



# TRIAD. COMMITTED TO O&G.

**TRIAD**  
B2B AGENCY

TRIAD B2B Agency is the marketing firm with services tailored to meet the unique requirements of the oilfield marketer. For more than 26 years, we have worked with a broad range of upstream, midstream, and downstream clients, successfully marketing a wide array of equipment and services.

We're a different sort of agency, starting with our specialization in B2B marketing. Even more important, we're a marketing partner that pushes the limits of conventional thinking...seeing opportunities where others don't, and always searching for better, more effective strategies to help clients reach their goals.

We know that marketing in the B2B space is a discipline that requires a deep understanding of a wide range of buying influences and influencers, multiple sales channels, and technologies. TRIAD has built its business based on achieving that understanding.

While B2B is our focus, the difference that sets TRIAD apart from other agencies extends beyond the markets we serve. Every day, we challenge the limits that stand in the way of great marketing. And we recognize that we should always strive for more — independently and as a team — when developing and executing marketing programs for our clients.

It's true we're a different sort of agency. We believe it's the kind of difference that will benefit your business.



Hello, I'm Tom Prikryl,

The TRIAD brand is inspired by a simple idea...that the best B2B marketing efforts only come about when we move beyond the limits of conventional thinking and work toward truly differentiated and effective strategies. Let me explain how this brand position came to be...

While waiting for a client to arrive at our scheduled breakfast meeting, I had time to consider the many things that kept this client busy and especially motivated. An owner of a private equity firm, he was actively engaged in a wide variety of activities including new business ventures, investment deals, real estate plans — and all while caring for a family of four (with another baby on the way). Thinking of him reminded me of something I learned a long time ago — a person can accomplish almost anything by pushing ahead and not giving into preconceived limitations.

Our only limits are those we impose on ourselves.

At that point, I decided TRIAD should be an agency that is positioned to reflect this mentality. TRIAD is to be a marketing partner that believes in the limitless potential of our clients' businesses, and delivers marketing/communications programs that are not limited by conventional thinking. We ignore the way things "have always been done" and create smart, effective programs for clients that are unencumbered by conventionality.

If you think our expertise, quality of work, and limitless approach to B2B marketing matches your needs, please contact me. The TRIAD team and I welcome the opportunity to discuss the future of your marketing efforts.



**Tom Prikryl**  
President & CEO

TP@TriadB2BAgency.com  
469-484-6827







# REAL. RELENTLESS.

It never gives up. That's because the DirectDrive™ Top Drive from LEWCO has no gearbox. No gearbox problems. And a specialized OEM AC motor that delivers more torque. Only LEWCO can engineer a top drive system this relentless.



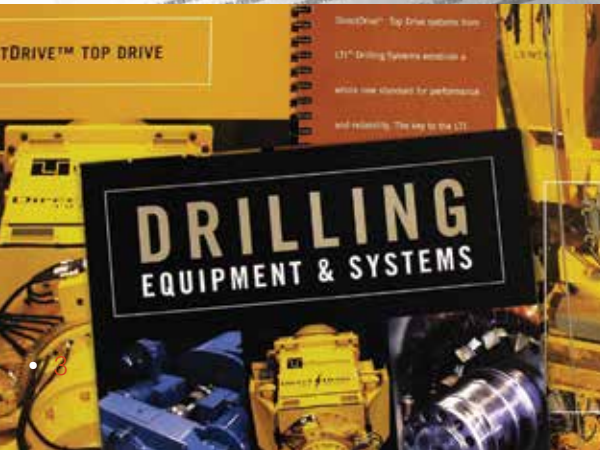
Get real. Then get more information by calling 888-583-7867, or by visiting [www.lewco-equip.com/relentless](http://www.lewco-equip.com/relentless).



