



#### CASE STUDY

## Leading company in the installation of photovoltaic systems

GREEN BRANDING, HOW TO POSITION YOURSELF?

### SITUATION

Identify the communication to target "Green" consumers to increase the brand's knowledge on digital channels

### SOLUTION

Analysis of sustainability trends and performances, communication styles, and keywords used by competitors.

Identification of the target person to be intercepted through sponsorship campaigns on social media.

### IMPACT

Direct competitors and market leaders in the photovoltaic sector have been identified and analyzed, and the ideal segment on which the brand should be positioned has been mapped out. This is based on a well-defined target person in terms of demographics and digital interests. The best communication practices have been identified to interact with the target in order to create a strong relationship with the brand.

The analysis performed accurately to de

- Brand positioning
- The Target Personas
- The type of ideal content