

Presentation to EY

Power Italy Audit Opportunity



Focusing on Power Italy's desire to become the market leader in their industry, this photographic approach uses members of the EY team who will support the bid and the eventual audit to illustrate EY's intention to make Power Italy's audit their number one priority.

Using eye contact, youth and confidence, to build trust and show the team oriented, client focused nature of the EY family who will be working with them. This approach also underlines new beginnings and the chance to transform towards a better future.

This approach would allow this simple representation of being number one to be reflected in visualising the best people, the best technology and the best processes.

Secondary imagery would focus on collaboration, team work and real life photography of the EY team.









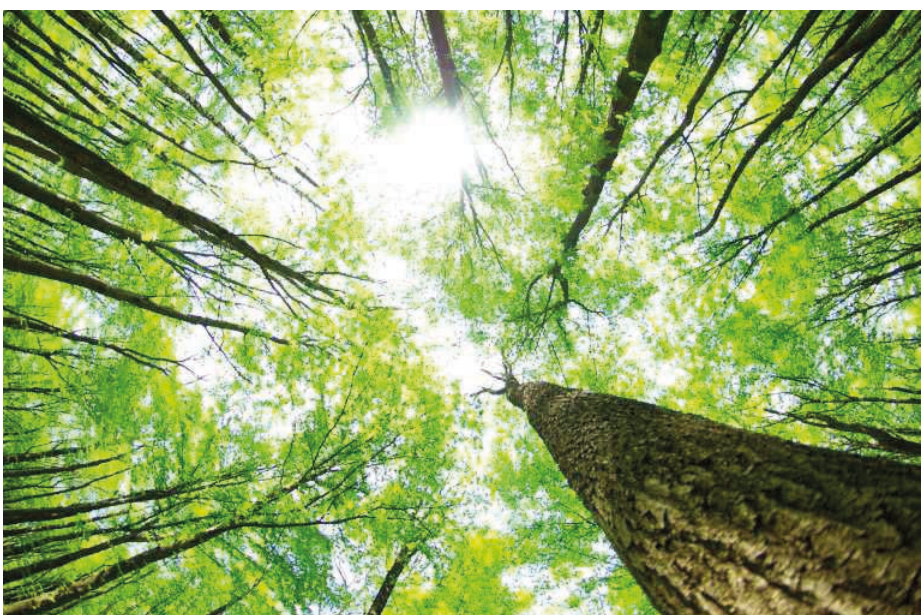
Change and adaptation is ever present in the natural world, and the oil and gas industry is in a similar state of flux.

This approach uses nature to reflect growth, transformation, evolution and new beginnings, as well as the very source of the Power Italy’s main revenue stream.

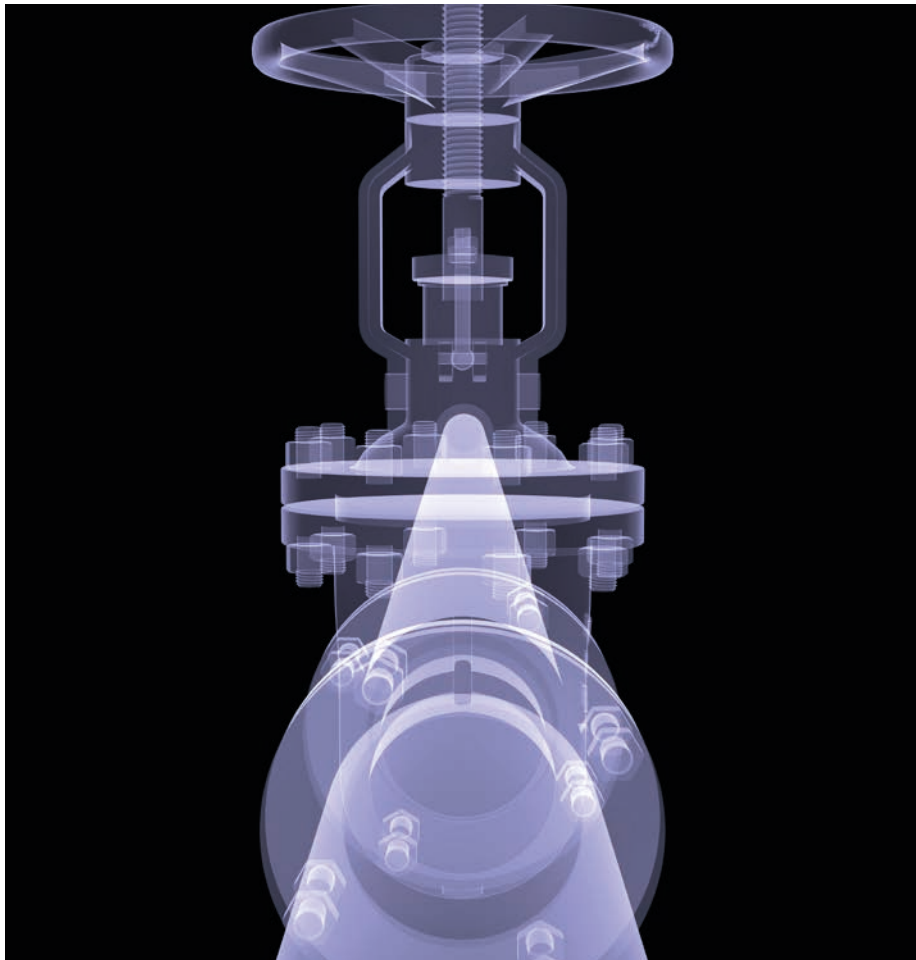
It also opens the door to challenge how the energy industry is having to adapt and reimagine itself in a reduced carbon market. EY can help Power Italy to maximise profits through automation, improved processes and identifying new business angles.

