

Marketing in the Oilfield

C O N F E R E N C E

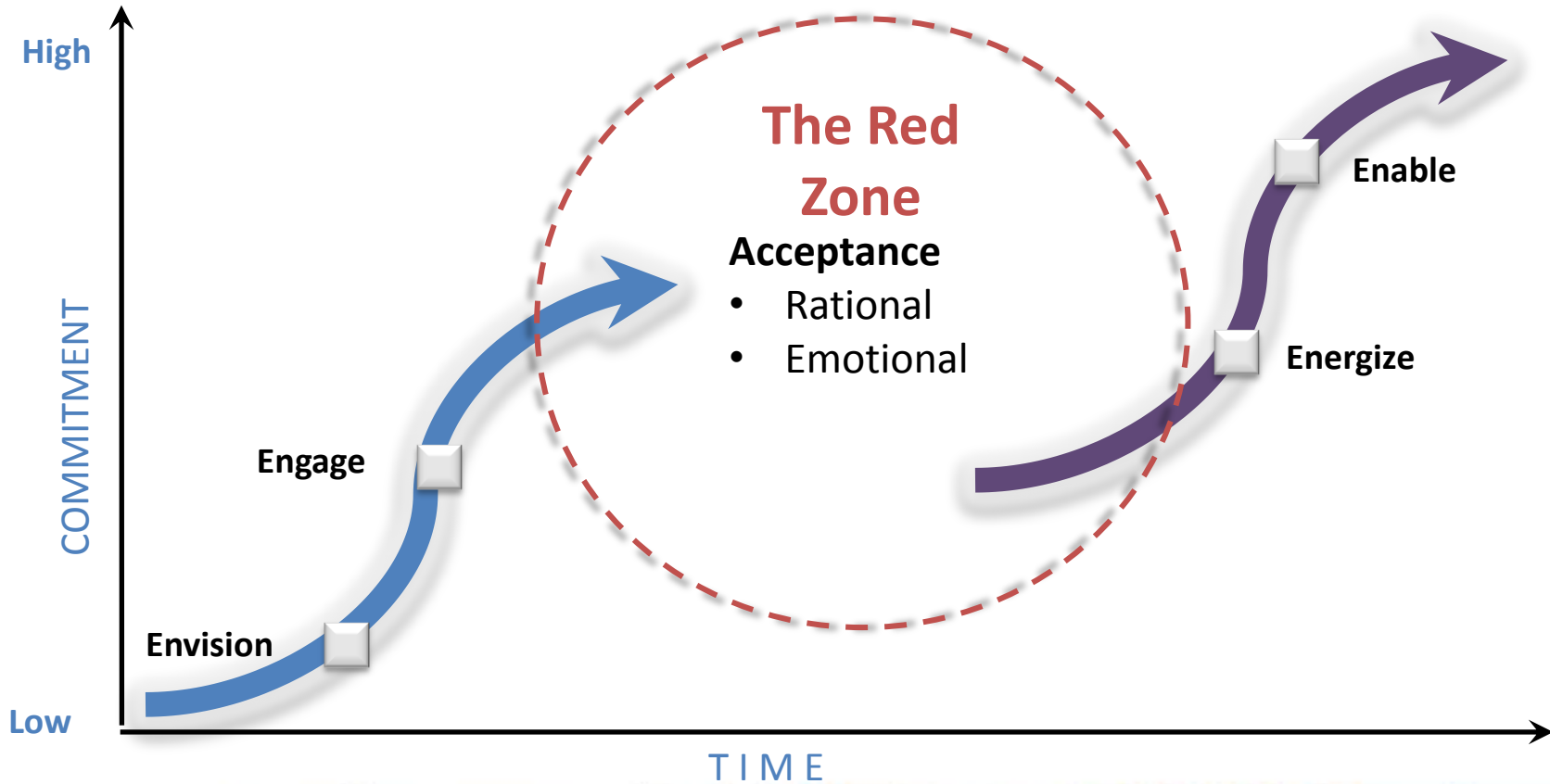
Drilling into Marketing ROI



Hosted by:



Gaining Commitment



Engineers Love Solving Problems

- Three main areas of interest:
 - Problem identification
 - Concept development
 - Concept evaluation
- Participants articulate their challenges using a process map
- Capture the ways they've solved those challenges and work with team to develop solutions
- Finally, participants will work with your observers to refine and evaluate concepts