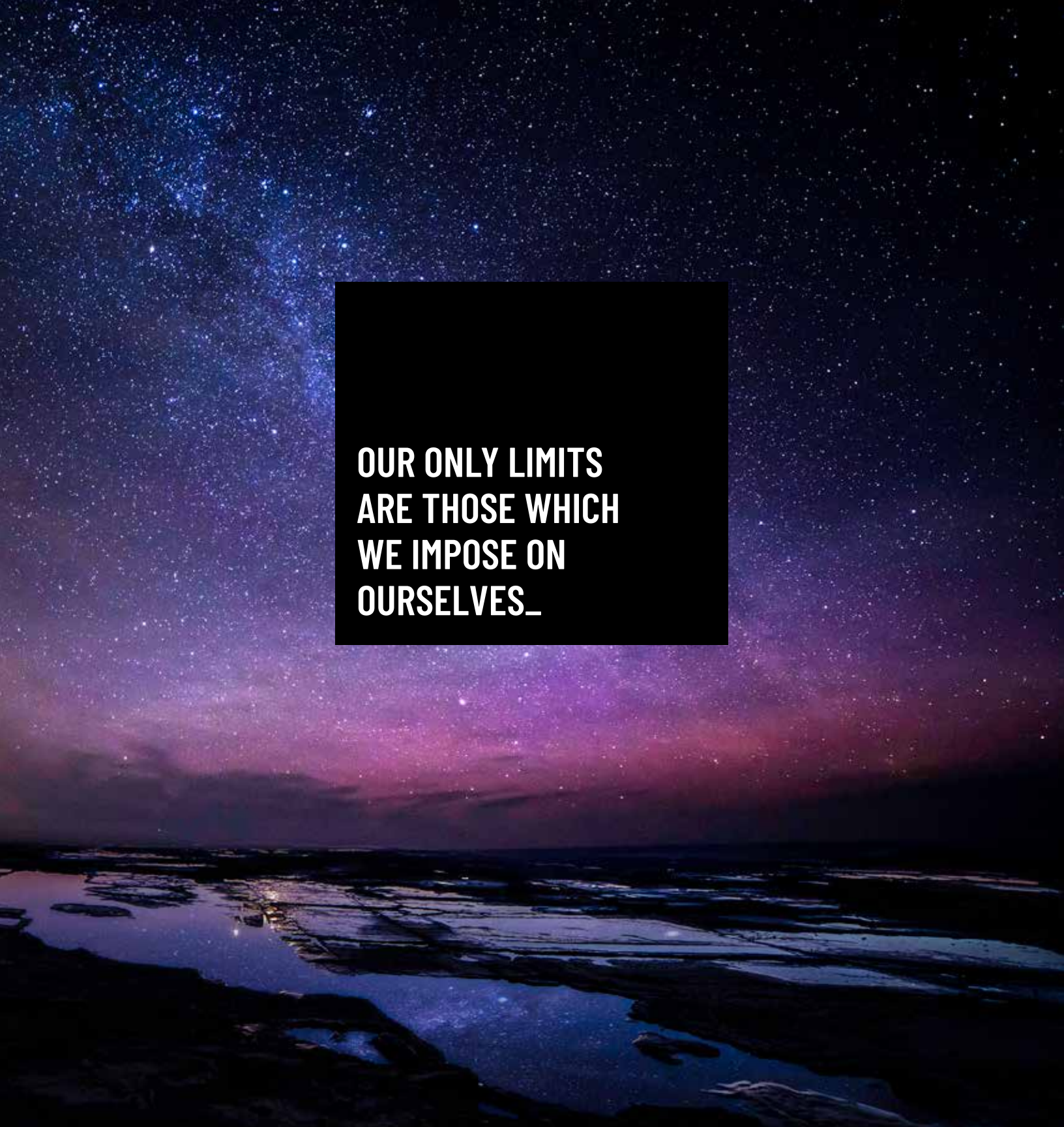
## Focused on marketing to the oil and gas industry.

