

Renault Trucks launches *The Good City*, a digital twin that provides a real-time 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 decision 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*

#### How to convey that the future is already here?

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

- **A sharp competitive insight**, grounded in deep trend analysis, to position Renault Trucks with precision in this emerging landscape
- **A narrative and visual ecosystem** that invites every driver and decision-maker in Europe to step into their own future of transport — powered by custom 2D visuals and real-world best practices.

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

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

##### 1. Strategic Benchmark & Positioning

We mapped top mobility innovations and digital-twin use cases, distilled insights, and defined a unique positioning for The Good City—grounded in real stories from current electric-truck users.

See tomorrow's best practices today.

##### 2. Brand Universe Creation

We designed the “The Good City” identity and crafted bespoke 2D visuals for each market segment. Every asset reflects lived expertise, from vehicle handling to charging routines.

An identity born from real experience.

##### 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.



#### *Turn a digital demo into a business destination.*

Barony's fusion of creative and strategy executive helps brands do more with less:

- 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.*

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!

#### Curious how to build an ecosystem that propels your brand?

Let's talk.

#### NEW BUSINESS ONLY

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