





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 publicly held energy company.

