



Marketing ideas

that improve your bottom line

Willbros

iMARC CAPABILITIES CD

SITUATION/PROBLEM

WILLBROS WAS PRINTING 10 TO 12 CUSTOMIZED CAPABILITIES BOOKS PER WEEK AT A COST OF \$125 TO \$150. WITH COURIER DELIVERY NECESSARY IN SOME PARTS OF THE WORLD, THE COST OF PRINTING AND SENDING A SET OF CAPABILITIES PORTFOLIOS TO A PROSPECTIVE CUSTOMER COULD TOTAL \$1,500 OR MORE. AS A RESULT, WILLBROS DECIDED IT NEEDED TO REDUCE ITS DEPENDENCE ON PRINT WHILE AT THE SAME TIME MAINTAINING OR ENHANCING THE IMPRESSIVE PRESENTATION OF THE MATERIAL.

OBJECTIVE

Our objective was to build a sales tool Willbros could send to prospective customers that combines the professionalism, flexibility and consistency of interactive multimedia, while allowing Willbros to update and customize the case history information.

SOLUTION

The solution was iMarc. PriMarc built a capabilities presentation system that includes extensive case histories, location information and interactive video, all maintained in-house by Willbros.



iMarc is professional – excellent design, navigation, layout and multimedia effects increase the chance of sales success by instilling greater audience trust in the company’s professionalism.

iMarc is flexible – fast and extensive information access and display capability.

iMarc is consistent – delivering faithful representation of important marketing elements time after time.

RESULTS

Willbros reports extensive use of the CD and a high degree of customer acceptance, at a considerable cost saving to Willbros.

PriMarc

Willbros Group, Inc.
Capabilities Portfolio

Corporate Overview
Offshore Services
Onshore Services
Specialty Services
Project Experience
Videos
Office Locations

Offshore Projects
Pipelines
Facilities
Onshore Projects
Pipelines
Engineering Construction EPC
Facilities
Engineering Construction EPC
Specialty Services
Build - Own - Operate

Specialty Services Project Experience

Please click on Project Title to see more information.

Niger Delta Dredging - 1991-2001
Shell Petroleum Development Company of
• Preparation, dredging and maintenance canals in the Niger Delta area

Oman Desert Crew and Equipment
Occidental of Oman, Inc.
• Supply crews and equipment for a provide civil engineering, oil field, maintenance; flow line construction and transportation services in desert

Oil Field Transportation Services
Chevron Global Technology Services Corp
• Provision of transportation equipment moving drilling rigs

Oman Crane and Forklift Services
Petroleum Development Oman L.L.C.
• Supply, operation and maintenance forklifts

Oman Engineering Services Contra
Petroleum Development Oman (PDO)
• Engineering service contract for the construction of mechanical, electric work

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Willbros

Willbros Group, Inc. provides construction and engineering services to industry and government entities worldwide, specializing in pipelines and associated facilities in onshore, coastal and offshore locations. Willbros is also active in asset development, ownership and operations as an extension of our construction and engineering services.

Count on Us