



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.

