



# CASE STUDY

## ELECTRONIC LIGHTING, INC.



**ELECTRONIC LIGHTING**

*Lighting @ Work*

### CLIENT

**Electronic Lighting, Inc. (ELI)**, Newark, California  
Lighting technology company

### PROJECT

“Seizing the Opportunity”  
42-page industry guidebook

### CHALLENGE

To educate a wide variety of stakeholders within the energy space about the existence of a “killer app” – the use of lighting systems as a load management strategy.

### SOLUTION

- Litos assisted the client in authoring the book
- Through advertising and direct-mail, Litos marketed the book throughout the energy industry
- Litos employed live talent to spur its distribution at the trade-show level

### RESULTS

“Seizing the Opportunity” garnered recognition for the client as a learned voice and an industry resource. As a response device for a direct mail/print campaign, “Seizing...” demonstrated high response rates and became a “must-have” resource for a wide variety of stakeholders in the energy space.

*“Litos helped me author a guidebook that – thanks also to their creative marketing efforts – rapidly became an industry-wide resource.”*

Joe Desmond, President, Electronic Lighting, Inc.

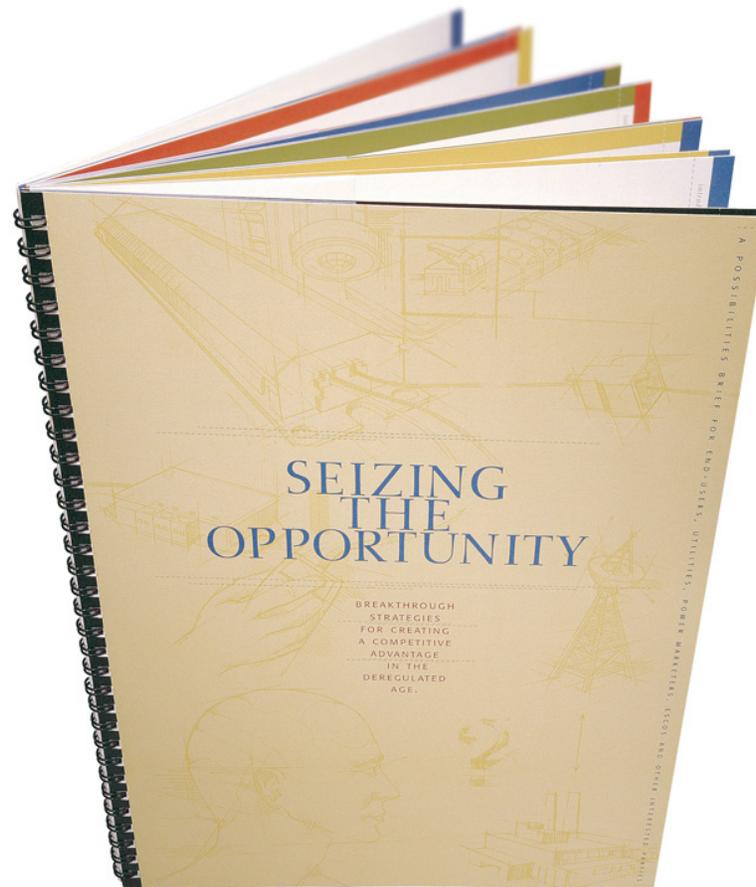


STRATEGIC COMMUNICATION

Good Thinking LITOSSC.COM

# CASE STUDY

## COMPONENTS



"Seizing the Opportunity"



# CASE STUDY

## COMPONENTS

But first things first:  
**SEIZE THE BOOK.**

**Seize the INITIATIVE.**

Real-time pricing, integrated resource planning, control technology, power marketing. How will these and other issues impact your company in the coming age of deregulation? More importantly, how are you planning to capitalize upon them? SEIZING THE OPPORTUNITY synthesizes the watershed energy issues facing your company right now, and enumerates breakthrough strategies guaranteed to bridge the gap between facility and asset management. Call now for your personal copy. Because the road ahead belongs to the well-informed.

CALL US NOW FOR YOUR FREE 32-PAGE GUIDEBOOK.

**SEIZING THE OPPORTUNITY: Breakthrough Strategies for Creating a Competitive Advantage in the Deregulated Age** is a thorough compilation that offers a foundation for evaluating deregulation and market change.

**CALL 1-888-565-9838**

SEIZING THE OPPORTUNITY is a publication of Electronic Lighting, Incorporated. ELI's innovative controlled lighting systems, from the framework for a total management strategy that enables businesses to take a quantum leap forward in mitigating load energy costs while improving the quality of light.

Electronic Lighting, Inc.  
37200 Center Court  
Newark, CA 94560  
TEL: (415) 946-2767  
FAX: (415) 946-2767  
WWW: www.elit.com

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Type of Business: \_\_\_\_\_ E-mail: \_\_\_\_\_

Yes! Please forward my personal copy of 'Seizing the Opportunity'.  
 No Thanks. I'm used to being left in the dark.

FILL OUT THE INFORMATION BELOW OR CALL, FAX, OR EMAIL US.

1.

2.

Now that the light has changed,  
you need a superior set of directions.

Real-time pricing, integrated resource planning, control technology, power marketing. How will these and other issues impact your company in the coming age of deregulation? More importantly, how are you planning to capitalize upon them? SEIZING THE OPPORTUNITY synthesizes the watershed energy issues facing your company right now, and enumerates breakthrough strategies guaranteed to bridge the gap between facility and asset management. Call now for your personal copy. Because the road ahead belongs to the well-informed.

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3.

**Official Notification of Deep, Deep Trouble.**

Pursuant to Section 41A.  
A trip to Booth #233 may ensure your instant rehabilitation. A trip to Booth #233 may ensure you and your company can capitalize upon the coming changes in the energy market. (WARNING: Failure to report changes to Board #233 in a timely fashion may force duly appointed officers of this jurisdiction to charge one of those entering (unauthorized) locator brackets on your table for the duration of the trade show.)

Attention all Violators! Permit this Citation to a recognized ELI representative at Booth #233 to receive, in a free copy of SEIZING THE OPPORTUNITY: Breakthrough Strategies for Creating a Competitive Advantage in the Deregulated Age. Creating a Competitive Advantage in the Deregulated Age is a \$29.95 value full of priceless information and breakthrough strategies, and fit your chance to win a great, career-enhancing free gift.

PLEASE RETURN CITATION TO:  
Electronic Lighting, Incorporated  
37200 Center Court  
Newark, CA 94560  
TEL: (415) 946-2767  
FAX: (415) 946-2767  
WWW: www.elit.com

ATTENTION: YOU ARE INVITED TO VISIT BOOTH #233  
Electronic Lighting, Incorporated  
Booth #233

Jurisdiction: WEEC 98 Trade Show Floor  
**NOTICE OF CAREER VIOLATION**

LOCATION: \_\_\_\_\_ DATE: 11/4-6/98

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Booth: \_\_\_\_\_

SEIZING THE OPPORTUNITY: Breakthrough Strategies for Creating a Competitive Advantage in the Deregulated Age.

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1. Direct mail brochure 2. Trade publication ad 3. "Citation" trade show handout