



KEPLER & WILDE

EXPLORE THE EDGE OF MARKETING



Soteria

THE 30,000 FT. VIEW

When it comes to transporting children there is only word that matters, SAFETY. Incorporating any technological solution into school systems, municipalities, and government is no small task.

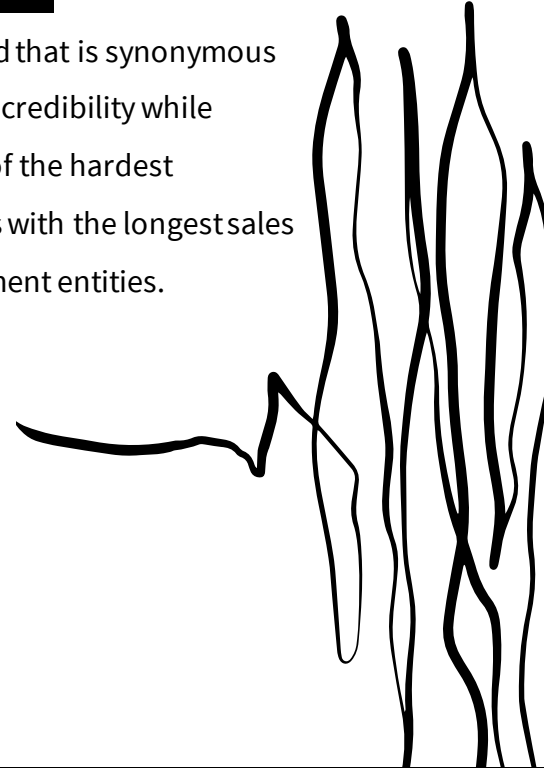
That is the success story of Soteria. Although school bus transportation is the safest ground transportation system in the U.S., more than ten thousand children are injured each year. By building a cost-effective IoT solution that keeps drivers accountable, Soteria can increase student safety while reducing costs for school systems nationwide.

START-UP, TRANSPORTATION TECHNOLOGY FOR GOVERNMENT

#BRAND DEVELOPMENT #SALES SUPPORT #LEAN AGENCY SERVICES

THE SOLUTION

Develop a brand that is synonymous with safety and credibility while attracting one of the hardest customer bases with the longest sales cycles, government entities.



SO WHAT WAS THE PROBLEM?

Underdeveloped brand

Lack of marketing strategy and brand awareness

Low customer and market interest

Soteria

SUCCESS

We developed a brand identity and marketing strategy to establish credibility in the market and became the first startup ever recognized as a partner of AESA

BRAND CREATION

Updated brand identity and story to relate to target audience and focus on customer pain points

Launched digital ecosystem to create awareness and customer interest

MARKETING STRATEGY

Launched website and digital marketing initiatives

Designed and developed all marketing assets

AESA

Soteria was the first startup ever to be recognized as a trusted partner to bring safety to school systems across the US

100+

Secured multiple pilots across the country to use the product on hundreds of fleets, buses, and other vehicles

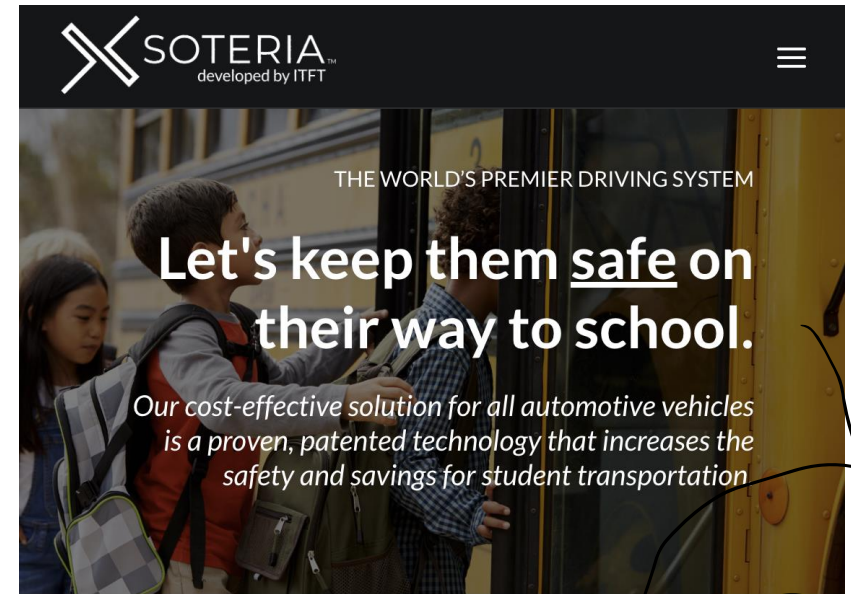
SALES SUPPORT

Created sales enablement materials and investor pitch decks

Developed content for speaking engagements

“Soteria saves lives. It is that simple. Every school should use this technology, especially at a time when drivers are more distracted than ever before!”

– Joan Wade, AESA Executive Director





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