EXPRO

FINALIST 2014
B2B AWARDS

Agency:
Fifth Ring

Brand:
Expro

Campaign Name:
Expro turns 40

Category number:
18

Category Name:
Best international audience campaign

Word count:
958

fifthring

Summary

In 2013, leading international oilfield services company, Expro, turned 40. Admittedly not a newsworthy event in itself, but Fifth Ring turned this into a profile-raising spectacular.



Forty is an undeniably tricky age (just look at what Demi Moore went through!) A consciousness that you're no longer the exciting young whipper-snapper you once were and a desire to exhibit your full worth can all-too-often emerge. So we delivered a campaign that not only showed the strength of Expro's current position in the marketplace, but also reflected on what it had achieved over its 40 years in business.

Despite having only six weeks notice of the company's communications intentions, Fifth Ring guided Expro through this important milestone, co-ordinating its positioning and building its brand throughout. We also proved that you can teach an old dog new tricks by introducing the company to the vast potential of social media. The result? A multi-platform profile worthy of fellow forty-year-old Robbie Williams. And not a hint of a mid-life crisis in sight.

We don’t deal in half-baked ideas

Expro’s internal communications team had planned internal celebrations including a team party, ‘birthday’ cakes for each region and a family day. Fifth Ring was called upon to extend the reach of these 40th birthday celebrations to international external audiences.

In this milestone year, Expro wanted its significant contribution and commitment to be fully recognised. The following objectives were set out:

- Enhance media visibility
- Enhance knowledge of new market segments
- Engage with customers
- Celebrate 40th birthday
- Re-state the brand across full range of stakeholders
- Emphasise history and vision

The timer is set

Despite having only six weeks to implement the campaign ahead of the first industry focal point, the Offshore Technology Conference, Houston, we set out an ambitious objective: to utilise exhibition season to highlight Expro's consistent contribution and commitment to the energy industry over its 40-year history, solidifying its position as a leader in well flow management.

Lacklustre 'we're 40' press releases and gimmicks of no substance had no part to play here. This was an integrated strategic communications campaign that needed to make an impact on an international scale. Our plans included:

- Technical thought leadership pieces demonstrating the knowledge and experience accrued over Expro's 40-year history
- Headline-grabbing appearances at industry events
- An extended campaign, running throughout the high-profile exhibition season
- Internationally targeted coverage
- Seizing the untapped potential of Expro's social media presence

The taste-tasters (aka the audience)

Key oil and gas exhibitions around the globe, that matched Expro's global footprint and expansion aspirations were identified as the pinnacle points of delivery for the campaign. They provided general visibility across the industry, but also the opportunity to engage directly on a face-to-face level with individual customers. Nowhere else can offer such a concentrated volume of key audiences than these events. The stakes are high. (The client also took a scaled down version of the campaign the Offshore Technology Conference in Brazil in October 2013).

OTC
Houston
93,000 visitors

ADIPEC
Aberdeen
51,000 visitors

OE
Aberdeen
63,000 visitors





engineers

procurement

c-suite



The campaign rested on a single concept – however, don't be fooled.
This campaign was about far more than just sugary deliciousness. We used our strategic expertise to create a campaign that was truly engaging and effective.

Our recipe for success

Take a slice of history…

Expro's history is rich, stretching from involvement in the very first oil-producing North Sea well to the present day. The company has been a constant source of support to the industry, a feature that acts as a great proof-point for companies thinking of engaging with Expro. We drew on this history to form the basis of the campaign.

Add a dash of brand visibility…

Expro had commissioned a '40th birthday' company logo. We took this and ran with it, ensuring that it was supported by a consistent look and feel and was given maximum industry visibility.

Collateral included:



