



# PRODUCT LAUNCH

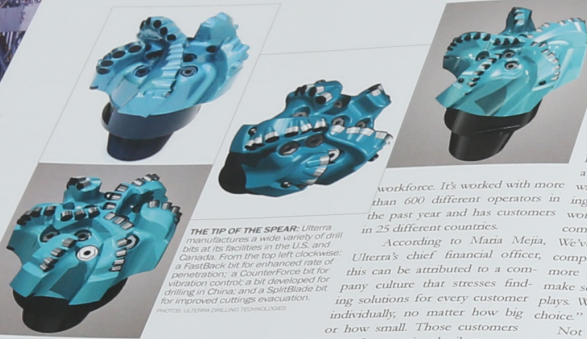
A Triad Case History

How Triad powered one of the oil and gas industry's most successful product launches of the year.

**SPLIT  
BLADE.**







**THE TIP OF THE SPEAR:** Ultrerra manufactures a wide variety of drill bits for its customers in the U.S. and Canada. From the top left clockwise: a standard bit, a CounterForce bit for enhanced rate of penetration, a SplitBlade bit for vibration control, and a FastBack bit for improved cuttings evacuation.

Another aspect that's helped Ultrerra through difficult times has been maintaining low product inventories, which means it isn't stuck trying to sell products industry no longer needs. This enables the company to remain flexible and focused on developing new technologies specifically tailored to meet customers' needs and solve problems as they arise.

"In some cases, the most forward-looking operators don't come to us with a pre-defined problem," Deen explains. "They come to us with a goal of wanting to drill faster and wanting to know what we think. We primarily a drill bit company, we work collaboratively with directional companies and with mud companies. We've worked with a whole host of companies that are trying to develop more rotary steerable options that make sense in North American shale plays. We've become the drill bit of choice."

companies—Canada, little in relative terms has a huge impact on the overall cost of drilling the well," Deen notes. "It's gotten a lot of attention the last couple of years, especially as everyone has become cost-conscious and as drilling engineers and business have really been able to focus on performance improvement."

More to the point, the last couple of years is in reference to the low-oil-price environment which severely impacted the North American shale oil and gas industry. Ultrerra not only weathered that storm, but also emerged from it as one of the fastest growing drill bit manufacturers in the world. The company has continued its expansion into international markets, increasing manufacturing output by 60 percent and last year doubling its U.S. shale plays."

workforce. It's worked with more than 600 different operators in the past year and has customers in 25 different countries.

According to Maria Mejia, Ultrerra's chief financial officer, this can be attributed to a company culture that stresses finding solutions for every customer individually, no matter how big or how small. Those customers range from national oil companies in the Middle East and Latin America to major global producers to independent E&P companies in North America to companies that occasionally operate a drilling rig in one county of the U.S.

"Our only interest is to drill faster," she explains. "We don't have daily rental rates coming from anywhere else in the drill string. We have no other interest other than to help customers reach their goal faster and drill faster. That's what helped us during the downturn. Capital efficiency and drilling efficiency has increasingly become a focus for all our E&P customers. Making sure they remain competitive has allowed us to become one of the market leaders, especially in the U.S. shale plays."

problem such as trying to drill an 8 1/2-inch hole with an AC top-drive rig through 15,000 PSI carbonate with dolomite collaborating with anyone who has dealt with these kinds of things."

**Bit Building**

Ultrerra has manufacturing centers in Fort Leduc. The company's suite of products includes Matrix PDC, a polished, single-piece technology, which reduces and stick-slip. Gauge, a slipstream that reduces creates d

showcase technology. We're right at the threshold of drilling 100 million feet with CounterForce technology."

As the speed of drilling continues to increase, another dysfunction Ultrerra identified is cuttings evacuation from the well bore. "Materials are being drilled at higher rates they're not being evacuated at the same magnitude," Deen says.

and gas is separate the wheat from the chaff," Deen says. "We were able to keep doing what we were doing. It's a little bit of a different take on risk aversion." In other words, rather than going the route with drilling solutions from what Deen refers to as "the big-box brands," E&P companies began looking to the faster and nimbler Ultrerra for solutions.

"One of the things that happened that we're most proud of is that we started to grow through the downturn. It's made so much of an international presence and seeds



**SPLIT BLADE**

**UNLEASH YOUR SPEED™**



# Cutting through the Clutter

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Triad developed a multi-faceted campaign to bring a revolutionary drill bit to market. The campaign was timed around a 4- to 6-week launch window to build maximum momentum.

## Challenge

Triad's client, a leading manufacturer of PDC drill bits, engineered a radically new concept in drill bit blade design – a breakthrough that cleared cuttings from the bit head even as it drilled horizontally. The result was faster drilling and longer bit life – leading to new performance records during initial trials. How could we light a fire with operating companies to encourage trial and rapid adoption?

## Insights

The problems caused by debris and shavings around the drill bit had never been effectively tackled by the industry. By creating more heat and friction, the presence of cutting debris was presumed to shorten a drill bit's life, resulting in shorter, slower runs, and the need for multiple replacement drill bits on the job.

## Solution

We drilled deep into the world of drill bits to define value from the market's point of view. The team at Triad created product name concepts, conducted trademark searches, and developed initial key product messaging and graphics. The well-timed product launch campaign included video, print advertising, digital advertising, and direct mail, as well as a concerted PR effort that included featured articles in multiple trade publications.

## Results

Triad's campaign generated broad market awareness and helped create an industry-wide buzz. The launch of SplitBlade<sup>®</sup>, one of the oil and gas industry's most successful new products of the year, achieved sales of \$10 million within the first six months.

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## We meet B2B challenges.

Triad is a full-service B2B agency that works closely with client teams to address their unique marketing challenges. We develop solutions to drive sales, build engagement with prospects and customers, and increase lead generation.

Our No Limits Thinking™ creates communications solutions that add value to your B2B marketing efforts. With a full range of agency capabilities – from print and video to Triad 3D™ digital services – we help B2B marketing teams reach their goals.

*Addressing our clients' complex B2B challenges has made Triad one of the Southwest's most highly awarded B2B agencies.*



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