



CASE STUDY



CLIENT

Taunton Municipal Lighting Plant (TMLP), Taunton, Massachusetts
Public utility

PROJECT

Lightwaves demand-side management campaign

CHALLENGE

To educate the utility’s commercial and industrial customers about the efficacy of DSM as a concept; to convey the benefits of TMLP’s specific program

SOLUTION

- *Litos developed the name “Lightwaves,” one of the first programs of its kind at the time*
- *Created an entire suite of campaign tools including advertising, collateral, and informational video*
- *Exceeded the client’s most optimistic expectations for customer compliance*

RESULTS

Campaign gained national attention and was recognized by the American Public Power Association. More to the client’s point, the program was widely adopted by the utility’s C&I customers.

“You have to remember that this was the 1980s. No one had ever seen a demand-side management program before. Litos not only conveyed a novel concept compellingly...they also made Lightwaves a success.”

Joe Desmond, Marketing Director, TMLP

