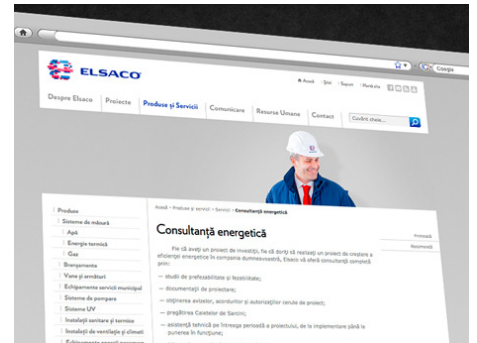


Elsaco

A STRONG TEAM, UNITED BY A SINGLE VISION

Founded in 1994, Elsaco is one of the main players in the Romanian energy service market. The company's vision is to build smart solutions for a higher energy efficiency and to maintain the status of national leaders within their industry.

From a strategic analysis of the company, competences and skills, the perception was the



same in the market; the company needs a long-term strategic direction.

Over a series of presentations to drive stakeholder alignment and to establish a more consistent brand strategic vision, we define a concept and positioning for the brand, which is summarized in the proposition of being a "Total Supply & Solutions Provider".

After a phase of strategic and brand consulting, we designed a new brand identity which

manifested in a new visual identity that expresses dynamism, emotion, impulse, expansion and growth, values that are deeply rooted in the organization. The brand architecture responds to a monolithic model that seeks to boost the visibility of Elsaco as a group, acting as a guarantee when it comes to media undertakings and services.

The Brandcenter we have developed for the Elsaco incorporates both strategic capabilities for understanding and alignment across the organization with its brand essence as style guides and online resource banks. The tool makes available to the entire organization conceptual and formal elements necessary to understand and share the core principles of the brand and express them coherently.

