

# *Renewable Energy Success*



Rose Energy is a consortium of three Northern Ireland's most innovative and successful agri-food companies Moy Park Ltd, O'Kane Poultry Ltd, and Glenfarm Holdings Ltd. In 2008 Rose Energy submitted a proposal to government to build an energy plant that would convert agricultural biomass into electricity.

The proposal was to build a large scale energy plant in a location of County Antrim that was bound to cause debate and controversy.

Hamill Bosket Dempsey's initial design role in the project was to create a brand name and identity which would communicate a positive environmental aspect of the plant and avoid clichéd, and misleading connotations.

The symbolism designed for Rose Energy, is a simple and modern interpretation of a Rose conveying both the professionalism and passion to create environmentally sustainable energy.

The creation of literature that focuses on the benefits to the individual within the community was created with a bright and positive tone to photography and message.

A virtual scaled image of the plant in location reassured local residents that it would not be incongruous with the nature of the landscape. Hamill Bosket Dempsey proposed and developed a series of large format newsletters which answered specific queries raised by the community that largely included editorial from independent and objective commentators.

An easily updateable website was developed again insuring that local residents and interested parties could be kept informed of any developments.

Hamill Bosket Dempsey's work with Rose Energy means that its design team has already successfully work with a collaborative group of companies creating a relevant design solution and brand message which has been implemented through a breadth of marketing collateral both successfully and within budget.

Brand and information marketing materials could not have successfully implemented without the extensive research and sound understanding we have gained in the Biomass Energy sector.

The initial branding project undertaken by Hamill Bosket Dempsey was completed within a one month time frame.

The larger marketing project has been successful in helping Rose Energy establish a clear brand communication programme conveying a company with integrity and honesty.

Through creation of an open and truthful presentation of the facts behind the scheme Rose Energy was given government approval to proceed with the development of its Biomass fuelled power plant at Glenavy, County Antrim.