GE Vernova launches first brand campaign: "The Energy of Change"

- Marking one year as an independent company, GE Vernova showcases how relentless optimism leads to breakthrough energy innovation

CAMBRIDGE, MA (April 2, 2025) – On the one-year anniversary of its spin-off from General Electric, GE Vernova is launching its first-ever global brand campaign, "**The Energy of Change**". This visually striking, emotionally charged initiative highlights the opportunity, progress and momentum happening across the energy sector today. The campaign focuses on relentless optimism and how it is essential to innovation and delivering the critical energy technologies the world needs right now, as energy demand is expected grow by more than 50% in the next 20 years.

“At GE Vernova we know that breakthrough ideas require resilience, grit and a commitment to never giving up and seeing new ways forward - it’s how we’ve advanced our technology for more than 130 years,” said **Kristin Carvell, GE Vernova Chief Communications Officer**. “We are thrilled to debut our global brand campaign and celebrate the spirit and impact of relentless optimism and how it drives us as we continue our work to run the world on smarter energy every day.”

At the heart of the campaign is a bold, fast-paced film that symbolizes forward progress and showcases the technologies that are shaping the future of energy across each of GE Vernova’s three business segments: Power, Wind and Electrification. The Energy of Change campaign showcases the journey of innovation and how world-shaping change isn’t easy. As the film demonstrates, it’s about “fixing things, changing things, changing the way we fix things” – a virtuous cycle of continuous improvement and real action that drives results. The campaign uses the Japanese art of kintsugi – the art of breaking and repairing to create a more beautiful object - to symbolize the power of resilience and the art of the possible in the innovation process.

GE Vernova's entrepreneurial edge is embedded in its name. GE Vernova retained its treasured legacy "GE" in the name as an enduring and hard-earned badge of quality and ingenuity. "Ver" / "verde" signal Earth's verdant and lush ecosystems. "Nova," from the Latin "novus," nods to a new, innovative era of energy that GE Vernova is delivering.

The campaign also features three GE Vernova teammates from around the world representing each of its three business segments and a range of its technologies from the portfolio. GE Vernova's cultural operating principles are symbolically woven throughout the film – its prioritization of safety (safety goggles vignette), its lean operating model focused on continuous improvement (kintsugi vignette) and a commitment to a One Team approach (abstract 'motion art' particles coming together to drive forward progress).

Launching today, the campaign will roll out globally across a mix of broadcast, streaming, out-of-home (OOH), social, and digital with major media placements timed around the NCAA's March Madness tournament and will drive traffic to gevernova.com.

The campaign was developed in collaboration with Droga5 and Accenture Song Sustainability.

View the film and campaign: https://vernova.is/energyofchange

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About GE Vernova

GE Vernova Inc. (NYSE: GEV) is a purpose-built global energy company that includes Power, Electrification and Wind segments and is supported by its

accelerator businesses. Building on over 130 years of experience tackling the world's challenges, GE Vernova is uniquely positioned to help lead the energy transition by continuing to electrify the world while simultaneously working to decarbonize it. GE Vernova helps customers power economies and deliver electricity that is vital to health, safety, security, and improved quality of life. GE Vernova is headquartered in Cambridge, Massachusetts, U.S., with approximately 85,000 employees across approximately 100 countries around the world. Supported by the Company's purpose, The Energy to Change the World, GE Vernova technology helps deliver a more affordable, reliable, sustainable, and secure energy future.

https://www.gevernova.com/
GE Vernova

Media inquiries

Tom Reynolds

GE Vernova | Executive Manager, Public Affairs
thomas.reynolds@gevernova.com
+1 510 220 8169