



GREEN SCREEN GRAPHICS



Case Study 1

CLIENT

Neighborworks of Western Vermont

SITUATION

They have received a 3 year grant in order to set up a county wide program for education about and follow through for home energy audits, loan programs and renovations.

CHALLENGE

To implement a new program that will educate the homeowner and convince them to participate in the program. The goal being 50% participation from each Rutland county community.

SOLUTION

Create and market a separate brand: The Home Efficiency Assistance Team, H.E.A.T. Squad. The H.E.A.T. Squad, an affable, dependable and professional team assists the consumer throughout the process of audits, loans and improvements. Print promotions, a new website, banners, exhibit graphics and vehicle graphics are all currently being used.

RESULTS

Less than a year into the process, many smaller communities have already met the goal.