Business cards



QR code napkins



Giveaways



Vehicle advertising



Ambient advertising

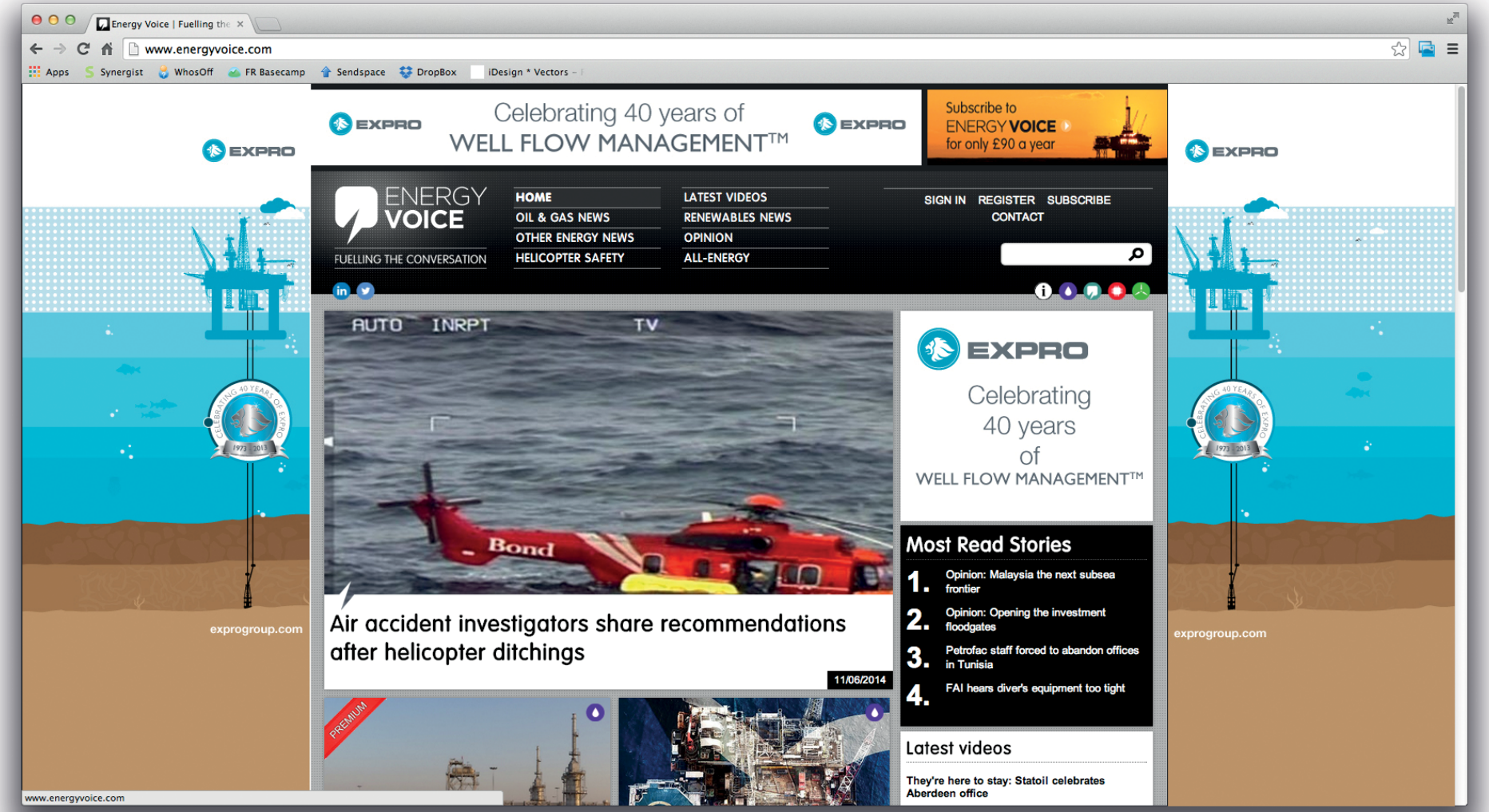
Sprinkle with integrated communications…

Before each event we planned and executed strategic communications activity to drive traffic to the Expro stand. This included the creation of a campaign-specific microsite, e-shots and printed collateral.

Pre-event activity included a series of technical articles and technology-focused press releases, proving Expro's leadership in its field. We also connected with key global industry media to raise Expro's profile as a leader in well-flow management and technology. At Offshore Europe we used these connections to good effect, securing the first ever corporate re-skin of the oil and gas page of influential industry website, Energy Voice. This is a much-visited page on the site, second only to the homepage.

Despite the client's initial hesitancy to use social platforms, we successfully transformed the company's LinkedIn, Twitter and Facebook accounts from jobs-feeds into hubs for stakeholder engagement. In the run-up to each event, we created and scheduled posts to build awareness of both Expro's attendance and the wider campaign concept. Content was carefully planned, ensuring that tone was matched to the relevant platform. Subsequent content included posts about key technology sessions and live engagement with followers. The Expro team was so impressed with the results, it now features social media activity in all communications campaigns.

At each event we secured technology-focused interviews with key journalists. Local Fifth Ring team members were on-hand for PR support and to facilitate all media interviews, ensuring focus on key messages and local context.


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Divide evenly between high-profile industry events across the globe…

Making this campaign work across different regions required a great deal of consideration and co-ordination.

For the Offshore Technology Conference in Houston, Texas, the capital of subtlety-doesn't-cut-it, we created a party-themed stand that used music, cheerleaders, cupcakes and even champagne in branded flutes to make an impact. And it did.

In the UK, limited by a smaller exhibition space, we did the same but swapped the cheerleaders for a local singer-songwriter. Fast-forward to ADIPEC in Abu Dhabi and the same approach would have been inappropriate, so we swapped the champers for mocktails, and hired a sultry saxophonist to entertain the crowds. As Expro didn't have relevant connections in the Middle East, we also managed the design and build of the entire ADIPEC stand.

