



Reimagining an
innovative energy
monitoring brand

Harrison.

THE CHALLENGE

Our client, originally Our Property Bear, approached us to help with reviewing and developing their brand and proposition, to make their offer, and value to clients, have more clarity.

Their innovative energy monitors can be linked to clients' meters, providing a comprehensive report into their energy usage and assisting in monitoring consumption 24/7. The challenge was ultimately to communicate a complex product with simplicity, showcasing its benefits and value to clients.



OUR APPROACH

Harrison strategically reviewed the brand and proposition, including identity, market positioning, competitors and sector research, to discover their unique points of difference. This enabled us to develop an re-energised brand proposition and statement that could be used consistently in the future.

Using the foundations that were set in stage one, we then focused on the naming process, creating a name which communicated the offer far more clearly. This led to a beautiful crafted dynamic brand identity, designed to represent waves of energy, our planet and the iconic polar bear; approachable yet full of strength.

STAGES

1. Discovery & Research
2. Definition & Vision
3. Brand Design & Activation



BRAND GUARDIANS

Launching an evolved brand requires carefully targeting existing and new customers and provides an opportunity to give a brand a new sense of energy and purpose.

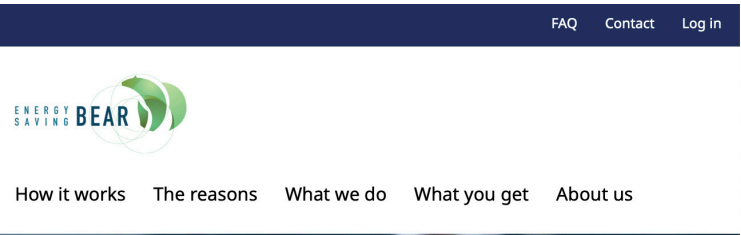
Alongside the brand identity we developed a wide range of applications, then acted as brand guardians for Energy Saving Bear, providing ongoing guidance and support for how the brand could come to life to successfully generate new leads and sales for the future.

OUR SKILLS

- Brand Strategy
- Naming approach
- Brand identity design
- Brand activation
- Design applications



Website design



Branded items



Guidelines and reporting



UK, BIRMINGHAM:

15 Coleshill Street, Sutton Coldfield, Birmingham B72 1SD
Call +44 (0) 121 321 3030

USA:

14990 Landmark Blvd, Suite 265, Dallas, TX 75254
Call +1 972-807-9257

MELBOURNE:

Level 1, 130-132 Stawell Street, Richmond Vic 3121 Australia
Call +61 476 206 201



Harrison.