of the unique value they bring to market, making the sales process easier. The agency also has a unique grasp on the broadband marketplace, making it especially qualified to help Mears Broadband accomplish its goals. Connect2 has helped dozens of telecom companies communicate their value effectively, gain coverage of company news, increase opportunities to share their point of view on issues that matter to the industry, and raise visibility of their company in the marketplace.

Constructing Results

In preparation for announcing Mears Broadband, Connect2 developed a messaging framework and various campaigns designed to showcase Mears Broadband’s expertise in fiber broadband builds, highlight executive leadership and depth, and position it as the go-to partner for broadband providers looking to leverage BEAD funding.

In the weeks leading up to the announcement on February 5, 2024, Connect2 strategically reached out to industry editors and analysts to prepare them for Mears Broadband's news. Given that all the executives were already known to industry editors and analysts, Connect2 gave key influencers a "sneak peek" at the news, under embargo. This gave editors plenty of time to assess the news and schedule interviews, versus scrambling to evaluate the news in real time and potentially missing the news completely.

Three of the largest industry trade publications interviewed the Mears Broadband team in advance of its announcement and followed with a series of other interviews with publications and analyst firms the week of the announcement. Over the course of the news cycle, a dozen articles were published about Mears Broadband's LLC launch and how the transition would better serve the broadband industry.