We have a great appreciation for the oil and gas industry, and have built a company around helping clients successfully market and sell their products and services into it. At Triad B2B Agency, we know the oilfield business and appreciate the critical role it plays in today's world.

More than thirty-five years' experience in the oilfield has taught us a great deal about your industry, and has provided us with an in-depth understanding of what it takes to successfully market into it. So, look through this book and see what our experience, know-how, and passion for the industry could bring to your company's marketing and sales effort. And if our approach and our capabilities interest you, let's talk about what it would take to make your marketing effort optimally effective.





A night sky with the Milky Way galaxy visible, arching across the frame. The stars are in shades of blue, purple, and pink. Below the sky, a dark, rocky coastline is visible with several tide pools reflecting the starry sky. The overall scene is dark and atmospheric.

**OUR ONLY LIMITS  
ARE THOSE WHICH  
WE IMPOSE ON  
OURSELVES\_**

We don't consider our list of services as strictly digital or traditional, but as tools working together to achieve a stated goal. Our comprehensive approach to B2B marketing means we explore all possible avenues of success, and focus on the ones that will deliver the greatest results for each client.

**Strategic Planning**

- Market Research (secondary and primary)
- Brand Audit
- Positioning/Brand Development
- Media Planning, Budgeting & Scheduling
- Integrated Digital Planning
- Pay-Per-Click Program Planning
- CRM Consulting

**Creative Development**

- Print and Digital Advertising
- Literature Development
- Direct Mail & Email Creation
- Exhibit Design
- Video Production
- 3D Animation
- Sales Marketing
- Conventional Direct Mail Programs
- Sales Support Programs

**Web Development/  
Web Marketing**

- Website Design & Development
- Search Engine Optimization
- Paid Search Planning & Implementation (PPC)
- UI/UX Design & Optimization
- Web Analytics

**Content Development**

- Blogging
- Whitepapers
- Video Content
- Features & Case History Articles
- Technical Articles

**Public Relations**

- Featured Articles
- Press Release Development & Distribution
- Media Relations
- Internal Communications
- Crisis Communications Planning and Implementation

**Digital Marketing**

- Social Media Planning & Management (All Social Outlets)
- Social Ad Management
- Email Programs
- Content Distribution
- Influencer Identification & Outreach





# OUR WORK\_

## The Result of Moving Beyond Limits

We're focused on helping our clients move ahead from both a sales as well as a marketing perspective. Our work begins by our immersing ourselves into our client's products and/or services, market, brand, culture, and competitive situation.

We key in on the positive differentiators — establishing a true understanding of the client's position within the marketplace. Our collaborative efforts reveal opportunities to optimize a company's brand and marketing position through consistent design and core messaging. At the same time, these efforts can also focus on other core client needs, including lead generation, awareness building, and sales support.

**WE'LL SHOW YOU WHAT WE MEAN\_**



## ULTEERRA DRILLING TECHNOLOGIES SplitBlade Integrated Product Launch



> Dallas AMA Marketer of The Year Award

Ulterra Drilling Technologies introduced a new drill bit designed to address an age-old problem in drill bit performance: poor cuttings evacuation. The challenge was to educate the market about this new technology and present the breakthrough benefits of the unique SplitBlade design. Triad created an integrated advertising and public relations campaign to meet the challenge. Print ads were created to introduce SplitBlade, and feature articles were developed in collaboration between Triad and leading trade publications. A 4-page insert was inserted in two industry magazines.

The integrated SplitBlade product launch resulted in exceptionally high levels of awareness and acceptance in record time, along with record-setting new product sales. SplitBlade bits were used to drill more than 10 million feet within the first 12 months in the market.



## LETOURNEAU DRILLING SYSTEMS “Real Campaign”

Heavy-duty, ultra-reliable oil and gas drilling equipment is what LEWCO (later LeTourneau Technologies Drilling Systems) was all about. This brand required advertising that conveyed this key point, as well as a certain confident attitude.

