




# Marketing ideas

that work 

## Exxon Chemical

### NEW PRODUCT CAMPAIGN

#### SITUATION/PROBLEM

**DUE TO STRICTER AIR QUALITY REGULATIONS FACED BY EXXON CHEMICAL'S REFINERY AND GAS PROCESSING CUSTOMERS, THE COMPANY SAW AN OPPORTUNITY TO BRING TO MARKET A GAS TREATING PRODUCT KNOWN AS FLEXSORB®. THE PRODUCT WAS DEVELOPED TO REMOVE CONTAMINANTS, SUCH AS HYDROGEN SULFIDE, FROM NATURAL GAS, THEREBY PROVIDING CLEANER EMISSIONS WHEN BURNED.**

**TESTS SHOWED FLEXSORB WAS UP TO 40% MORE EFFECTIVE THAN COMPETING PRODUCTS, AND THAT THIS OFFERED CUSTOMERS SIGNIFICANT SAVINGS OVER INSTALLATION OF EMISSIONS CONTROL EQUIPMENT. HOWEVER, THE PRICE OF FLEXSORB CAUSED THE PRODUCT TO BE ONLY MARGINALLY COST-EFFECTIVE FOR CUSTOMERS IN THE SHORT TERM.**



#### OBJECTIVE

Exxon's objective was to generate 300 qualified leads from targeted audiences who would identify themselves by asking for information about Flexsorb.

#### SOLUTION

Because of the product's price, PriMarc recommended that Flexsorb be promoted together with Exxon's other, less expensive, gas treating product, Sulfa-Check, and the company's substantial technical and service capabilities. A "total solutions" approach.

PriMarc produced a multifaceted campaign around the tag line, "The Right Solutions." The campaign included direct mail, trade shows, sales collateral, giveaways, advertising, publicity, and a prize drawing. Imagery associated with tools and a toolbox was used to promote the message that Exxon Chemical had a full set of tools for diagnosing and solving gas treating problems. Copy featured Flexsorb and pointed out that Exxon Chemical was the right supplier because of its high-quality chemicals, large staff of experienced professionals and customer-oriented problem-solving approach.

THE RIGHT SOLUTIONS.



Exxon Chemical has a full set of tools for diagnosing and solving your gas treating problems.

**FLEXSORB** Do you need to absorb...  
 Lower sulfur content...  
 The capacity of your amine system...  
 Lower sulfur content...  
 You'll find the right solution for these and a host of other gas treating problems in the extensive FLEXSORB® software line and the other gas treating products Exxon Chemical Company is ready to put to work for you.  
 You'll also find lots of experience in the Exxon Chemical Company toolbox. Our seasoned professionals

Comparison of FLEXSORB® and MDEA  


Thoroughly understood your gas treating needs, are trained to solve problems, and are very good at solving them—our technicians, officials and expatriates.  
 If you're missing part of the picture, we'll give you a call. We'll help you find the best solution using a full set of tools that include years of experience in diagnosing problems, and the right solution.  
 Exxon Chemical Company  
 P.O. Box 4211  
 Houston, Texas  
 77204-4211  
 1-800-35-SHEET  
 (1-800-527-9138)

**EXXON CHEMICAL**

#### RESULTS

The campaign generated more than 1,500 responses, 387 of which were qualified leads. Qualified respondents were sent a letter informing them they would receive a call from a sales representative. Their names were then routed to various sales offices, and sales personnel delivered a screwdriver kit, brochure and product case histories. Non-qualified respondents were sent the screwdriver kit, a thank-you letter and a basic fact sheet.

# PriMarc