

A large offshore oil rig is the central focus, situated in the middle of a dark, choppy sea. The rig is illuminated with various lights, including a prominent red crane on the left. In the distance, another smaller rig is visible on the horizon. The sky is filled with heavy, grey clouds, suggesting an overcast or stormy day. The overall scene conveys a sense of industrial activity in a remote, maritime environment.

2011

Market Research Catalog

The premier provider of market
intelligence for the energy industry.

info@gulfresearch.com

www.GulfResearch.com

SYNDICATED MARKET RESEARCH: CORPORATE AND MARKET SECTOR BRAND EQUITY

Gulf Research brand equity reports are recognized as the definitive measurement of a service company's performance for serving clients, building customer loyalty and commanding premium pricing. Gulf Research brand equity measurements are based on worldwide surveys of purchase decision-makers, recommenders, specifiers and influencers working in the oil and gas industry. Each report includes brand equity scores for your company and for your major competitors and access to our dashboards.

Corporate Brand Equity

Measures brand equity at the corporate level for Baker Hughes, Cameron, FMC Technologies, GE Oil & Gas, Halliburton, National Oilwell Varco, Schlumberger, Smith International and Weatherford International.

Artificial Lift Brand Equity

Includes ESP, hydraulic pumping systems, gas lift, PCP. Covers Baker Hughes, Halliburton, Schlumberger, Weatherford International and Wood Group.

Coiled Tubing Services Brand Equity

Includes CT drilling, CT logging, workovers, recompletions, clean-out, isolation, stimulation, perforation. Covers Baker Hughes, CUDD, Halliburton, Schlumberger and Weatherford International.

Completions Brand Equity

Includes perforating, packers, completions hardware, intelligent completions, multilaterals and expandables. Covers Baker Hughes, FMC Technologies, Halliburton, Schlumberger, Smith and Weatherford International.

Drill Bits Brand Equity

Covers Baker Hughes, Halliburton Security DBS, National Oilwell Varco ReedHycalog, Smith, and Varel International.

Drilling Fluids Brand Equity

Covers Baker Hughes, Halliburton, MI-SWACO, National Oilwell Varco, Newpark and Weatherford International.

Drilling Technologies Brand Equity

Includes managed pressure, underbalanced, directional, extended reach, rotary steerable, casing/liner drilling, geosteering, MWD systems and hole enlargement. Covers Baker Hughes, Halliburton Sperry Drilling, Pathfinder, Schlumberger, Scientific Drilling, Smith, TESCO and Weatherford International.

Pressure Pumping Services Brand Equity

Includes cementing, acidizing and fracturing. Covers Baker Hughes, Halliburton, Schlumberger and Weatherford International.

Production Services Brand Equity

Includes production monitoring, produced water management, production logging and permanent monitoring. Covers Baker Hughes, GE Oil & Gas, Halliburton, Schlumberger and Weatherford International.

Production Systems Services Brand Equity

Surface and subsea production systems, blowout preventers, production control systems, oil and gas separation equipment, gate valves, actuators, chokes, wellheads, drilling risers. Measures Aker Kvaerner, Baker Hughes, Cameron, FMC Technologies, GE Oil & Gas, MI-SWACO, National Oilwell Varco and Wood Group.

Reservoir Consulting Services Brand Equity

Brand equity measurement for consulting services related to geophysics, geomechanics, geology services, petrophysics, and production engineering. Measures Baker Hughes, Halliburton and Schlumberger.

“Seismic to Simulation” Software Systems Brand Equity

Brand equity measurement for integrated software suites covering geophysics, geology and engineering workflows. Baker Hughes, Halliburton Landmark Graphics, and Schlumberger.

Well Intervention Services Brand Equity

Includes workovers, recompletions, clean-out, isolation, stimulation and perforation. Covers Baker Hughes, Halliburton, Schlumberger and Weatherford International.