TRIAD met these objectives using compelling, close-up photography of the equipment, as well as bold, no-nonsense headlines that conveyed almost human qualities of toughness. This “Relentless” ad was the highest-scoring drilling equipment ad in a readership-surveyed issue of World Oil.



**REAL. RELENTLESS.**

It never gives up. That's because the DirectDrive™ Top Drive from LEWCO has no gearbox. No gearbox problems. And a specialized OEM AC motor that delivers more torque. Only LEWCO can engineer a top drive system this relentless.

**LEWCO**  
The Real Stuff.

Get real. Then get more information by calling 888-683-7867, or by visiting [www.lewco-equip.com/relentless](http://www.lewco-equip.com/relentless).

> *Highest Scoring Ad In World Oil Reading Survey*

## ALCOA OIL & GAS Numbers Campaign

**30%**

**Reduction in off-bottom torque by using lightweight Alcoa drill pipe.**  
In a recent offshore drilling operation, lightweight Alcoa drill pipe delivered a significant reduction in top drive torque when compared to conventional steel drill pipe. By reducing the requirement for top drive torque, the well was successfully drilled with a smaller, lower capacity workover rig.

Drill farther with existing assets. Drill more complete wells. Go farther with lightweight Alcoa drill pipe. For more information, go to [AlcoaOilandGas.com](http://AlcoaOilandGas.com), or email to [info@AlcoaOilandGas.com](mailto:info@AlcoaOilandGas.com)

**ALCOA | OIL & GAS**  
Go Farther.™

> Readership Award, World Oil Magazine

How do you get a conservative market to embrace a new technology, particularly when failure of that product could cost millions of dollars? This was the question that Alcoa Oil and Gas and TRIAD had to address in the marketing of the company's lightweight aluminum alloy drill pipe.

Aluminum drill pipe offers some positive performance characteristics, particularly an impressive strength-to-weight ratio and the ability to extend the range of existing drilling assets. However, aluminum drill pipe had been used in the late 1980s with mixed results, so industry impressions generally ranged from negative to unproven.

Alcoa eventually ran trials of the pipe in which it proved itself in some very demanding applications. Using data generated from these trials, TRIAD created a “numbers” campaign, which focused on real-life performance metrics. Those numbers created a real sense of credibility for the pipe, providing the market with an additional measure of confidence when considering aluminum alloy drill pipe as a legitimate option. The first of these ad, 30% Reduction in Off-Bottom Torque, was the most read ad in a readership-studied issue of World Oil.

**15,420**  
ft  
Proposed well using steel drill pipe

**18,855**  
ft  
Well drilled using lightweight Alcoa drill pipe

Drill over 30% farther with lightweight Alcoa drill pipe.  
In a recent offshore drilling operation, lightweight Alcoa drill pipe delivered a significant reduction in top drive torque when compared to conventional steel drill pipe. By reducing the requirement for top drive torque, the well was successfully drilled with a smaller, lower capacity workover rig.

Drill farther with existing assets. Drill more complete wells. Go farther with lightweight Alcoa drill pipe. For more information, go to [AlcoaOilandGas.com](http://AlcoaOilandGas.com), or email to [info@AlcoaOilandGas.com](mailto:info@AlcoaOilandGas.com)

**ALCOA | OIL & GAS**  
Go Farther.™

Reduce off-bottom torque by 30% with lightweight Alcoa drill pipe.  
In a recent offshore drilling operation, lightweight Alcoa drill pipe delivered a significant reduction in top drive torque when compared to conventional steel drill pipe. By reducing the requirement for top drive torque, the well was successfully drilled with a smaller, lower capacity workover rig.

