

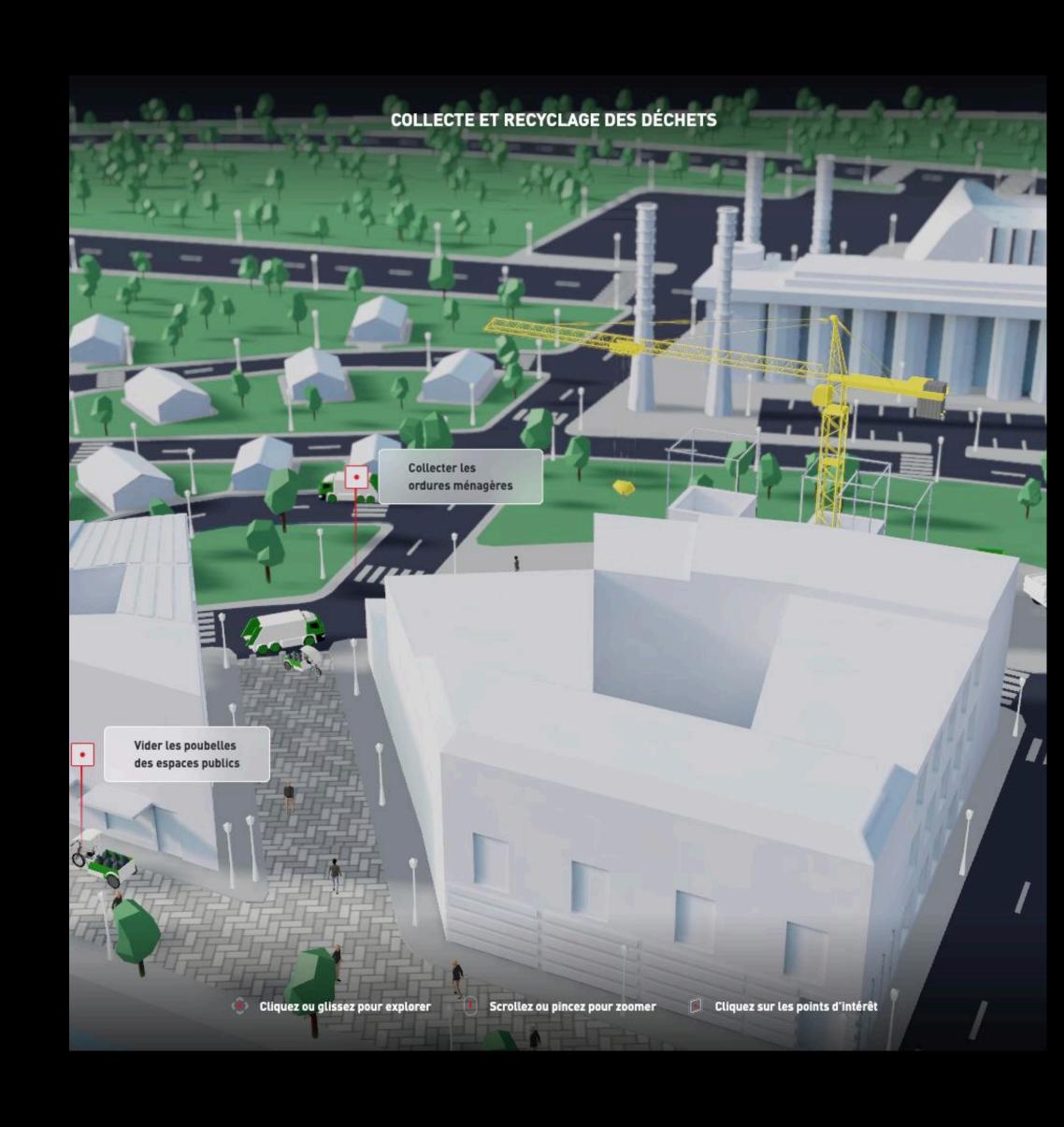


Renault Trucks launches The Good City, a digital twin that provides a realtime view of its strategy and the reality of electric mobility in Europe.



Renault Trucks partners with Barony to turn its visionary digital twin of Europe's largest zero-emission zone into an immersive experience grounded in real user feedback.

To position Renault Trucks as the uncontested leader in electric mobility, we invited every european truck driver and decisions maker —across construction, urban logistics, waste management and more—to explore firsthand how peers already use and benefit from Renault Trucks's electromobility solutions.





This was not just about a digital showcase. It was about making the future tangible today

Barony designed The Good City brand universe around two strategic pillars:

How to convey that the future is already here?

• A sharp competitive insight, grounded in deep trend analysis, to position Renault Trucks with precision in this

reflects lived expertise, from vehicle handling to charging routines.

- emerging landscape
- future of transport powered by custom 2D visuals and real-world best practices.

• A narrative and visual ecosystem that invites every driver and decision-maker in Europe to step into their own

We then deployed it via a laser-focused landing page designed to inform, inspire and convert.

