

News > Marketer News

MARKETER NEWS

[CORVUS ENERGY HIRES TAXI TO BUILD BRAND]

August 20, 2010 | By Eve Lazarus | [Comments](#)



Recommend

Corvus Energy, a Richmond, B.C. based start-up company, has chosen Taxi Vancouver as its agency of record. The six-month old Corvus is an energy solution provider that reduces the emissions of heavy diesel-powered machinery.

Ben Tarr, business development director at Taxi, said the agency will build the brand from scratch. "They are visionary leaders that recognize the importance that brand plays," he said, adding that the first step is a strategic planning exercise which will position the brand and act as a springboard for the brand identity, corporate material, website and business-to-business marketing.

Grant Brown, director of marketing said they talked to agencies in Canada, the U.S. and Europe, but declined to give a short list.

"We are trying to build our brand to raise a greater public awareness of Corvus Energy and hopefully make Corvus Energy synonymous with large scale high powered energy storage applications," he said. The company is targeting the marine propulsion industry first with its hybrid battery systems and plans to expand to other markets internationally.

Brown said that there will also be a consumer focus next year.

"Basically we want to establish value in the consumer's minds about Corvus Energy similar to, say, Intel," he said. "People know that the Intel processor makes it a better computer, but they don't necessarily know why. And what we are trying to do is get that association, that fundamental core value that we can sell to our customers as adding value to their products."

In terms of media, Brown said they are looking at print mostly and will expand to online marketing.



More ways to get Marketing Magazine



MAGAZINE



THE DAILY



FEEDS



TWITTER



MOBILE



La Communication sous toutes ses formes

MediaVantage •

What's going on?

Our new MediaVantage Internet and Social Media Monitoring solution will ensure you always have the answer.

And at just \$560 a month, there's never been a better time to know everything!

Follow us on Twitter:
[@mediavantage](#)



Marketing Careers

[View jobs](#)



[Advanced Search](#)

[Post jobs](#)