If events on the exhibition stand weren't disruptive enough, we also created a series of 'birthday cupcake vans'. In Houston and Aberdeen these toured areas around the exhibition halls, stopping in at surrounding hotels to give out Expro branded cupcakes to exhibition delegates. In the Middle East, where the intense heat and client-spread made this unfeasible, we instead delivered cupcakes and cuddly Expro lion toys to key customers' booths at the event. The lions became a sought-after giveaway, attracting plenty of attention both on-site and on social media.



Customised cupcake van in Houston



VW campervan in Aberdeen



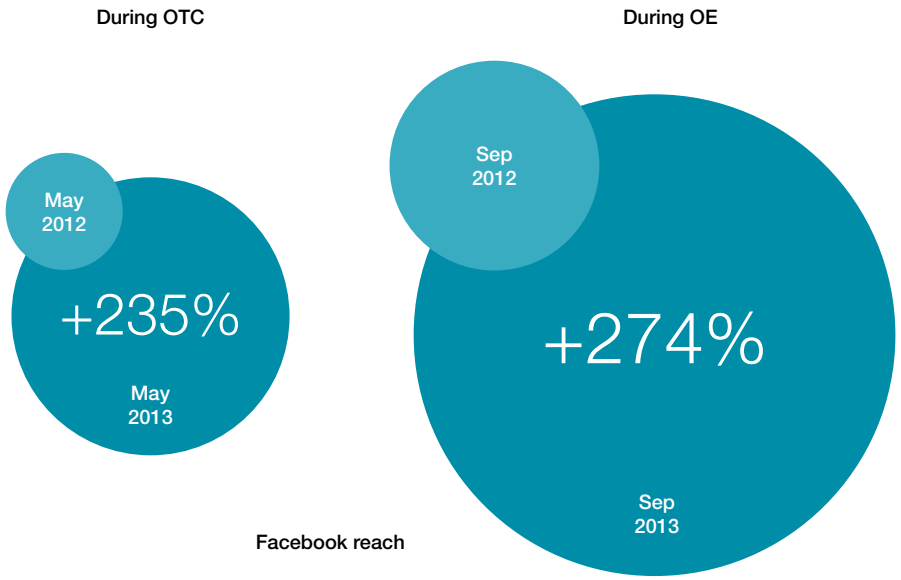
3,100 cupcakes in total

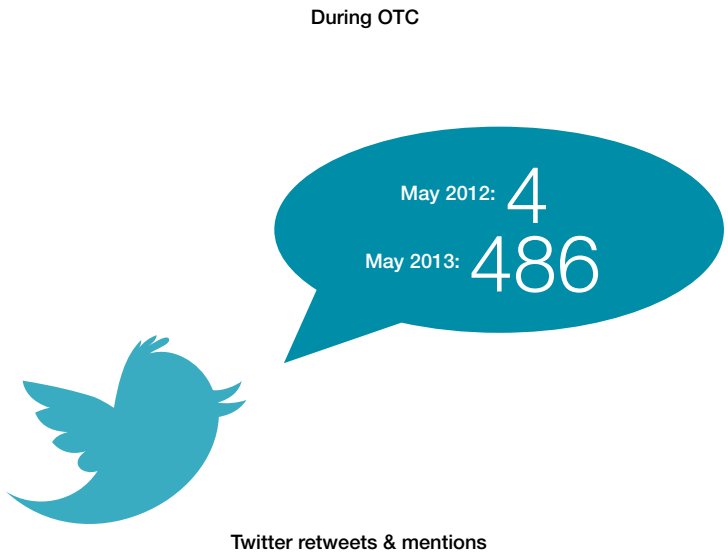
Budget (confidential)