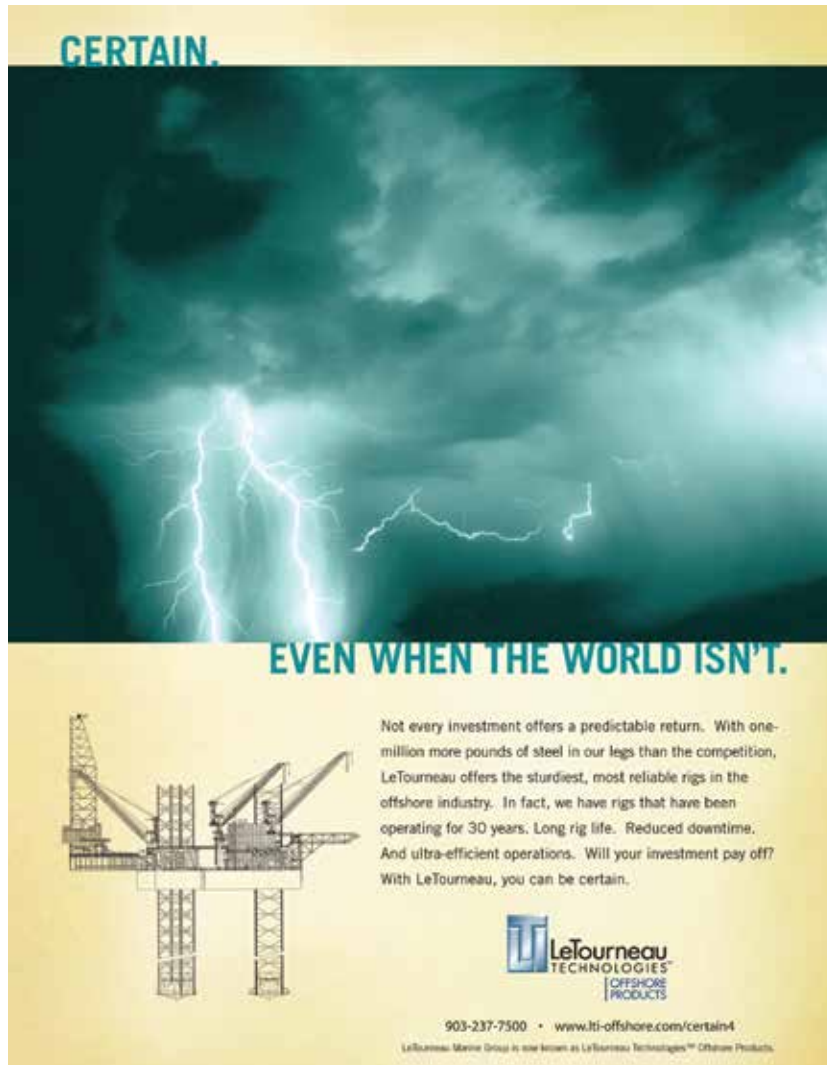
Drill farther with existing assets. Drill more complete wells. Go farther with lightweight Alcoa drill pipe. For more information, go to [AlcoaOilandGas.com](http://AlcoaOilandGas.com), or email to [info@AlcoaOilandGas.com](mailto:info@AlcoaOilandGas.com)

**ALCOA | OIL & GAS**  
Go Farther.™

**47**  
ft  
Well - off-bottom torque steel drill pipe

**33**  
ft  
Well - off-bottom torque lightweight Alcoa drill pipe

## LETOURNEAU OFFSHORE "Certain" Campaign



**CERTAIN.**


**EVEN WHEN THE WORLD ISN'T.**

Not every investment offers a predictable return. With one-million more pounds of steel in our legs than the competition, LeTourneau offers the sturdiest, most reliable rigs in the offshore industry. In fact, we have rigs that have been operating for 30 years. Long rig life. Reduced downtime. And ultra-efficient operations. Will your investment pay off? With LeTourneau, you can be certain.

**LeTourneau TECHNOLOGIES OFFSHORE PRODUCTS**

903-237-7500 • [www.lti-offshore.com/certain4](http://www.lti-offshore.com/certain4)

LeTourneau Marine Group is now known as LeTourneau Technologies™ Offshore Products.



