

BACKGROUND

Our Energy is a New Zealand-based start-up business in the energy sector.

People and communities want to take advantage of the rapidly falling costs of small-scale distributed generation, storage and 'smart' technologies. But they face restricted choice for, and control over, selling their electricity. Consumers increasingly want more transparency of their energy use and supply.

Our Energy will sell its SaaS directly to energy retailers. The SaaS will enable direct selling and buying between small-scale distributed generators and electricity consumers. Generators and consumers become members of a 'community', and they will have full transparency over who they are selling to and buying from.

Our Energy is looking to launch in New Zealand in 2016, then in international markets including Australia, the Pacific Islands, and USA.

CREATIVE REQUIREMENTS

(A) A visual identity for the company name, Our Energy, and

(B) A name and logo for Our Energy's SaaS.

Both visual assets to be applicable to multiple formats (website and marketing collateral e.g. business cards).

PRODUCT - SAAS

The digital platform connects local generators of clean energy with local consumers. Both generators and consumers will have the ability to select who they deal with and what kind of local energy they'd wish to consume. The online matching service offers improved choice, control, and accessible data for users, and there will be functionality for members to gift or discount energy to others. This is based on obtaining half-hourly metered data for electricity from consumers' smart meter readers.

The product will be sold to retailers but its user interface and experience will be designed with the end consumer and local generators in mind. It'll be highly engaging and differentiated.

OBJECTIVES

To create a visual identity and name that is memorable, recognisable and unique.

TARGET AUDIENCE

Executives at energy retailers. These retailers range from start-up challenger brands to the more established incumbents exploring ways to remain relevant in a fast changing world.

KEY MESSAGES OR THEMES

Community needs to be at the heart of a 21st Century energy system.

Our Energy's product will be:

- Disruptive - a radical rethink of customer-utility relationships.
- Simple - to be simple to implement and use.
- Accessible - to be accessible to a wide range of customers.
- Transparent - in terms of energy sources and where costs are going.
- Renewable – promotes usage of renewable energy (an important political agenda for many countries).

We believe that the market is beginning to demand better and fairer solutions – both from distributed generators of renewable energy and local consumers. And Our Energy's model delivers to that demand in the face of rapid technology change, and helps provide on-going relevancy for companies such as energy retailers and lines companies.

TONE AND MANNER

Challenging, fresh, different, smart, community.

BUDGET

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WHAT IS THE TIMING FOR THIS JOB?

ASAP.