



# Cleantech and Renewables Marketing Communications Consultancy Launches in Australia

Melbourne, AUSTRALIA - 26 February 2019 - Positive Good, an integrated marketing communications consultancy that is dedicated to cleantech and renewable energy brands in Australia was launched today.

Co-founders and directors, Gabriel Wong and Olivia Smith, who had worked with Enphase Energy since 2014, started Positive Good to represent brands that are driving Australia's clean energy revolution as the uptake of renewable energy grows in the country across households, businesses and industries.

Positive Good develops and manages integrated marketing and communications campaigns for foundation clients including sonnen, deX, Solar Analytics, Sungrow and GreenSync.

Gabriel Wong and Olivia Smith, Directors at Positive Good said, "The Australian cleantech and renewable energy market is sorely lacking the industry expertise of marketing and communications consultants who understand the clean energy landscape. Positive Good is looking to change this."

"We've spent a significant amount of time during our career working with consultants who don't know what is the difference between a kW or kWh or how to influence a news cycle to address clean energy policies and stakeholders. This can mean the development of content remains the responsibility of the client, which is inefficient both from a time and cost perspective. Instead of having clients having to take us through these fundamentals to build a campaign, our clients know that we can hit the ground running to deliver results from day one," said Gabriel and Olivia.

Gabriel has spent over two decades managing integrated marketing campaigns for cleantech and technology brands. Besides Enphase Energy, he has worked with brands such as Yingli Solar, SolarMax, Landis+Gyr, Ecoult and Star Scientific.

Olivia is an agile, creative marketer with 15 years of experience in PR, advertising, events and marketing management. She has executed marketing and communications programs for the likes of LG Chem, Sungrow, Enphase Energy, GreenSync, deX and Solar Analytics.

ENDS

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