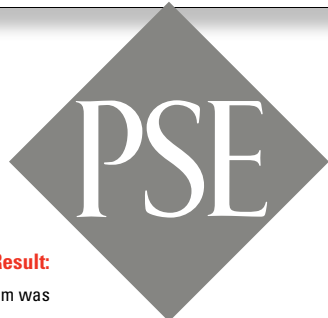
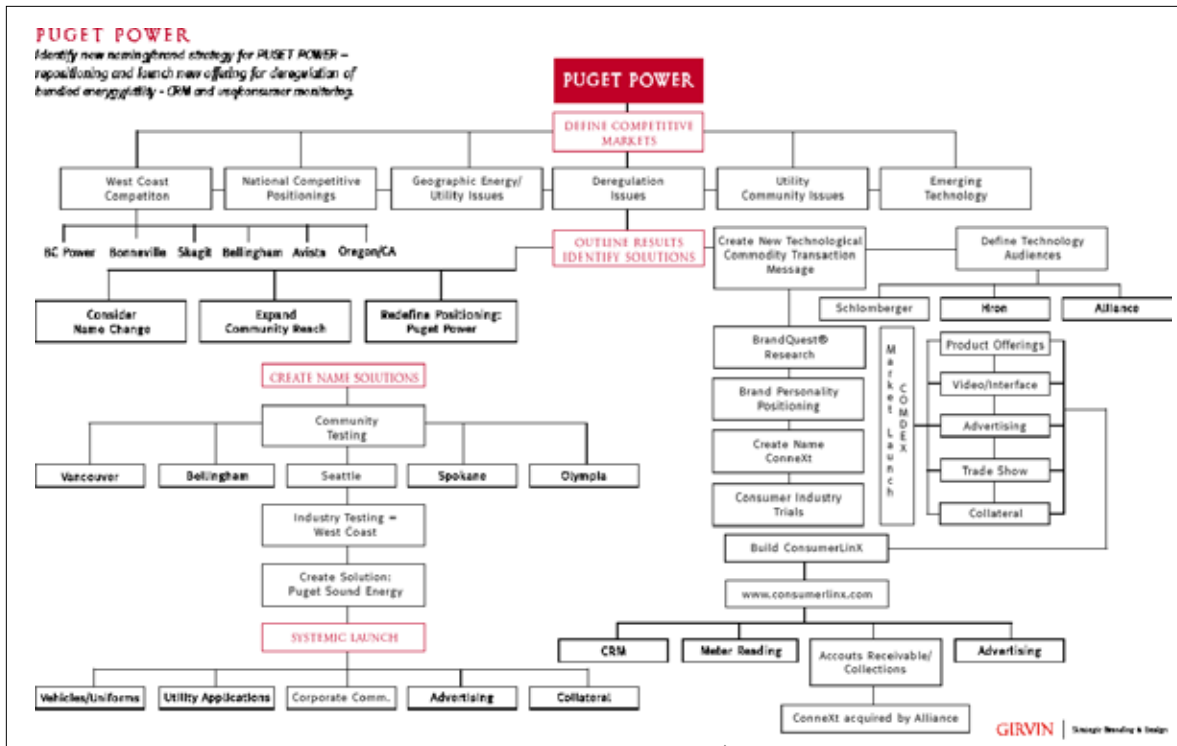


Approach:

Puget Power's leadership was changing. And the market for energy was changing, as well. New approaches to energy commodities, transmissions exchange and sharing of content between power networks was changing the way energy was utilized and sold. Puget Power felt the need to redirect their presence, from old, to new, founded on a classic positioning of efficiency and service, yet bound by a new set of principles.



**PUGET
SOUND
ENERGY**

Result:

Because of GIRVIN's experience in energy related consulting, our team was brought on board to create and manage a research platform, direct outcomes and overviews, and create a new name. Puget Sound Energy was selected, based on consumer preferences and testing outcomes. GIRVIN created a new leadership charter, brand planning overviews, a new identity and corporate identity and standards guide for applications to all signing, vehicles, merchandising and collateral.