This approach is future focused and underlines EY and Power Italy’s commitment to operating in a responsible and environmentally sustainable manner.







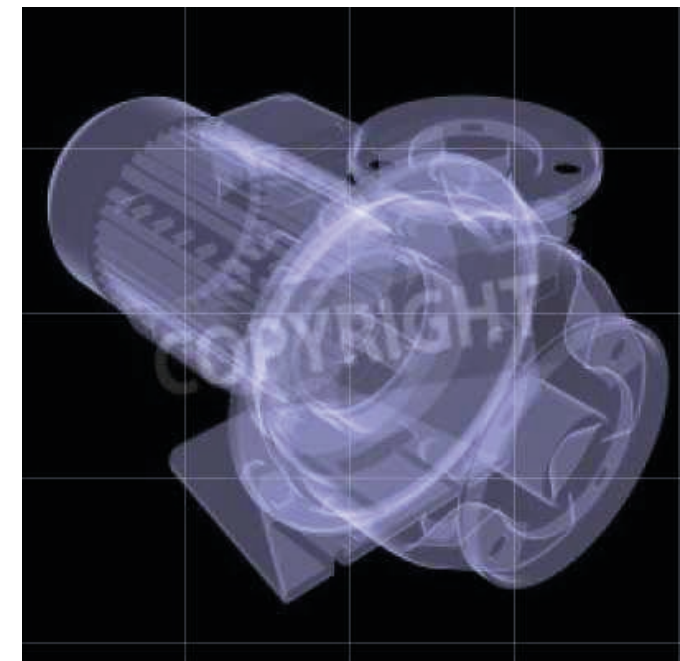
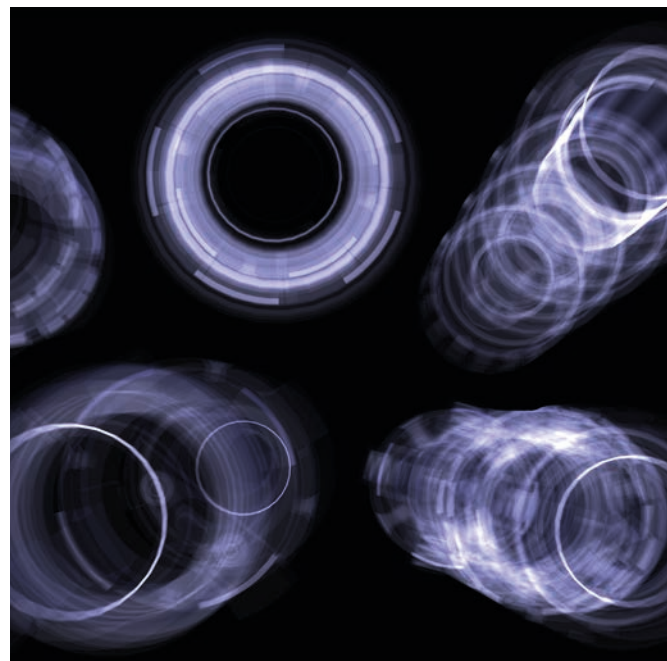


