

Spartan Mosquito

Spartan Mosquito is one of the world's leading mosquito-control companies, founded and based out of Hattiesburg, Mississippi, whose innovative technology and solutions have made a meaningful impact on homes and municipalities across the country.

The company's most recent product development -- a leap forward in mosquito-control technology and effective results -- required EPA approval ahead of its national roll-out, and Spartan Mosquito engaged Gunster Strategies to help secure approval and get this effective new product in the hands of families and communities.

Gunster Strategies created and deployed a multi-prong approach, including:

- The development of the "Mosquito Control Community," a coalition of advocates focused on elevating key information, data and developments across a range of digital and social platforms.
- Engaging advocates from across the political spectrum to create and send letters of awareness and support to the EPA administrators.
- Engagement and circulation of op-eds to elevate and validate the issue and the development of press materials to highlight global efforts by Spartan Mosquito to help regions in dire need.
- Hands-on management of the seven-step process of direct responses to the EPA prior to deadlines and due dates.

The comprehensive approach yielded its successful result: EPA approval for Spartan Mosquito's new product, whose launch in the U.S. will have meaningful impact on communities across the country.