



Marketing ideas

that get results



Tesco Corporation

CASING DRILLING CAMPAIGN

SITUATION/PROBLEM

TESCO WAS A PIONEER OF THE CASING WHILE DRILLING PROCESS, BUT WERE NOT PERCEIVED AS LEADERS IN THIS TECHNOLOGY. THEY NEEDED TO BREAK OUT OF THE PACK.

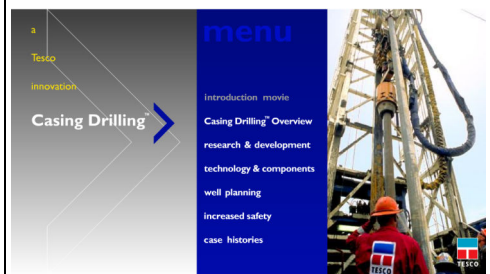
IN ADDITION, TESCO WAS CHALLENGED BY THE FACT THAT, EVEN THOUGH THE COMPANY WAS ESTABLISHED, IT DID NOT HAVE THE REPUTATION TO ACHIEVE ITS GOALS FOR GROWTH. ISSUES AND STRATEGIES NEEDED TO BE ADDRESSED TO ENSURE THAT TESCO DEVELOPED INTO A RECOGNIZED LEADER IN THE DESIGN, MANUFACTURE AND SERVICE OF ENERGY INDUSTRY TECHNOLOGY SOLUTIONS.

OBJECTIVE

Tesco's objective was to create better branding of the company name, while creating a larger awareness of Tesco's offerings and establishing its products and services as technologically superior.

SOLUTION

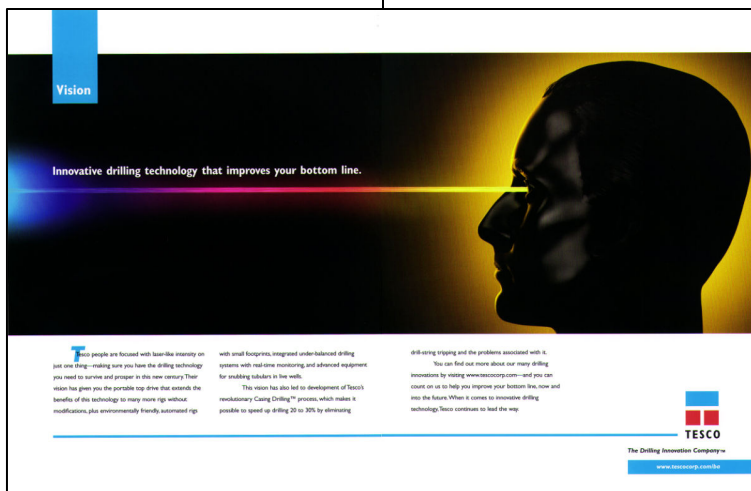
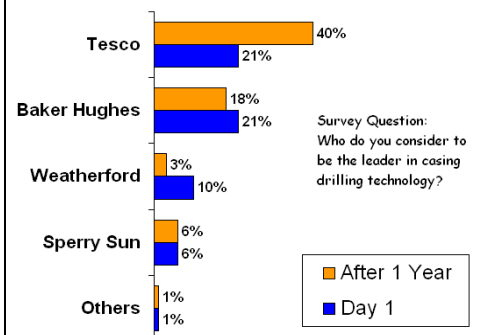
An initial communications campaign was launched to specifically increase awareness of Tesco itself. A second group of materials educated the market about the drilling efficiencies now available through superior Tesco designs, and the significant savings in time and money that could now be realized.



RESULTS

Follow-up surveys showed Tesco had leaped ahead of their competition, claiming a leadership position in the casing while drilling process.

More important, revenue for this division increased by 350% from year to year. And this was during an industry downturn.



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