

# Origin Energy

## Giving Origin an energy boost



### Situation

Origin Energy is one of the leading Australian Energy companies. It is vertically integrated with operations in Australia and overseas and a top 20 ASX listed entity.

Origin commissioned mext to review their positioning, brand and key messaging in light of significant corporate and market changes.

### Approach

First mext conducted a comprehensive future study by reviewing global dynamics, regulatory and political environments as well as historical shifts. Based on this analysis, mext built scenarios for the next decades and recommended on potential positioning options and business growth opportunities.

In 2007, mext recommended Origin to conduct shorter term scenario planning for changed economic circumstances. Through this process, Origin was well prepared when the Global Financial Crisis hit.

Subsequently, mext researched retail and corporate stakeholder needs and motivations as well as conducting a HuTrust® analysis. Based on this research and the corporate vision, the trust drivers were redefined and proofpoints and key messages created.

### Result

Alignment across retail and corporate functions. Alignment in messaging and stakeholder engagement. Substantially improved communication ROI.