

Siemens 'Ingenuity for Life' comes at an opportune moment for the energy sector

Siemens has embarked on a new brand campaign to illustrate how the company is making a sustainable difference to the world and in particular South African society in the fields of energy, manufacturing and infrastructure development.



It is opportune, as one of the reasons given by S&P last week to maintain South Africa's investment grade rating was due to energy sector improvements.

Keshin Govender, head of communications and government affairs at Siemens, says, “‘Ingenuity for Life’ is reflective of what’s been part of our DNA since our first project in Cape Town in 1860. Summed up, it stands for engineering, genius and innovation. It is premised on four key brand elements: Know how, innovation, reliability and responsibility. In a nutshell, ‘Ingenuity for Life’ will enable us to sharpen the Siemens’ brand and position and crystallize what we stand for.”

The campaign is rolling out globally, but is firmly rooted in the local context.

“What matters to South Africa now, is to step away from the inequality and uneven development of the past and to develop new infrastructure as a catalyst for industrial opportunities and for the development of a skilled workforce. We believe these challenges are an opportunity for progress and technology with a purpose can carry society forward.”

Some of the key sectors the company has identified as part of its business strategy in South Africa are directly aligned to the government's National Development Plan (NDP). The campaign outlines Siemens' capability to transform industries and sectors, by providing innovative technology to harness the country's natural and renewable energy resources that will result

in improved power generation, reduce the environmental impact and protect the country's aquaculture and maritime borders, ultimately improving quality of life and supporting South Africa's economic diversification.

"A key message of the campaign is that Siemens is not simply a business-to-business or business-to-consumer company. Rather, it is a business-to-society company that has a long term relationship with South Africa and is fully invested in the country and its people."

The timing of the campaign is opportune in that South Africa is on the brink of an 'energy renaissance' brought about in large part by locally engineered solutions, which could catalyse the re-industrialisation of the economy and trigger growth on an unprecedented scale.

The campaign launched locally to staff earlier this year. Last week saw the launch of the campaign to South African external stakeholders through integrated communications activities comprising traditional and digital advertising, social media, OOH billboards, traditional and influencer public relations, customer events and tradeshow.

Siemens digital drive will be supported by a revamped website, which will showcase reference cases and stories illustrating how Siemens technology impacts traditional B2B vertical markets and its downstream impact on society in a more engaging manner. The online hub also plays a key role in supporting Siemens business impact activities in that it will enable the company to respond to the changes in information and orientation patterns of its target groups.

'Ingenuity for Life' represents the next chapter in Siemens' South African story. Locally, Siemens has had a presence in the country for over 155 years and has been proudly involved with some of the most notable landmark projects that have affected countless lives.

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