

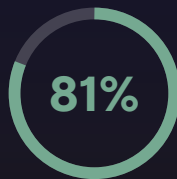
Inovara goes AI to Support European Brand Launch

Inovara's pan-European brand launch needed speed, credibility, and cultural relevance on a fixed budget. SLG used AI to build synthetic audiences and personas, revealing how investors, specifiers, and installers made decisions. These insights shifted strategy toward ROI-led messaging, innovation reassurance, and continuity for installers. They also inspired the firefly metaphor, symbolising resilience, collaboration, and sustainable light, giving the new brand a unifying story rather than just a visual identity.

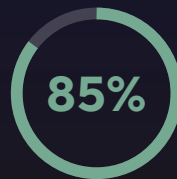
By applying AI to replace traditional research and sharpen creative direction, Inovara achieved cultural alignment across three countries and gave employees clarity, pride, and motivation. The AI-enabled approach created a strategically confident, insight-led platform that united internal audiences and laid the foundation for global rollout.



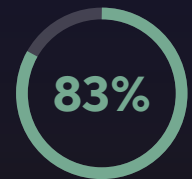
completion rate



median satisfaction score for the launch overall



understanding of vision and goals



motivation to represent the brand

