



CASE STUDY

U.S. DEPARTMENT OF ENERGY / GRIDWISE ALLIANCE



CLIENT

Department of Energy / Gridwise Alliance, Washington, DC
Government Agency / "Smart Grid" Association

PROJECT

Strategic marketing plan to advance the "Smart Grid" initiative
"Breaking the Gridlock"

CHALLENGE

To create a Smart Grid marketing plan, uniting a wide variety of stakeholders as to the promise and potential of a modernized grid.

SOLUTION

- After conducting a rigorous research and interview process, Litos produced a comprehensive strategic marketing plan
- Delivered and presented the plan to a plenary session of the GridWise Alliance

RESULTS

The Department of Energy has created a task force specifically to advance the Smart Grid initiative. Litos produced "The Smart Grid: An Introduction" for DOE to delineate the challenges, opportunities and future of a modernized electrical grid.

"We evaluated several competing firms before choosing Litos. They came highly recommended – so my standards for their performance were correspondingly high. They showed me an ability to grasp both the big ideas as well as the subtle nuances of the Smart Grid, and in doing so created a roadmap for all of us."

Steve Hauser, President, Gridwise Alliance



STRATEGIC COMMUNICATION

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COMPONENTS



Marketing Plan