



Marketing ideas

that grow your business

ConocoPhillips – ReVAP

MARKET RESEARCH AND COMMUNICATIONS PLANNING

SITUATION/PROBLEM

IN RESPONSE TO CONCERNS ABOUT THE SAFETY OF HYDROFLUORIC ACID (HF), CONOCOPHILLIPS' ALKYLATION GROUP DEVELOPED A MODIFIED CATALYST PROCESS CALLED REVAP. THE MARKET, HOWEVER, BELIEVED THOSE SAFETY ISSUES HAD LARGELY BEEN ADDRESSED USING ALTERNATE METHODS.

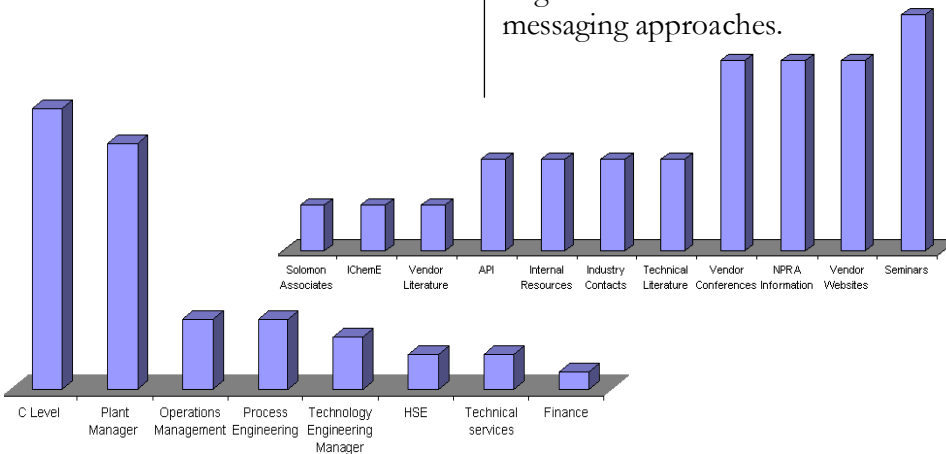
OBJECTIVE

Two objectives were identified. The first was to determine market perceptions of HF catalysts in general, and the ReVAP process in particular. Perceptions about competing solutions, both current and projected, were also required.

The second objective was to develop a communications program based on analysis of the market data. This program would be designed to educate the market and elevate perceptions of ReVAP as the superior solution.

SOLUTION

PriMarc initiated a two-pronged approach to research. An industrial focus-group session was conducted to acquire anecdotal evidence. This was followed by a comprehensive interview process during which numerous individual industry decision makers provided in-depth responses which enabled market perceptions to be quantified. Analysis and planning then identified the most expedient targets and the most successful messaging approaches.



| Category | Item | Perceived Problem | Perceived Solution | Current Status | Available Solution | Perceived Benefit | Perceived Risk |
|----------------|------------------------|-------------------|--------------------|----------------|--------------------|-------------------|----------------|
| C Level | Shareholder value | High | High | High | High | High | High |
| | Productivity | High | High | High | High | High | High |
| | Customer loyalty | High | High | High | High | High | High |
| | Employee retention | High | High | High | High | High | High |
| | Operational excellence | High | High | High | High | High | High |
| | Low cost of capital | High | High | High | High | High | High |
| | Low cost of equipment | High | High | High | High | High | High |
| | Low cost of operation | High | High | High | High | High | High |
| | Low cost of transport | High | High | High | High | High | High |
| | Low cost of disposal | High | High | High | High | High | High |
| Plant Managers | Shareholder value | High | High | High | High | High | High |
| | Productivity | High | High | High | High | High | High |
| | Customer loyalty | High | High | High | High | High | High |
| | Employee retention | High | High | High | High | High | High |
| | Operational excellence | High | High | High | High | High | High |
| | Low cost of capital | High | High | High | High | High | High |
| | Low cost of equipment | High | High | High | High | High | High |
| | Low cost of operation | High | High | High | High | High | High |
| | Low cost of transport | High | High | High | High | High | High |
| | Low cost of disposal | High | High | High | High | High | High |

RESULTS

In the words of a senior director, the research program “brought into sharp relief marketplace perceptions that in some cases had been completely overlooked or not fully appreciated. We now have a good plan and a viable path forward.”

PriMarc has subsequently developed an aggressive campaign involving direct mail, advertising, the Internet and other resources.

PriMarc