Well Logging and Formation Evaluation Brand Equity

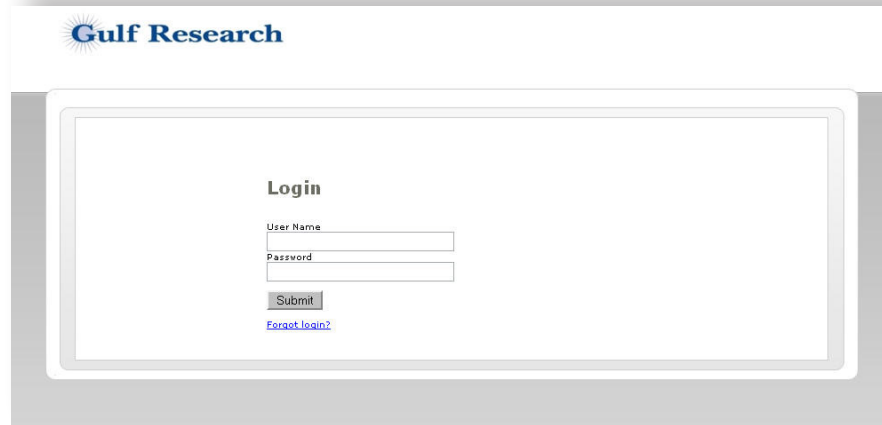
Includes open hole and cased hole logging/analysis, LWD, borehole seismic, coring, pressure testing and fluid sampling. Covers Baker Hughes, GE Oil & Gas, Halliburton, Schlumberger, Weatherford International and Wood Group.

Well Testing Brand Equity

Covers Baker Hughes, Expro, Halliburton, Schlumberger, Tetra Technologies and Weatherford International.

SYNDICATED MARKET RESEARCH: DASHBOARD REPORT VIEW

All of the Gulf Research reports are now available through an online dashboard for easy access and the ability to run custom reports based on the specific criteria chosen and data collected. The secure login ID and Password keeps your data safe and accessible from any point of connection.



Gulf Research

Login

User Name

Password

[Forgot login?](#)



Gulf Research logout

Results Brand Equity Settings

Filters Select ▾

Years Experience: Geo Area:

Company Type: Value Product Services:

Filter By Company Category: Job Responsibility:

** Exert caution when interpreting filtered data. Results are directional only due to limited sample sizes. If you have any questions about sample size please contact dashboardsupport@gulfresearch.com

You are viewing "Brand Equity" with no filters for report **Corporate Brand Equity**.

Brand Trust Model



A trusted brand consistently delivers superior value compared to competing brands.

Brand Equity Score Overview



Company	Score
Average Score	45
Company A	44
Company B	41
Company C	64
Company D	35
Company E	56



2011 ORDER FORM

Through the largest verified panel of decision makers in the oil and gas industry, Gulf Research offers both syndicated and custom market research studies, providing cost-effective market information on a global basis.

YES, we will purchase the following syndicated market research reports:

Brand Equity Measurements

- Corporate Brand Equity
- Artificial Lift Brand Equity
- Coiled Tubing Services Brand Equity
- Completions Brand Equity
- Drill Bits Brand Equity
- Drilling Fluids Brand Equity
- Drilling Technologies Brand Equity
- Pressure Pumping Services Brand Equity
- Production Services Brand Equity
- Production Systems Brand Equity
- Reservoir Consulting Services Brand Equity
- "Seismic to Simulation" Software Systems Brand Equity
- Well Intervention Services Brand Equity
- Well Logging and Formation Evaluation Brand Equity
- Well Testing Brand Equity

Number of Purchased Reports	Discounted price per report (USD)	Total (USD)
1	\$10,000	\$10,000
2	\$8,500	\$17,000
3	\$8,500	\$25,500
4	\$7,500	\$30,000
5	\$7,500	\$37,500
6	\$6,500	\$39,000
7	\$6,500	\$45,500
8	\$6,500	\$52,000
9	\$6,500	\$58,500
10	\$6,500	\$65,000
11	\$6,500	\$71,500
12	\$6,500	\$78,000
13	\$6,500	\$84,500
14	\$6,500	\$91,000
15	\$6,500	\$97,500

Advanced statistical analysis of data available for \$5,000 (single fee for all reports purchased).

Total Number of Reports: _____ Advanced Analysis: \$ _____ Total Cost: \$ _____

Please Invoice:

Name: _____ Job Title: _____

Company: _____ Email: _____

Address: _____

City, State, Zip: _____ Phone: _____

Signature: _____ Date: _____

YES, I am interested in finding out more about custom market research.

Please sign and return to: Gulf Research; Fax +1 (281) 759-3607; or email Info@GulfResearch.com

Note: A minimum of two subscribers is required for each study to be conducted

Copyright © 2011 by Gulf Research. All rights reserved. Gulf Research is a joint venture between Gelb Consulting Group, Inc. and Gulf Publishing Company.