

CASE STUDY: ELECTRIC IRELAND

Industry: Energy

Capability: Corporate Identity

Engaging the energy vision

Ireland's national electricity supply company, ESB Customer Supply (part of ESB Group), approached us with a clear challenge: to create a new brand identity to reflect its vision to compete in a newly deregulated energy market.

To achieve this we focused on the ethos underpinning their strategic vision of fusion: 'our energy, with the customer'. This ethos, optimism and transformation to an energy solutions business are expressed in the visual identity and reflected in the market strapline 'Ireland has a new energy'. Comprehensive guidelines and a brand asset management site support the new identity and brand world.



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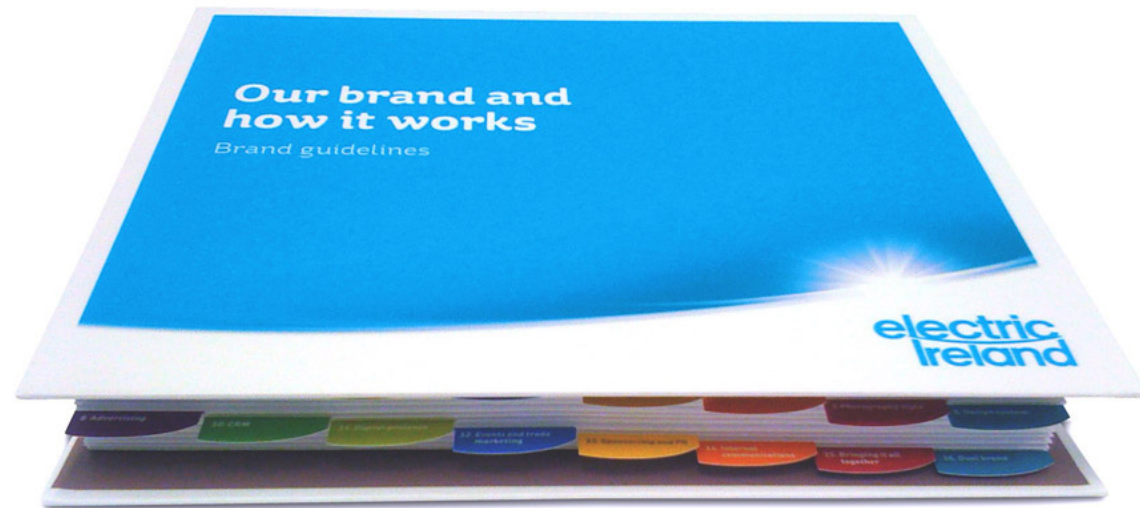
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Our energy combined

We worked closely with the Electric Ireland brand team to create a coherent and future proofed brand identity design system. The purpose was to build a powerful presence in the marketplace for the new brand Electric Ireland, to leverage the trusted heritage of ESB and to evoke an optimistic future.

The design system is built on a number of unique elements (or kit of parts) to create a compelling and consistent suite of communications with customers. We created a landmark that uses a clear and simple lettering style to present the brand as being helpful, accessible and straightforward. The bright cyan 'Electric' blue creates distinction for the Electric Ireland brand in the local market. The arc within the logo represents the focus on providing a wide choice of innovative products and services. The bright spark is an expression of the brand promise and embraces the optimism Electric Ireland has for innovation and a sustainable future.



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New identity, new horizon

The new visual identity system and brand world provide: the necessary tools and direction to implement the brand successfully across the business. While the new advertising launch campaign was key, two of their most important customer interactions – a simplified and redesigned billing statement and a redesigned fleet of home service vehicles – were fast tracked.

We developed a bespoke branded design solution for the new Electric Ireland building using the natural landscape of our island and its significance in natural generation of energy, combined with the energy of the workforce to express the diversity and benefits of energy to people's lives. The experience is a colourful and optimistic environment that supports the brand character and enables both staff and visitors to have a better understanding of Electric Ireland customers' needs and the engaging ways in which they relate to the brand. Since the new identity launch in April 2011, Electric Ireland has continued to use our expertise to bring the brand to life.