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

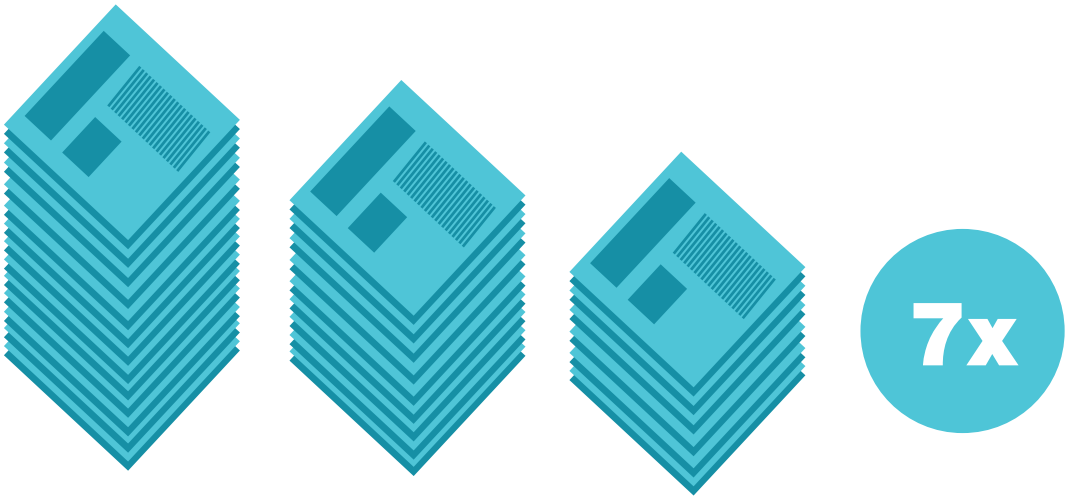
The proof of the pudding

How do you measure success? Well, as they say, the proof of the pudding is in the eating. Improved social media engagement:





Coverage gained



ADIPEC

46 pieces

OTC

37 pieces
(reaching nearly 3.5m people)

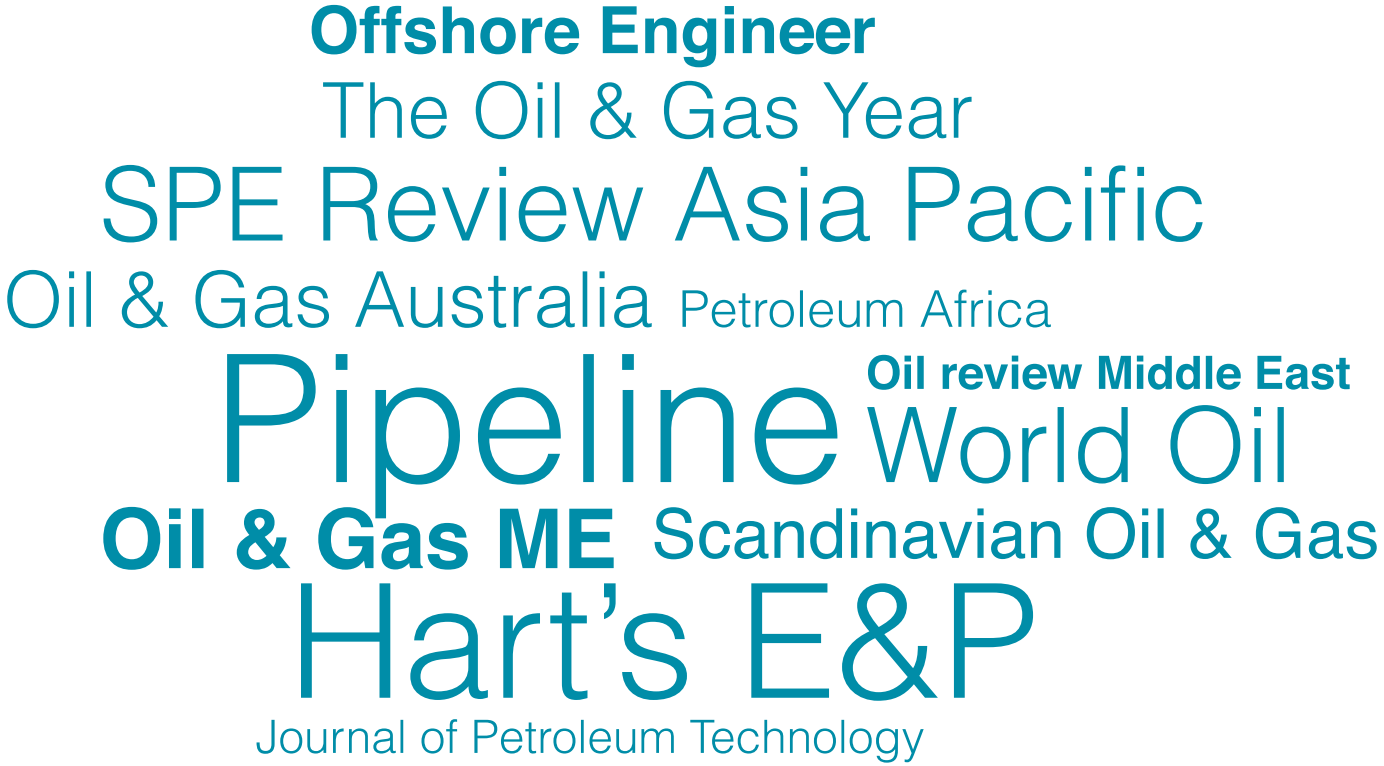
OE

18 pieces

Energy Voice

click-through rate of 7 x that of expected

Publications where coverage was gained:



Gained coverage

We have gained some great coverage and profile raising through a range of press releases, features, adverts, blogs, social media, as well as a range of relationships I look forward to developing with trade publications... I am also pleased with the results of our PR campaign, combined with the social media and blog.
I personally believe this was missing in the past.

Kay Marshall – Group Marketing and Communications Manager, Expro