



CASE STUDY



CLIENT

Infotility, Boulder, Colorado
Energy Infomediary/early-stage demand response aggregator

PROJECT

Create a presence and a program around “demand relief,” rallying Californians to respond to the triple-bottom-line of saving money, saving energy and helping the Golden State in the bargain.

CHALLENGE

To get California’s C&I customers’ attention and rapidly gain their trust in the midst of the 2001 California energy crisis.

SOLUTION

- *Corporate Brand identification: corporate logo and empowering tag line: “More Power to You”*
- *Program branding: POWER-pact naming and logo*
- *Hard-hitting direct-mail series, giving recipients permission to take action and control*
- *Integrated public-relations efforts*

RESULTS

The POWER-pact campaign recruited more than 100 leading C&I customers in the space of a few months.

“Litos created a campaign that hit hard and fast, resulting in a strong response achieved in a very short time. Which is precisely what I had asked them for.”

Joseph Desmond, President, Infotility



COMPONENTS



1.



2.



3.

1. Logo, Tagline / 2. Program Name, Logo / 3. Direct Mail