

Case Study: Marketing & Advertising Effectiveness

Be the Wolf, Not the Sheep

Client: NOV

NOV is a premier oilfield services company, offering the most sophisticated and innovative technology solutions in the global oil & gas sector. The company reached out to Brand Tackle to launch its game-changing WaterWolf™ dynamic oil recovery system to its current customer base – offering a completely new way of treating produced water in the oilfield. Their technology recovers oil and suspended solids from produced water in a single stage of treatment, without chemicals or filters. The WaterWolf truly separates itself from the pack. This technology was a step change for the industry and NOV was looking for a creative way to get the word out on a global scale.

Marketing Challenge

While NOV continually leads the market in innovation and a broad range of technology solutions in their respective field(s), this new brand technology solution required a new level of education and a higher degree of impact since it would be challenging a long-standing mindset of the status quo. In most cases, the oilfield “goes with what they know.” Brand Tackle was charged to find an attention grabbing way to stop readers of global industry publications.

Results

The successful launch was engineered through a variety of print ads, high-impact direct mail and internal sales tools. While the performance numbers are proprietary, client feedback and public acceptance have been overwhelmingly favorable and has helped successfully launch this new innovative product.

