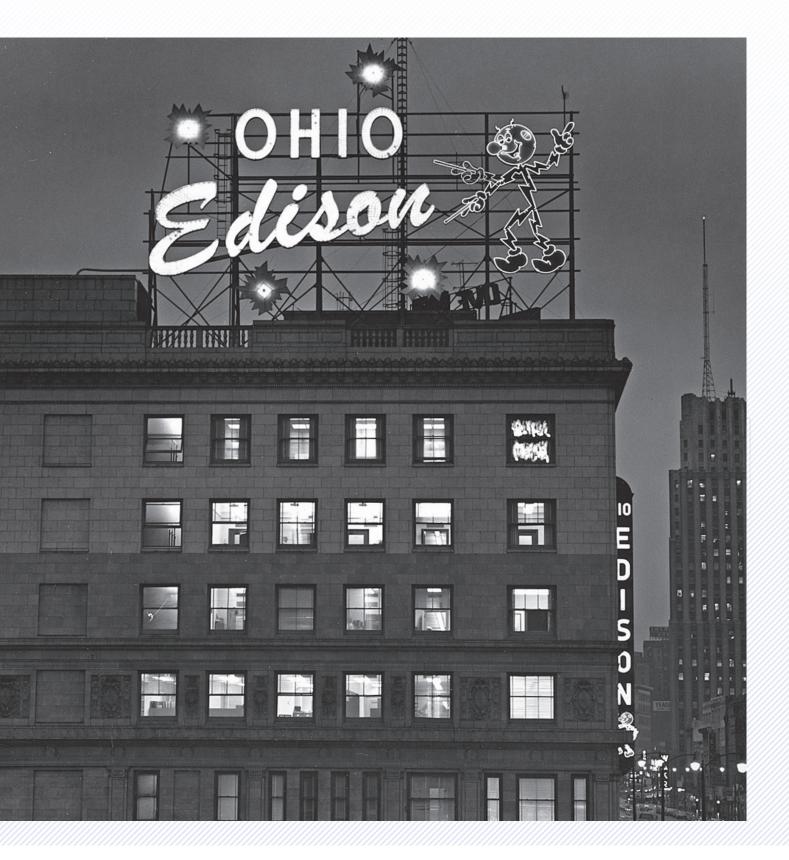
FirstEnergy Corp.





Herip Associates



Publication

Client: FirstEnergy Corp.

Scope of Work: Historic and Photo Research Copy-editing Design & Layout Timeline **Objective:** Share the deep history of a utility company and its operating companies in celebration of their 10 year anniversary.

Strategy: Develop a book that tells the history of FirstEnergy and its operating companies through the use of overlapping timelines, historic and current photographs and employee recollections.

Tactic: Create and distribute the books internally to current and former employees of FirstEnergy and its operating companies.

Results: The book shares the interesting history of FirstEnergy and its operating companies while strengthening the unity of the employees of the largest publically held energy company.

