

GREENBRIER

OUR CRYPTO PRACTICE

The last bear market has undoubtedly left its mark on crypto, but at Greenbrier, we believe it's for the better. The hype is being replaced by real use cases, infrastructure breakthroughs, and the emergence of thought leaders that will shape our society over the coming decades. We live to tell those stories.

Like any frontier technology, there is still an opportunity to bridge the gap between the builders, the users, the decision-makers, and the media and influencers who shape public opinion. Absent this critical work, misconceptions, and negative narratives will continue to monopolize the conversation around crypto. The bottom line is that sound communications and policy strategies are fundamental to reaching the next stage of adoption for this industry.

Whether a traditional business exploring new opportunities, an emerging company, or an established player in the industry, we help our clients shape public perception and drive successful community, media, and policy outcomes for their projects. Our work has taken us to nearly every corner of the industry, from leading wallets and exchanges to top Bitcoin miners to Layer 1s, and deep into the world of DeFi.

Greenbrier is a division of The Messina Group, a global consultancy with proven experience working across five continents to help political parties, governments, corporations, and NGOs achieve their goals with strategies that are data-driven and measurable. The principle philosophy at both companies is to help our clients solve problems, outwit competitors, and create better outcomes. While engaging with Greenbrier, clients have access to The Messina Group's full suite of services as needed.

OUR SERVICES

Corporate & Proactive Communications

Greenbrier specializes in managing the corporate communications of its clients, which is done by developing compelling messaging, crafting and executing media strategies, serving as spokespeople, building relationships with the media, landing high-impact stories, and everything in between. We accomplish this by leveraging our extensive network of reporters across mainstream, broadcast, and crypto-focused media.

Reactive Communications & Crisis Management

Greenbrier helps companies respond to a crisis by rapidly developing a plan and messaging that counters inaccurate and misleading themes, then leading the media relations efforts to deploy the messaging and shorten the duration of a negative press cycle. We have decades of combined experience managing crises both as in-house communications leaders and as external partners. We've seen it all, and we excel in the trenches of high-pressure, sensitive environments.

Policy & Public Affairs

In this fast-moving regulatory landscape, understanding policymakers is essential for a company to succeed. In collaboration with Greenbrier, The Messina Group leverages its extensive international political network and decades of expertise to provide policy analysis, stakeholder mapping, political communications, and external-facing policy content. Whether the aim is to soften a regulatory environment, achieve a desired policy outcome, or have a seat at the table, we design and execute public affairs strategies to achieve policy goals.

Media Training

Greenbrier helps prepare spokespeople to win every media interaction or public engagement through dedicated workshops where we guide them through the fundamentals of media engagement, some key tactical execution strategies, and some of the golden rules to answer reporters. These trainings are capped by on-camera mock interviews and annotated feedback after the fact.

Research, Data Reporting, & Analysis

In a data-driven world, we believe it's essential for projects of all sizes to rely on qualitative and quantitative research to inform their communications efforts. Greenbrier builds tailored reports and analyses to address key questions, inform strategy, define success metrics across press and social, and benchmark against internal success metrics. One of our core operating principles is to measure everything we possibly can.

Digital Strategy & Marketing

By working cross-functionally with The Messina Group's digital team, we bring a successful track record of conducting successful targeted digital campaigns, measuring the effectiveness of your messaging, and analyzing online sentiment. This allows us to offer a blended digital marketing and communications function, which is vital to success in the blockchain space. We also support our clients with content planning and execution, and building their thought leadership profile online.

OUR EXPERIENCE



Working with an Industry Pioneer

Blockchain.com retained Greenbrier in 2016 and the two firms have been partners ever since. Greenbrier's Co-Founder, Lane Kasselmann, is now Blockchain.com's Chief Business Officer, which speaks to the deep ties between the two businesses. Over the years, we've managed partnership announcements, advised their C-suite at all stages of the company's lifecycle, authored white papers, and managed speaking opportunities, personnel announcements, product launches, and landmark events.



Assisting one of the Largest Bitcoin Miners in the World

Genesis Digital Assets (GDA) is one of the world's largest Bitcoin mining companies, operating in the United States and other parts of the world. Greenbrier has helped the company communicate about its expansions, its commitment to renewable energy, and the work that is being done with local communities.



Building the Comms Infrastructure for a Web3 Giant

Greenbrier has advised OpenSea, the world's largest NFT marketplace since its Series B days. Our journey began prior to the arrival of an in-house communications team and has included scaling their communications infrastructure, capitalizing on the bull market, navigating complex trust and safety issues, and weathering the bear market.



Inserting a Stealth Project into Canada's Political Discourse

Kelvin Zero is a blockchain-based data management solution based in Canada. They retained Greenbrier at the start of 2022 to help define their company narrative and make inroads into the banking and healthcare sectors. They want to capitalize on Canada's pending open banking laws to shape the legislation and provide a compliance solution for Canadian banks. Greenbrier recently helped write and placed an op-ed on open banking in Canada's largest newspaper.



Promoting a Disruptive Startup in the Embedded Finance Space

Greenbrier partners with Mesh, a seamless and secure one-click system for users to transfer their assets for deposit, payments, and payout. We helped Mesh announce their Series A raise, which was widely covered in the media. Greenbrier also set up a robust thought leadership program for the company's Founders, which has resulted in multiple stories, podcast appearances, and online content.