**PREDICTABLE.**

**EVEN WHEN THE ENVIRONMENT ISN'T.**

With over one million pounds more steel in our legs than the competition, our jack-up rigs are the sturdiest, most reliable in the offshore industry. The combined strength of our unique triangular open-bruss design and heavier leg construction means supreme confidence even in the most extreme weather conditions. You can't always count on a perfect weather. But you can always count on LeTourneau.

**LeTourneau TECHNOLOGIES OFFSHORE PRODUCTS**

903-237-7500 • [www.lti-offshore.com/predictable](http://www.lti-offshore.com/predictable)

There isn't a much more volatile application than offshore drilling. Fortunately, there isn't a more stable, robust jack-up rig than a LeTourneau.

With more than one-million pounds of steel in each leg, a LeTourneau rig adds the element of predictability in an unpredictable world.

Stability. Predictability. Certainty of investment. True differentiating features for the company and its sturdy rigs. And one powerful message with a real emotional element designed to intrigue, persuade, and convince.



## LETOURNEAU OFFSHORE "Strong Rigs" Campaign



**STRONG RIGS.**

**STRONGER COMPANY.**

More than 50 years of fabricating the industry's strongest, most reliable jack-up rigs demonstrates that we're committed to you, the industry, and to providing solutions during challenging times like these. Now, as always, you can count on LeTourneau Offshore Products. **Strong rigs. Stronger company.**

 LeTourneau  
TECHNOLOGIES  
OFFSHORE  
PRODUCTS

800.237.7900 • [ltoffshore.com](http://ltoffshore.com)

The oil and gas industry is not immune to economic hardship, and 2009 was no exception. LeTourneau Offshore Products, maker of the world's most reliable offshore mobile jack-up rigs, wanted its customers – and the industry in general – to know of its continued commitment to the market. Even during those hard times.

"Strong rigs, stronger company," became the anchor for the company's messaging in 2009, and served the company's marketing effort for 2010, as well.

## BRIGHT AUTOMATION Brand Development and Website



As a new company in the oil and gas industry, Bright approached TRIAD to position the company, as well as create a website that would be both informational and compelling.

The most pressing challenge facing the roll-out of Bright Automation was the fact that it was an unknown company offering a new, unfamiliar technology to a market is typically both risk and change averse.

To combat these challenges, TRIAD approached branding and website design with direct simplicity. The tagline, Advanced control technology, intelligently applied™ became the foundation for everything communicated about the company. The website was created using a readily organized block-type design, which subtly communicated a sense of stability.

The website was carefully structured for ease of navigation and assimilation of information. In addition, TRIAD organized Bright's product line in order of complexity, beginning with the Bright I Controller through the Bright IV Automated Pumping Unit Balancing System.

Since the website roll-out, the company has enjoyed rapidly increasing market acceptance, as well as a significant growth in sales.

## LETOURNEAU DRILLING SYSTEMS Guaranteed Delivery Direct Mail



➤ *Silver Communicator Award of Excellence*

As the price of oil went up, the buyers of drilling equipment drove demand. Manufacturers were increasingly unable to meet this demand, and delivery of equipment was often significantly delayed, leading to dissatisfaction among buyers.