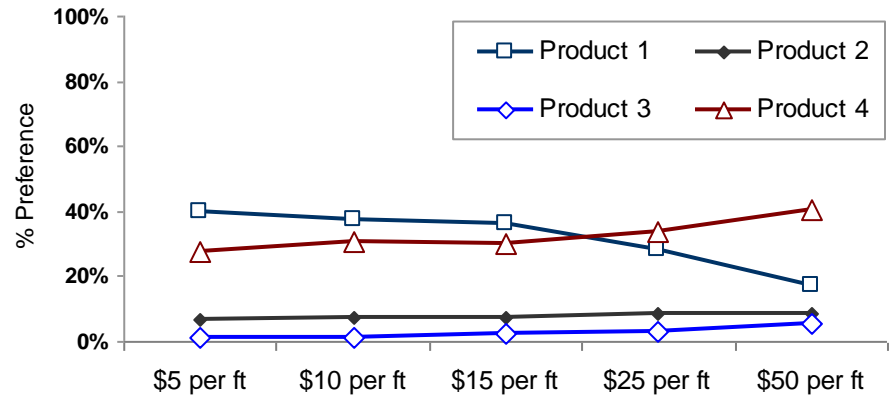
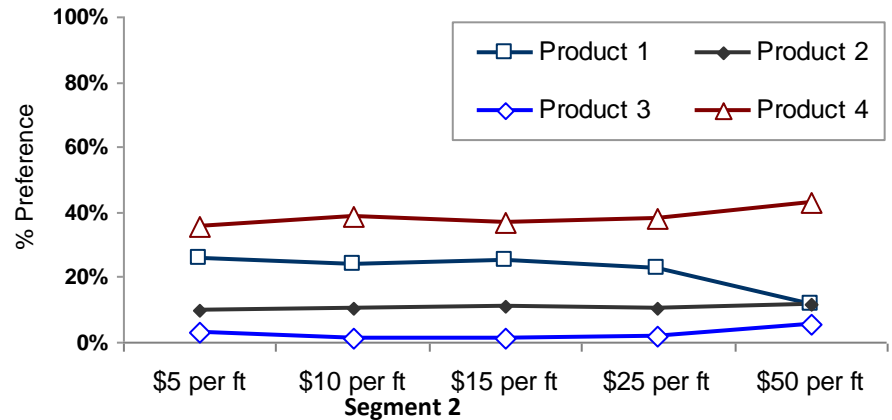
Trade-Offs and Segments

Product Feature Configurations

	Advanced Polymer Coating	Uncoated Carbon Steel Tubular
Expected Life	5 years	6 months
Cost	-	\$5 per ft
Annual chemical treatment cost	None	\$75,000 per year
Well intervention	Special handling	No restrictions
Delivery time	3 months	1 month

	Conventional Epoxy Coating	Corrosion Resistant Alloy
Expected Life	6 months	20 years
Cost	\$10 per ft	\$50 per ft
Annual chemical treatment cost	None	None
Well intervention	Special handling	No restrictions
Delivery time	3 months	12 months

Segment 1



Personas Create Empathy



Procurement

Review:

Goals
Needs
Behaviors



Technical Leads



Executives



Asset Managers



Insights: Easier than You May Think

- Gulf Research Panel
 - Opt-in database of 100,000+ World Oil and Hydrocarbon Processing readers used exclusively for industry surveys
 - Panelists certified by BPA
 - Syndicated and custom studies since 2001
- Proprietary customer panels (CRM+)
- Trade Show Recruitment / Interaction
- Customer Advisory Boards

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CONFERENCE
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Gelb

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Endeavor Management is a management consulting firm that leads clients to achieve real value from their strategic transformational initiatives. Endeavor serves as a catalyst by providing the energy to maintain the dual perspective of running the business while changing the business through the application of key leadership principles and business strategy.

The firm's 40 year heritage has produced a substantial portfolio of proven methodologies, enabling Endeavor consultants to deliver top-tier transformational strategies, operational excellence, organizational change management, leadership development and decision support. Endeavor's deep operational insight and broad industry experience enables our team to quickly understand the dynamics of client companies and markets.

Combined with our Gelb Consulting experience (founded in 1965) we also offer clients unique capabilities that focus their marketing initiatives by fully understanding and shaping the customer experience through proven strategic frameworks to guide marketing strategies, build trusted brands, deliver exceptional customer experiences and launch new products. Our experienced consultants and analysts use advanced marketing research techniques to identify customer needs and spot high potential market opportunities.