



# CASE STUDY

## ICE ENERGY / PROJECT COOL MOVE



<b>CLIENT</b>	<b>Ice Energy</b> , Boulder, CO Leading provider of smart-grid enabled, distributed energy storage solutions to the utility industry.
<b>PROJECT</b>	Branding and marketing of an energy storage program that was to roll out on parallel tracks: First, it focused on utilities, to create acceptance for the program. Additionally, it involved creating “sell-through” materials for utilities to raise awareness and convey the benefits of the program to their commercial and industrial (C&I) customers.
<b>CHALLENGE</b>	Assuring prospects that the offer and technology was tried, true and vetted – rather than “too good to be true” – important to both audiences, who exhibited varying degrees of knowledge and acceptance.
<b>SOLUTION</b>	The branding and launch of Project Cool Move, a customized turnkey energy storage program designed to reduce peak demand by shifting megawatt hours from peak to off-peak consumption periods (a.k.a., the cool move). Litos developed the program name, tagline, overview brochure and marketing materials targeting commercial & industrial customers within utility service areas. To lend tangibility to the project, Litos codified the project as an easy, step-by-step process.
<b>RESULTS</b>	Successful launch at DistribuTECH, a major utility-industry event. Project Cool Move was widely regarded by attendees as a unique and effective means of program engagement and increased penetration of energy storage within their respective service areas.



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1.

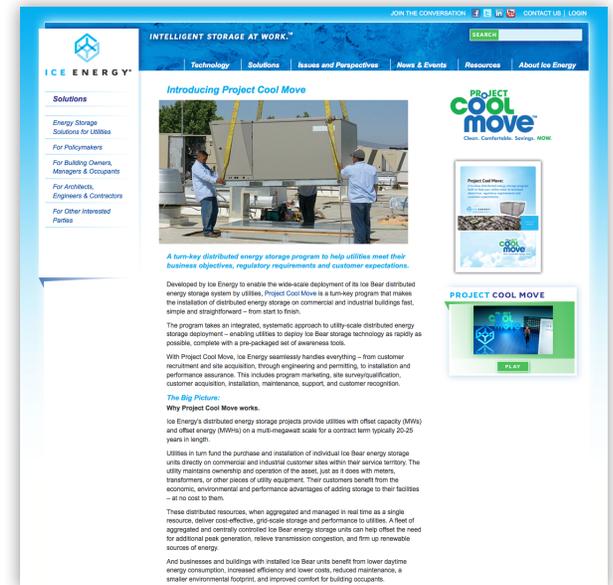
## COMPONENTS



2.



3.



4.

1. Program Overview Brochure 2. Program Folder 3. Program Decal 4. Program Landing Page