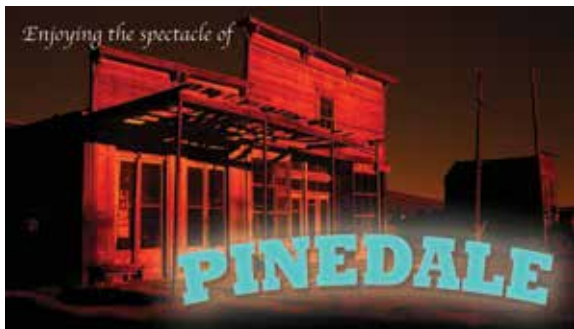
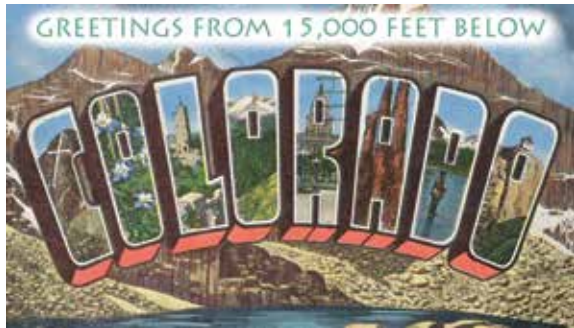
Because of a recent expansion of its manufacturing facilities, LeTourneau had geared up to meet this growing demand for rig equipment. With that in mind, TRIAD recommended an aggressive approach to the marketplace: if LeTourneau could “guarantee” a delivery date, TRIAD felt strongly that the market would respond with orders.

Branding this marketing effort as LeTourneau’s Quick Delivery Guarantee gave further impetus to the program. An eye-catching direct mail campaign was developed featuring these distinct mailers, each highlighting the guaranteed delivery time of a certain piece of equipment.

The campaign was a significant success, driving qualified leads to LeTourneau and setting the company up as the “delivery leader.” It contributed in excess of \$230 million in additional equipment sales over three months.



## Z-SEIS Direct Mail Postcard Campaign



Crosswell Seismic, a proprietary technology of Z-Seis, was designed to provide operating companies the highest resolution imaging of oil and gas formations. This view enabled exploration and production personnel to make drilling and completion decisions based on real information, versus the extrapolated data with which they were normally forced to work.

Crosswell Seismic is particularly beneficial in locating unconventional gas and providing structural details of the reservoirs where it is found. Since a key area for this type of gas formation is found in the Rocky Mountains, many of the geoscience professionals Z-Seis targeted were located in the energy section of downtown Denver, Colorado.

Utilizing “immersion marketing” (focusing on a very specific geographic region with a single message over a short period of time), TRIAD targeted a large concentration of geologists, geophysicists, and reservoir engineers in downtown Denver. These buying influences were contacted via a number of venues – trade publication ads, public relations, and a series of direct mail postcards, one each week, for five weeks. The tagline for this effort, It’s like being there™, was the springboard for the campaign’s overall Wish you were here travel postcard idea.

This immersion marketing effort generated over 40 new qualified leads, some of which led to several significant projects for Z-Seis. In addition, this direct mail effort was honored as the best B2B direct mail campaign of the year by Communications Arts magazine.

## ULTERRA DRILLING TECHNOLOGIES SplitBlade Integrated Product Launch



Ultra drill bits were enjoying unprecedented success in the Permian Basin, due to high awareness among rig personnel in the region. However, awareness was lagging at the corporate level among both current and potential Ultra customers. The challenge was to create a breakthrough way to reach corporate-level decision makers in order to convey the superior performance of Ultra drill bits in the Permian. Triad created a high-impact direct mail package to reach the desk of the decision makers. A scale-model Ultra drill bit was housed inside a 4-color, laminated box that was impossible for the corporate-level recipients to ignore. A “highlight” brochure was created to tout the record-breaking performance of Ultra bits in the Permian’s Midland and Delaware basins, along with Ultra’s unique capabilities in rapid manufacturing, engineering, and support.

The effort led to higher awareness among corporate-level decision-makers, significant new business development within key accounts, and increased sales of Ultra drill bits throughout the Permian Basin.

## ALCOA OIL & GAS ERD Direct Mail Program



To help generate qualified leads in the rapidly growing Extended Reach Drilling (ERD) and horizontal drilling markets, Alcoa Oil and Gas needed an attention-getting, targeted marketing effort. The company's objective was to increase interest and awareness for its advanced Aluminum Alloy Drill Pipe, with the ultimate goal being the generation of sales leads.