1. Strategic Benchmark & Positioning We mapped top mobility innovations and digital-twin use cases, distilled insights, and defined a unique

The E-place to be: our three levers for bringing The Good City to life

positioning for The Good City—grounded in real stories from current electric-truck users. See tomorrow's best practices today.

An identity born from real experience.

2. Brand Universe Creation
We designed the "The Good City" identity and crafted bespoke 2D visuals for each market segment. Every asset

RENAULT TRUCKS

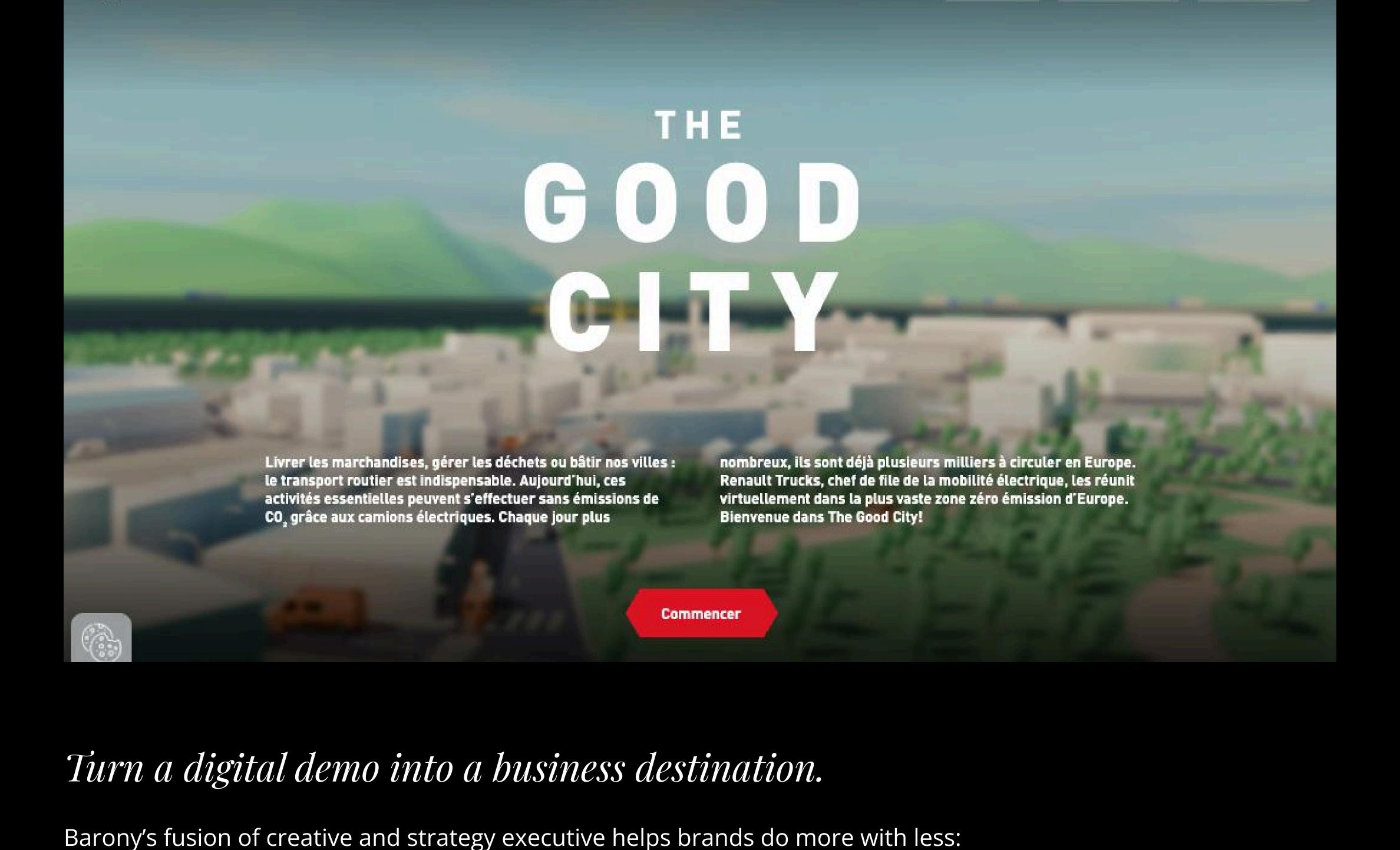
3. Landing Page Activation

We built a concise, action-oriented landing page: context, demo, user testimonials, clear CTAs. Each element guides users to "step inside" The Good City and book their own virtual tour.

Turn peer insight into driver engagement.

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Reduce scattered spend on one-off showcases Reinvest in a living, long-term creative asset Build an ownable ecosystem that drives preference and performance

Stop creating demos. Start enabling futures.

Curious how to build an ecosystem that propels your brand?

By making the future feel present—through real user stories and a cohesive digital universe—Renault Trucks cements its leadership on screen and on the road, while setting the foundations for tomorrow's electromobility standards, with a vision built to last — across Europe and beyond!

NEW BUSINESS ONLY
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Let's talk.

in

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