



E.ON: POWERHOUSE

Singleminded

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, including Powergen in the UK, Sydkraft in Sweden and OGC-4 in Russia. With annual sales of almost EUR 87 billion (2008) and over 93,000 employees, it is now the world's largest investor-owned energy services provider. E.ON consistently produces one of the top five highest dividends out of the 30 companies comprising of DAX (The German Stock Index).

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

+9 7144 01 9581

www.wolffolins.com

© 2009 Wolff Olins Limited. All rights reserved.