In response to this need, TRIAD developed a targeted database of oil and gas producing companies whose drilling programs offered challenges that were in line with the performance of aluminum drill pipe. A direct mail piece was developed that would clearly stand out in the bulk of mail delivered daily to prospects: a 3-D box with the message "Kick Start Your ERD Operations." The box contained an aluminum-like coffee travel mug with the Alcoa Oil and Gas logo, as well as a uniquely designed brochure offering an overview of the benefits of Alcoa Aluminum Alloy Drill Pipe.

This direct mail effort generated dozens of leads, with three of those leads developing into major drilling project for the company's Aluminum Alloy Drill Pipe.



## LETOURNEAU OFFSHORE George H.W. Bush Event



When asked to generate publicity for the 50th Anniversary of The Scorpion, the world's first mobile offshore rig (built by the Marine Group of LeTourneau, Inc.), TRIAD did just that. While this 50th Anniversary was significant to the industry, its importance was magnified by the fact that The Scorpion was built for a young George H.W. Bush, then president of Zapata Off-Shore Company.

Triad's idea was to host a reception commemorating the event and invite former President Bush to attend as a special guest. Plans and efforts ensued, and after nine months of hard work, the event took place, complete with an appearance by George H.W. Bush. The event was the talk of a major international trade show that was underway at the time (Offshore Technology Conference), and the client realized a great deal of goodwill — and sales — from those who attended. In subsequent months, significant press coverage followed in major industry publications.

## EXPERIENCED IN THE OIL AND GAS MARKET

Meet the professionals who lead Triad's oil and gas marketing effort.

When it comes to understanding the oil and gas industry, experience is critical. This industry is different than any other, with its own vocabulary and ways of doing business. With two of the industry's top marketers in house, TRIAD has long been a trusted partner for companies offering a wide range of product and services within the oil and gas market. For effective marketing into the upstream, midstream, and downstream markets, you can count on the understanding and expertise of TRIAD - B2B Agency.



### **TOM PRIKRYL** | PRESIDENT & CEO

Tom is deeply involved in the strategic direction for all the agency's clients, combining his understanding of the sales process with strong marketing savvy. Having founded TRIAD in 1994, Tom's professional career spans more than 40 years in the B2B advertising and marketing industry. Tom's belief in the value of teamwork is inherent both in the internal operation of the agency, as well as the agency's relationships with its oil and gas clients. Contact Tom via [tp@triadb2bagency.com](mailto:tp@triadb2bagency.com) or by phone at 469-484-6827.



### **DAVID HOSPODKA** | CREATIVE DIRECTOR

David offers an extensive agency background with more than 20 years of creative leadership experience, serving clients throughout the Oil & Gas industry. He has worked with O&G clients ranging from Fortune 500 companies to startups. This extensive experience has spanned drill bit technology, artificial lift products and services, compression services and equipment, wireline services, and more. David is a creative problem solver with extensive print, video, digital, and social media capabilities.



### **TONY AMMERMAN** | ASSOCIATE CREATIVE DIRECTOR & SENIOR COPYWRITER

Tony is a 25-year veteran of the Dallas advertising and marketing community, serving clients across a broad range of industries. His Oil & Gas experience has involved breakthrough work for a multitude of upstream, midstream, and downstream clients, including Halliburton, Dresser Industries, Ulterra, Archrock, Impact Selector, and many others. In his role of Associate Creative Director & Senior Copywriter at Triad, Tony supports the agency's clients with concept and copy development for a wide array of projects, ranging from websites to whitepapers and everything in between.



## Thank you.

Please feel free to contact us should you have any questions concerning Triad, its approach to B2B marketing, and its range of capabilities.

NO LIMITS  
THINKING\_



10670 N. Central Expressway, Suite 465 • Dallas, Texas 75231  
[www.TriadB2BAgency.com](http://www.TriadB2BAgency.com)  
[tp@TriadB2BAgency.com](mailto:tp@TriadB2BAgency.com) | 469-484-6827