



HOW LATITUDE HELPED A
CLEAN ENERGY COMPANY GENERATE
OVER £6 MILLION FOR THE UK
FARMING COMMUNITY



L I U O S


 **ENERGY**

CLEANER ENERGY SOLUTIONS

PROJECT RESULTS


(FROM A SINGLE EXHIBITION)

- 64 ENQUIRIES
- 10 OF WHICH ARE CURRENTLY IN THE PROJECT DEVELOPMENT PIPELINE, INCLUDING A POTENTIAL WIND FARM, WHICH COMBINED WILL GENERATE OVER 15 MEGAWATTS OF ELECTRICITY EVERY YEAR AND WILL RAISE OVER £6 MILLION FOR BRITISH FARMERS



"HAVING WORKED WITH MARKETING COMPANIES BEFORE I WAS QUITE SKILFUL, THE QUALITY OF THE IDEAS FROM LATITUDE. EQUALLY I WAS HAPPY WITH THE COSTS AS LITTLE AS POSSIBLE (SOMETHING I AM UNFAMILIAR WITH, WITH MARKETING) CREATED WERE HIGHLY IMPACTFUL AND FUN – WHICH DREW PEOPLE ON TO BUILD ON THIS AND EXPLORE THE POTENTIAL OF THE FARMERS' SITES FORWARD TO WORKING WITH LATITUDE IN THE FUTURE."

JAMES MADIGAN
MD, LIVOS ENERGY LTD



OPTICAL ABOUT WHAT TO EXPECT, HOWEVER I WAS DELIGHTED WITH THE
CLEAR WAY THEY WORKED AND HOW THEY SEEMED TO WANT US TO SPEND
(MARKETING COMPANIES) TO GET THE RESULTS WE WISHED FOR. THE VISUALS
WENT INTO OUR STAND AND PROVIDED A TALKING POINT. IT WAS THEN EASY TO
PROMOTE WIND ENERGY. THE RESULTS SPEAK FOR THEMSELVES AND WE LOOK

THE CLIENT

Livos are a fast growing clean energy solutions company based in the UK. Their goal is to be the UK's leading supplier of renewable wind energy in the 500kW single turbine segment. They have attracted a team of highly skilled technical professionals, who specialise in small-scale onshore wind turbine developments in the UK.

THE PROJECT

Latitude was briefed to create a stand-out campaign for Livos Energy that would attract a lot of interest at the Anglesey Agricultural show. The aim was to attract as many farmers to their stand as possible who might be interested in having a wind turbine installed on their land.

THE SOLUTION

Latitude started by creating 10 different concepts and approaching the argument from multiple directions. All ten solutions had different budget implications and the final route that was chosen involved a relatively simple but highly visual solution that could be executed quickly and wouldn't take up the majority of the overall budget.

The final visuals aimed to educate farmers about the financial rewards of wind turbines in a way with which they were familiar. They simply showed the amount of animals that they would have to keep on 9 square meters of land to generate the equivalent (£30,000 profit per year) to having a single wind turbine on their land.

We created a poster, pull up banner and fold-out brochure along with a free standing banner wrap that was placed in the centre of the stand to highlight just how small a 9 sq meter amount of land really was.

The designs really stood out, got people talking and had a massive impact at the show, drawing a lot of favourable comments and more importantly, the enquiries required to make the show a commercial success for Livos.



A wind turbine only
needs 9 sq m of
land to earn you up
to £30,000* p/a.

(Or 99 dairy cows would do the trick as well)

LIVOS
ENERGY
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www.livosenergy.com

*Subject to survey

PULL UP BANNER

It would take approximately a lamb this size to earn the same amount of money as a single wind turbine on just 9 sm m of land.

How you make £30,000* a year is your choice. But bear in mind that you don't have to shear a turbine, or make sure that it's fed & warm in winter. In fact, you won't have to do anything at all. Just sit back, relax and let a small amount of your land make a (profitable) contribution to clean energy.

Speak to one of our representatives to find out whether your land is viable for wind farming or find out more on our website www.livosenergy.com.

LIVOS ENERGY
CLEANER ENERGY SOLUTIONS

Members of the Renewable Energy Association & Renewable Energy Assurance Limited



*subject to survey

POSTER/ ADVERT

A wind turbine only needs 9 sq m of land to earn you up to £30,000* p/a.
(Or 89 dairy cows would do the trick as well)

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FOLDED BROCHURE

The challenges for you

As a farmer, you'll be well aware of the constant pressure to increase the most from Business Farming. The most common challenge is the need to increase the amount of land you can use for farming. This is often done by increasing the number of cows on the farm. This is often done by increasing the number of cows on the farm. This is often done by increasing the number of cows on the farm.

The challenges for the climate

The challenges for the climate are the need to reduce the amount of greenhouse gases that are emitted from the farm. This is often done by increasing the number of cows on the farm. This is often done by increasing the number of cows on the farm. This is often done by increasing the number of cows on the farm.

How Livos Energy can help...

Livos Energy can help you to increase the amount of land you can use for farming. This is often done by increasing the number of cows on the farm. This is often done by increasing the number of cows on the farm. This is often done by increasing the number of cows on the farm.

Next Steps...

1. We'll contact you to discuss the possibilities of your land.
2. We'll conduct a site survey to determine the viability of your land.
3. If you're interested, we'll start to work on the planning process.
4. Once the planning is complete, we'll start to work on the construction process.
5. Once the construction is complete, we'll start to work on the operation process.
6. Once the operation process is complete, we'll start to work on the maintenance process.
7. Once the maintenance process is complete, we'll start to work on the decommissioning process.

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IF YOU WOULD LIKE MORE INFORMATION ON THIS CASE STUDY OR
IF YOU HAVE A PARTICULAR ISSUE THAT YOU'D LIKE TO DISCUSS,
PLEASE CONTACT US ON:

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building business. creating brands