

Case Study: Energy



Mission

An international energy company sought to better understand the underlying emotions related to energy efficiency in order to develop the most compelling branded energy efficiency communications.

Approach

Lightbeam conducted an online diary study to understand consumer attitudes, benefits and challenges, map energy efficient moments and behaviors, as well as trends and generational differences.

Results

Findings were utilized to better inform and help the insights team develop targeted brand positioning, communications and messaging strategies.

Lightbeam Communications is an evidence-based strategic consultancy specializing in uncovering hidden truths using microcultural analysis and research methodologies that bring consumers to life.