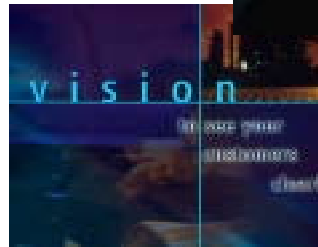


CONNEXT

Approach:

GIRVIN worked with Puget Power on the development of an innovative consumer and industrial energy management solution.

This solution was to be launched in partnership with power groups that included Schlumberger, Duke Energy and others.



Result:

Our team worked with the leadership of Puget Power analyzing the competition, conducting consumer and executive research, as well as research into industrial use. We provided brand strategy and corporate visioning, as well as naming programs for Connex and ancillary product architecture. GIRVIN created the corporate identity, national advertising, capabilities brochure, business papers, tradeshow booth and all corporate videos. Connex attributed GIRVIN's work as pivotal to their success in communication with, and acceptance in the utilities industry.

