

case study



Who are we talking about? *Keep reading, we'll tell ya!*

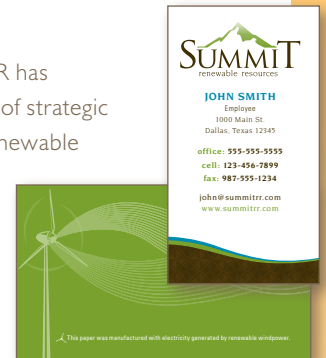


An innovative energy development company whose strategic focus involves integrating renewable energy facilities to provide sustainable, environmentally-friendly electric power generation resources which deliver economic value to investors and customers alike.

Summit Renewable Resources (SRR) is dedicated to sustainable, eco-friendly energy sources. SRR has assembled an accomplished group which encompasses all business areas and requisite disciplines of strategic and tactical competencies. Their team is highly knowledgeable, challenged to provide the best renewable energy practices, and motivated to solve the current need for a domestic energy alternative.

Are we up for a challenge? *Umm, yeah!*

SRR initially approached Ignite It Group to update their website. After reviewing SRR's existing materials, Ignite It Group recommended a fresh approach through a branding exercise. "Their current design did not lend itself to the image they needed to portray in order to compete in a progressive and high profile business market," said Shelly Iversen, CEO of Ignite It Group. The branding exercise, allowed for SRR to see how two brands can create different feelings, which made it easy to identify which worked the best to represent their company moving forward.



What's the bright idea? *Give me a sec, it's coming to me ...*

Ignite It Group's creative process began with a brand style guide representative of the personality SRR wanted portrayed with their company. This guide serves as the basis for all marketing materials going forward. Ignite It Group then refreshed their logo and developed a new website (www.summitrr.com). They also designed a tradeshow booth and banners, business cards, investor cards and an investor email targeting a specific audience. In addition, a flyer was produced as a take away from the tradeshow. "A unique feature that coincides with Summit Renewable Resources business practice is that many of our materials are printed on an economical paper manufactured with renewable wind power," remarked Gary Stapleton, Principle of SRR. They now include the wind icon on the back of all materials printed on this paper to demonstrate their commitment to this source of energy.

We did what?

awesome!

From a strategic perspective, Ignite It Group continues to guide SRR to consider their marketing activities in a progressive timeline. This begins with pre-show activities and research, after that it evolves into activities and discussions at tradeshow, and then transitions to post-show follow-up activities.

"Due to our integral client relationship, we are open and look forward to Ignite It Group's ideas," said Breana Parker, SRR Project Manager. "We rely on them for our marketing concepts and direction."

Ignite It Group is providing experienced guidance for how SRR may expand their brand and exposure to their target audience. "Our marketing concept provides not only printed and promotional materials, but strategic development and forward momentum for their business," said Shelly. Ignite It Group provides each client with a team of creative professionals led by an experienced marketing communications director. Their marketing model allows for reduced operational costs with improved performance to your bottom-line.

