



## E.ON: POWERHOUSE

**Single-minded** When VEBA and VIAG, two of Germany's largest diverse groups, decided to merge, they embarked on a journey of transformation. The new business decided on a radically sharper focus: it would become a unified, single-minded energy business. With the global deregulation of power supply, this was a market with real growth potential. And to seize this potential, it decided to transform its business and ambition.

**Mega-brand** Wolff Olins was brought in to work on brand development. Our main task was to develop a new expression for the group brand. We set out to help build a mega-brand that would transform how employees felt about their company and present it as fast-moving, youthful and unbureaucratic. We created E.ON's visual identity and its compelling warm character.

**World's largest** Launched in 2000, the brand worked as a driver for change. With 'energy' as its new focus, E.ON has since acquired and divested many businesses. Major acquisitions have included Powergen in the UK and Sydkraft in Sweden. With annual sales of almost EUR 68 billion (2006) and over 80,000 employees, it is now the world's largest investor-owned energy services provider.

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