



creativeterritory
think outside the circle

CASE STUDY

Alice Solar City: An energy champion

Client: Alice Solar City

Challenge: To get Alice Springs residents involved with Alice Solar City

Creative Territory worked with Alice Solar City to develop their core brand: Energy champions. Through a series of workshops with project partners and stakeholders, the brand was expanded to include six core brand values: Sustainable, passionate, inspirational, smart, engaged and savvy.

Our ongoing involvement with Alice Solar City has included conducting market research, developing press advertising, coordinating special events, managing media relations, developing a website and web content, running competitions, developing point of sale and ambient promotional material, coordinating purchase of promotional items and more.



April 2009

What's happened so far...

- 635 Households registered with Alice Solar City
- 574 Home Energy Surveys completed
- 40 Businesses registered with Alice Solar City
- \$1.7 Million worth of incentives vouchers issued
- \$640 Thousand worth of funding provided for solar and energy efficiency measures
- 47 Solar Photovoltaic (PV) systems installed
- 112 Solar hot water systems installed

FREE

Are you part of Alice Solar City yet?

We offer a free home energy survey, a tailored energy saving report and funding to help make your home more energy efficient and reduce your power bill. What's stopping you?