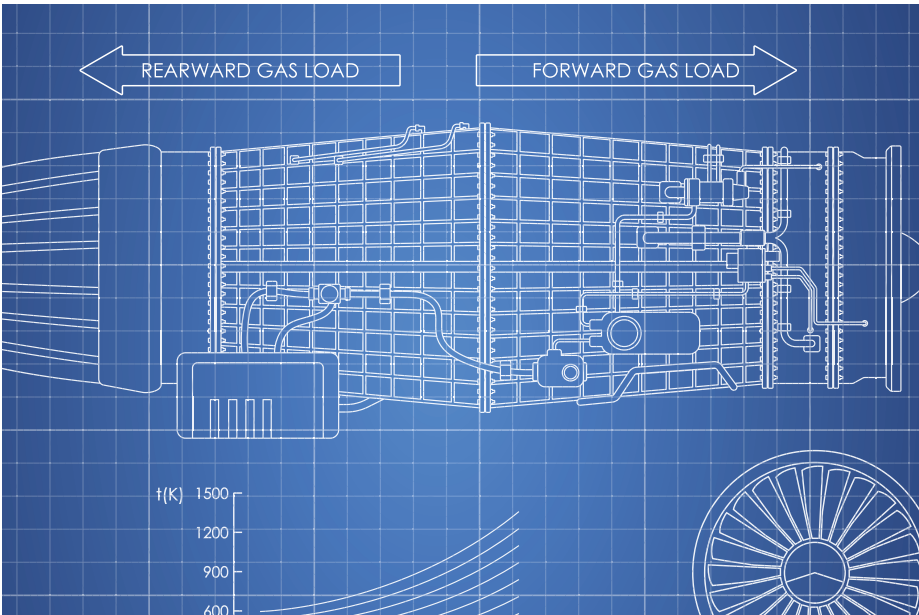
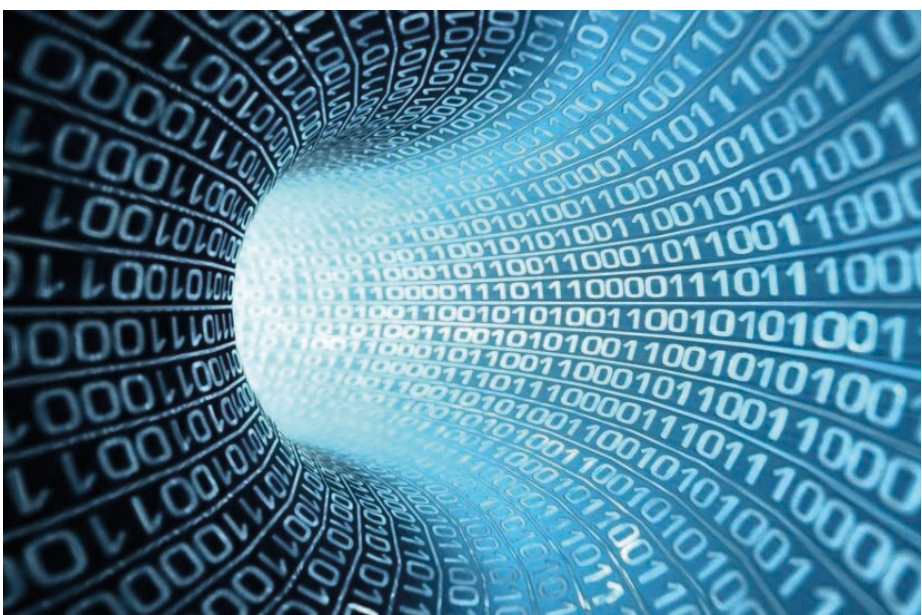
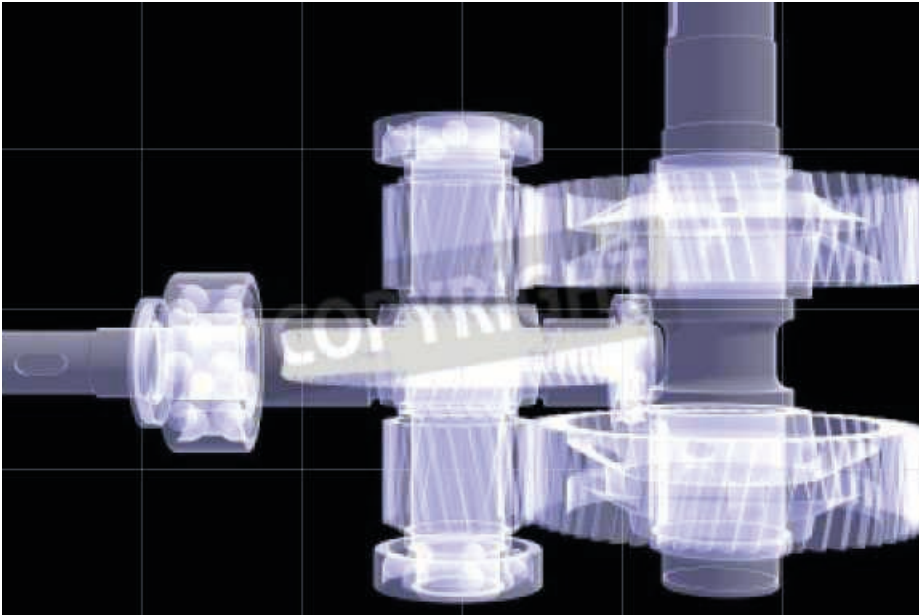
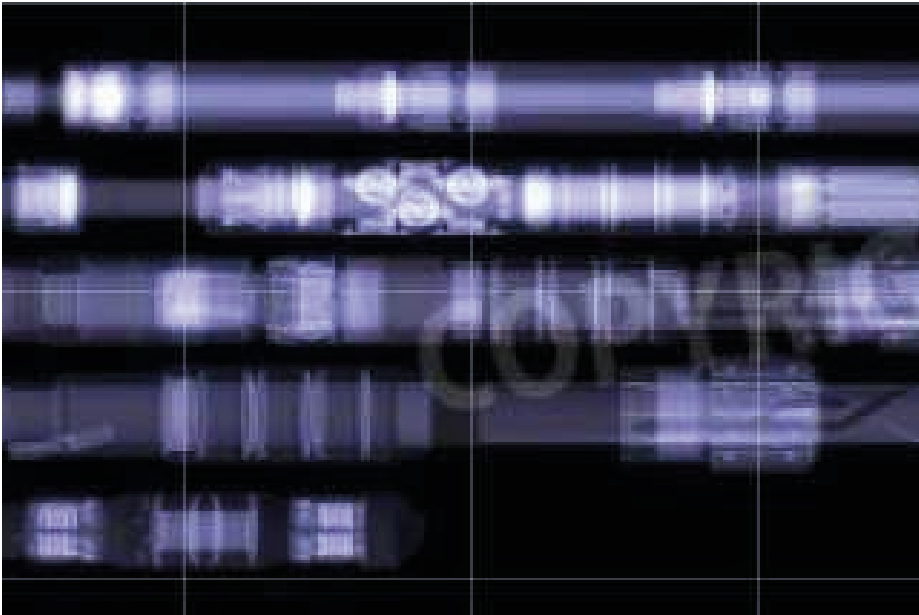
Performance driven and results focused, this approach underlines EY's in depth knowledge of the oil, gas and energy industry. It builds confidence and plays on ideas of transparency, efficiency and forensics.

With laserlike attention to detail and clear focus, it represents how EY can really get under the skin of Power Italy's internal workings to deliver absolute accuracy and transparency, and to offer an alternative viewpoint and a questioning mind.

Although transparent, the imagery shows the strong, solid nature of the business as well as the technical side of the drilling, refining and distribution of oil, gas, electricity and petrochemicals.

Secondary imagery continues the theme, but would also include technical illustrations and more digital focused images. This style would also be reflected in any infographics, graphs and tables.









Forward-looking and assured, the transformation from raw materials to finished product are at the heart of this creative direction.

Mirroring Power Italy’s key industrial processes, this approach focuses on results and the chance to transform, improve and increase efficiency.

With the assistance of EY’s people, tools and processes, Power Italy can transform themselves to become the market leader in oil and gas markets.

Secondary imagery would focus on familiar representations and products of the industry, such as fuels, plastics, sports and safety gear and more.



