

Fireflies in the Dark: Launching Inovara to Colleagues Across Europe

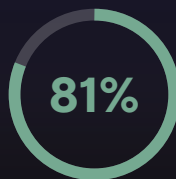
When Ambienta merged Collingwood, Nobile and Indigo Lighting to form Inovara, employees were proud of their heritage brands and wary of change. SLG was tasked with creating an internal launch that would turn scepticism into advocacy and unite colleagues across regions.

The solution was the 'Fireflies in the Dark' campaign: a unifying metaphor that symbolised individual identities shining brighter together. At its heart was a two-day live event featuring an emotive brand film, immersive firefly reveal, and interactive installations. Branded packs, toolbox talks and signage ensured the message reached every employee, from factory floor to boardroom.

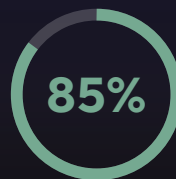
The campaign transformed a potentially risky rebrand into a moment of shared pride, leaving employees not as passive observers but as active champions of Inovara's future.



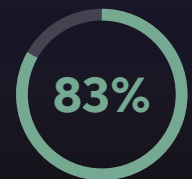
survey participation
(vs 50% benchmark)



satisfaction score



understood the
vision and goals



motivated to
represent the brand

