

Toronto Hydro: Creating a Utility Powerhouse

Situation

Merger

Brand: Six utilities companies amalgamated to form Toronto Hydro.

Impact: North America's second largest municipal distribution utility was created.

Timing: Toronto Hydro had only 4 weeks from approval of the new brand to the public launch.

Services

Brand Change and Touchpoint Improvement

- Scoped, planned, managed and executed launch and roll-out across all branded assets
- Developed a new billing statement.

Solution

Accelerated Integration

Smarter: Our vehicle application technical expertise led to rigorous standards that ensured consistent paint color for the entire fleet, Toronto Hydro's most visible asset.

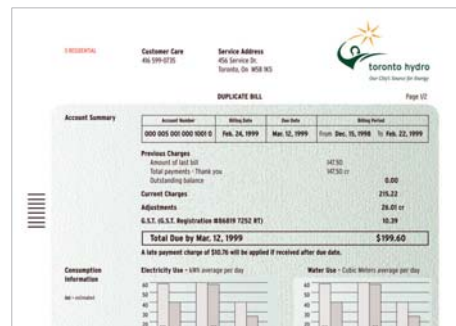
Faster: "BrandActive was instrumental in getting a plan in place while working under extreme time constraints. The employee and public unveiling came off with a precision that exceeded the executive team's expectations." -Vice President, Operations, Toronto Hydro

Better: It wasn't enough to be fast - safety, quality and employee support were essential. BrandActive brought together suppliers, user groups and union representatives to deliver top quality in a compressed timeframe.



Leveraging a Highly-Visible Brand Touchpoint

BrandActive helped Toronto Hydro turn their fleet vehicles into a brand communications tool. We also managed the tender process, which involved eight paint shops, to ensure quality, consistency and launch objectives were achieved.



Improved Billing Statement

BrandActive simplified Toronto Hydro's billing statement, its primary communication with customers.



Employee Involvement

Our plan had all field workers wearing a new, safer hard hat on day one of launch.