



LA MIA ENERGIA Scarl
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PV-MOREDE **PhotoVoltaic** **panels** **MOBILE RECYCLING DEVICE**

LOGO/MARK

DELIVERABLE D 5.11
DRAFT

AGREEMENT NUMBER:
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LME is interesting in enters every new market with a top-down Communication strategy whose steps can be summarized as **brand reputation building, brand awareness generation and diffusion of platform usage.**

Top-down targeting first starts from opinion leaders and regulators, secondly involves influencers, then goes to early adopters and eventually reach the mass market of both Business and Consumers.

Opinion leaders are notable persons such as journalists, politicians, tech and finance executives, heads of category associations in waste management, solar plant management, transportation, retail, agriculture, and ecommerce sectors. They will be engaged through PR and press campaigns with the purpose to get their approval and their support to platform diffusion. Opinion leaders can initially provide useful information and channels to better target local markets and also prevent hostile lobbying.

Influencers belong to the above mentioned sectors covering managerial roles or are just sharing economy enthusiasts who join the spirit of PVMOREDE and collaborate to its diffusion through traditional channels and social media as well as in public events and private meeting.

Ambassadors are positive early adopters who contribute to promote the platform and make it popular in their circles.

Logo choose by LME is the following:

La Mia Energia foreseen to start the mark

Registration in 2016

