



# CASE STUDY

## SUEZ ENERGY NORTH AMERICA



### CLIENT

**SUEZ Energy North America**, Houston, Texas  
Global, vertically integrated energy company

### PROJECT

Core Values Campaign  
“Living la vida SUEZ”

### CHALLENGE

Increase and sustain the visibility and recognition of SUEZ core values in a “workplace” that stretches across the continental US, Canada and Mexico to connect the 2,000 highly diverse employees of the company’s North American energy division with its corporate mission and global vision.

### SOLUTION

- Litos created a dynamic, multi-faceted campaign (VIA, “Values in Action”)
- Communicating SUEZ values and creating momentum relative to the continuous observance of these values
- Demonstrating a clear sense of corporate follow-through

### RESULTS

Employees feel a stronger connection to each other and the SUEZ experience. Geographically dispersed employees better understand the need for and importance of a common set of values and associated behaviors. Employees are better able to support organizational goals and objectives because the company’s mission and expectations are clear. In combination, the company’s values, mission and culture help define the organization to the outside world, of key importance as the company continues to expand its footprint in North America.

“Having relied on Litos for a wide variety of external campaigns, I had no doubt they could connect – and connect powerfully – with all of the employees within SUEZ’s North American energy group. My confidence was fully rewarded with a series of unique and engaging pieces that were well received by employees at all levels and work locations.”

Paula Rockstroh, VP of Communications

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## COMPONENTS



1. Introductory program brochure 2. Correlating value posters for display in common employee areas



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## COMPONENTS



1.



2.



3.

1. Company wide email follow-ups 2. Individual value brochures 3. Leather padfolio giveaway.