

# Marketing ideas

that improve your bottom line



## Transco

### RELIABILITY CAMPAIGN

#### SITUATION/PROBLEM

TRANSCO GAS MARKETING COMPANY (TGMC) WAS FORMED AS A RESULT OF A CHANGE IN GOVERNMENT REGULATIONS FOR THE NATURAL GAS INDUSTRY. FEDERAL ENERGY REGULATORY COMMISSION (FERC) ORDER 636 UNBUNDLED SERVICES THAT WERE PREVIOUSLY OFFERED AS A PACKAGE. TRANSCO HAD TO RESTRUCTURE TO COMPLY WITH THESE CHANGES. BOTH END USER CUSTOMERS, SUCH AS PUBLIC UTILITIES, AND NATURAL GAS PRODUCERS WERE CONFUSED BY THE CHANGES.

#### OBJECTIVE

TGMC wanted to establish itself as the preferred single-source marketing service – a service that natural gas end users could rely on for delivery as promised and gas producers could rely on for dependable markets for their product.

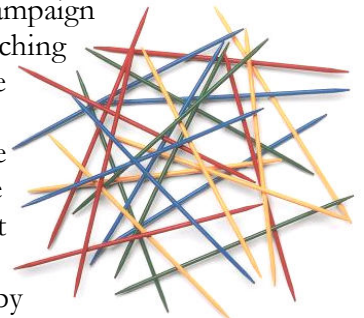
#### SOLUTION

PriMarc recommended a strategy that would emphasize TGMC's reliability by conveying the benefits of its gas marketing experience and extensive industry knowledge, and the pitfalls of using

a company without that experience.

To accomplish this, the agency designed and produced an ad and direct mail campaign using eye-catching graphics. The campaign illustrated the problems the various target markets

could avoid by availing themselves of TGMC's single source service – a chain with a weak link, a jumbled mass of pick-up sticks representing unbundling of services, and a labyrinth game. The entire campaign reinforced the theme that TGMC could be relied on to solve these problems.



Reliability?  
You'd better *know* that  
your gas marketing company  
has nothing but solid connections.



You *will* with Transco Gas Marketing.

If you aren't being more connected when you deal with the experienced professionals at Transco Gas Marketing Company. Their single-minded dedication to personalized service is essential to the meaning of "reliability" as they skillfully coordinate activities into handled individuals by Transco Energy Marketing Company. (FERC) Order 636, Environmental Gas Pipe Line Corporation's Merchant Service, TEGC Gas Marketing Company (TMS) and Enka Gas Transportation Corporation's Merchant Service.

If you're a natural gas consumer, Transco Gas Marketing will connect you to a dependable gas supply and pricing tailored to your needs. If you're a producer, you can rely on our local markets and good prices year-round. From gathering, transportation and storage, to risk management, there's no weak link in our service. Find out what all the right connections can do for you. Call us at 1-800-531-0080.



#### RESULTS

The campaign generated "huge" numbers of qualified leads. However, the client wished not to reveal specific results.

# PriMarc