

Case Study

Celsius Energy Website and Branding Project



Background

Celsius Energy is a renewable energy initiative of Schlumberger Ltd., an oil and gas leader with a long history of partnering with HexaGroup's creative team. Celsius Energy harnesses geothermal energy to heat and cool buildings, reducing carbon emissions by 90 percent.

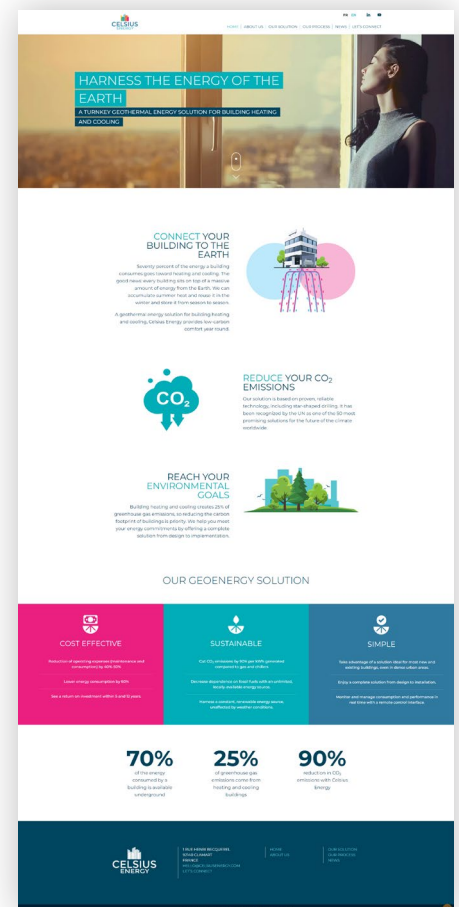
Objectives & Challenges

First, we collaborated with the Celsius team to understand their goals for branding and messaging. As an international team with a worldwide audience, the group needed to clearly convey a technical solution using tools such as star drilling. It also needed to not lose the heart of its message – its commitment to provide cost-effective, sustainable and simple solutions for building heating and cooling, which currently produces 25% of global greenhouse gas emissions.

We worked on both short and long-form versions of the company's story, highlighting its values and brand promise. As climate change is a global problem, it requires a global solution communicated to various audiences from architects to real estate agents to town councils.

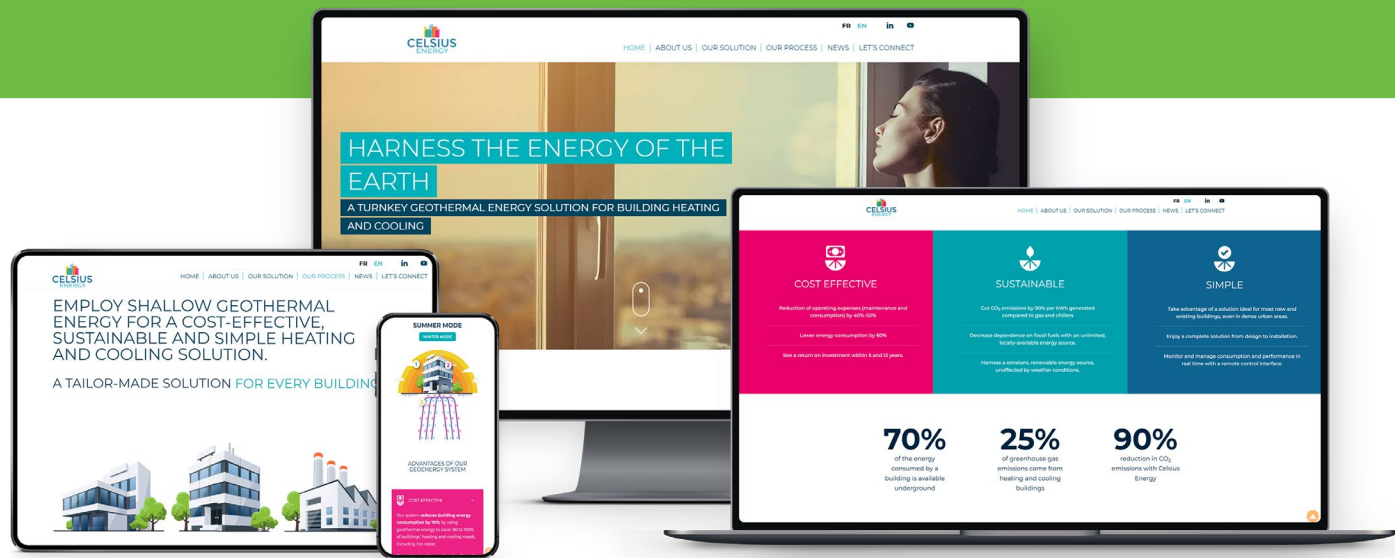
The Celsius team wanted a new website conveying its new branding, showcasing its parent company's century of energy experience and detailing its solution for sustainable building climate control.

Our team planned an easy-to-navigate site with an improved user experience and created a new design to complement the brand. Originally, Celsius had drafted content in French. As an international marketing group, we stepped in with French and English writers so that no matter which language of the site a visitor accesses, they experience the same strong messaging, conversational tone and trademark Celsius style.



Solution

We updated the overall brand messaging platforms in French and English and completed a bilingual website with messaging consistent in two languages and with a casual, conversational tone in both. We were quick to implement phase 2 of website for a special event in just two weeks to meet the client's aggressive timeline, and we're already planning phase 3. Next, we'll develop lead generation and brand awareness campaigns to draw even more visitors to the site.



www.celsiusenergy.com



Event brochure

Proven Methodology. Amplified Results.

Working with HexaGroup, our clients amplify their marketing efforts with expertise impossible to find in a single employee or in-house team.

Our team strikes the ideal balance between strategy and consulting, inspired creativity and leading-edge technology. We're seasoned strategists, content creators, data analysts, website and software developers, sales funnel optimizers and technology integrators.

Above all, we're marketers driven by results.

We've honed a six-step marketing methodology that balances proven best practices with each client's unique objectives.

Brand Asset Management

- Discovery
- Future Identity & Position
- Portfolio Strategy
- Audience Needs
- Internal Activation

Creative Development

- Print
- Motion Graphics
- 3D Animation
- Video
- Mobile Apps
- Tradeshow Support
- Presentations

Marketing Technology

- Marketing Automation
- CRM
- Lead Sourcing
- Analytics
- Enterprise Content Management
- Chatbots

Research and Planning

- Clustaar™ Digital Market Analysis
- Traditional Market Research/Focus Groups
- Strategic Planning
- Marketing Communications/Media Planning

Growth-Driven Website

- Information Architecture
- Visual Design/UI/UX
- Technical Implementation
- Content Development
- Hosting Maintenance

Marketing Performance

- Inbound/Content Marketing
- Account-Based Marketing
- Social Media
- SEO
- Integrated Advertising
- Events/Tradeshow Support
- Public Relations
- Demand Generation

