



PI SIGMA EPSILON
Miami University



Project Type: Branding

Industry: Energy

Client: Schneider Electric

Business Challenge

PSE Miami was charged with creating and branding an impactful non-profit campaign for its client in the energy industry. The campaign would be launched on social media and other digital platforms, including YouTube. For this task, PSE put together a team of 8 members and worked on the project for 10 weeks.

Our Work

The first phase of the project centered on traditional and non-traditional market research. The team analyzed brands that performed well on social media, non-profit campaigns that performed well on digital channels, and any other relevant “cause marketing” campaigns. After extensive research, the team began to synthesize its information to answer one question: how could Schneider Electric leverage its current assets to create a non-profit campaign that was both impactful and tangibly related to the client’s business and brand? To answer this, PSE Miami created the framework for Schneider Electric’s “Charge the World, Change the World” campaign.

Our Impact

The client chose to implement nearly all of PSE Miami’s recommendations into their non-profit campaign. The venture was incredibly successful; the YouTube video for “Charge the World, Change the World” received over 44,000 views and the Schneider Electric donated over 440 LED lamps to families in need. Additionally, PSE Miami was also featured in the New York Times for their work in an article titled “Light Up Their Lives,’ Student-Created Ads Ask”.