

The background of the image is a collage of oil and gas industry scenes. In the top left, two workers in hard hats are silhouetted against a bright sun, working with large pipes. On the right, a tall drilling rig is silhouetted against a sunset sky. The bottom left shows a close-up of industrial pipes and machinery. The bottom right shows a large industrial facility with several white storage tanks.

SPECIALIZING IN OIL & GAS MARKETING_

TRIAD
B2B AGENCY

Triad B2B Agency is the marketing firm with services tailored to meet the unique requirements of the oilfield marketer. For almost 30 years, we have worked with Upstream, Midstream, and Downstream clients, successfully marketing a broad range of equipment and services.

We're a different type 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 understand that marketing in the B2B space is a discipline that requires a deep understanding of a wide range of buying influencers and considerations, multiple sales channels, and technologies...and that is no truer than in marketing oil and gas products and services. Triad has built its business based on understanding the oil and gas industry and translating that understanding into marketing programs that effectively address its unique nature.

While B2B is our focus, the difference that sets Triad apart 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 to improve — individually and as a team — when developing and executing marketing programs for our clients.

It's true we're a different sort of agency, and we believe that difference can 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. I would like to take a minute of your time to 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 —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 truth. Triad was to be the marketing partner that believes in the limitless potential of our clients' businesses and delivers marketing/communications programs that are not limited by conventional thinking. Our efforts are never directed by the way things "have always been done." Instead, our focus is on creating smart, effective programs for our clients that are unencumbered by conventionality.

We think that this approach is very much aligned with the attitude of the oil and gas industry, which is consistently pushing past conventional answers in developing better solutions to meeting the energy needs of the United States and the world.

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 how our limitless approach to B2B marketing might benefit your company.



Tom Prikryl
President & CEO

TP@TriadB2BAgency.com
214-953-6223



STOP SPEWING*

Add revenue.
Stop methane
emissions.



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 888-683-7867, or by visiting www.lewco-equip.com/relentless.

Focused on marketing to the oil and gas industry.

At Triad, we both understand and admire the oil and gas industry and have built a company around helping clients successfully market and sell their products and services into it. 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 the industry and has provided us with an in-depth understanding of what it takes to successfully market into it. So, please 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 and sales support effort optimally effective.



Drill over 20% farther with lightweight Alcoa drill pipe. In an offshore drilling application, lightweight Alcoa drill pipe demonstrated a 30% improvement in off-bottom torque compared to conventional steel drill pipe. This reduction in torque allowed the operator to drill further into the reservoir, which were previously unreachable using conventional steel drill pipe. www.OilandGas.com



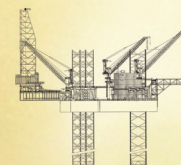
AC motors 56 days

* Delivery subject to prior sale.



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-truss design and heavier leg construction means supreme confidence even in the most extreme weather conditions. You can't always count on perfect weather. But you can always count on LeTourneau.



**OUR ONLY LIMITS
ARE THOSE WHICH
WE IMPOSE ON
OURSELVES_**



We view our list of services as tools working together to achieve a stated goal. Our limitless approach to B2B marketing means we explore all the possible avenues of success for our clients, and focus on the ones that will deliver the best results.

Strategic Planning

- Comprehensive, Fully Integrated Marketing Communications Plan Development
- Market Research (primary and secondary)
- Brand Audits
- Positioning/Brand Development
- Database Marketing Programs
- Media Planning, Budgeting, & Scheduling
- Integrated Digital Planning

Content Development

- Blogs
- Whitepapers
- Video Content/Vlogs
- Features & Case History Articles
- Technical Articles
- Public Relations
- Featured Articles
- Press Release Development & Distribution
- Media Relations
- Internal Communications
- Crisis Communications, Planning, & Implementation

Creative Development

- Print & Digital Advertising
- Literature Development
- Direct Mail & Email Creation
- Exhibit Design
- Video Production
- 3D Animation

Digital Marketing

- Social Media Planning & Implementation
- Content Distribution
- Influencer Identification & Outreach
- Native Display Advertising
- GeoFencing and
- LinkedIn, Facebook, YouTube, Instagram, & Twitter

Web Development/ Web Marketing

- Website Design & Development
- SEO Planning & Implementation
- Google Ads
- UI/UX Design & Optimization
- Search Engine Marketing Planning (organic and paid search)
- Web Analytics

Social Media

- Postings on LinkedIn, Facebook, Instagram, & Twitter
- YouTube Video Uploads and Development of Channel Pages
- Programs for Increasing Social Media Following
- LinkedIn Sponsored Content Advertising



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 a client's products and/or services, market(s), brand, culture, and competitive situation.

We key in on the client's positive differentiators — establishing a true understanding of its position within the marketplace. Our collaborative efforts with the client reveal opportunities to optimize the company's market position through consistent design and messaging, while also meeting such core client needs as lead generation, awareness building, and sales support.

WE'LL SHOW YOU WHAT WE MEAN_

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.



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.

> Highest Scoring Ad In World Oil Readership 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 complex wells. Go farther with lightweight Alcoa drill pipe. For more information, go to AlcoaOilandGas.com, or email to 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 a number of 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 unproven to negative.

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.



15,420 FT.
Projected depth using steel drill pipe.

18,855 FT.
Depth drilled using lightweight Alcoa drill pipe.

Drill over 20% farther with lightweight Alcoa drill pipe.
In a recent offshore drilling operation, lightweight Alcoa drill pipe demonstrated a 20% improvement in off-bottom torque compared to conventional steel drill pipe. This reduction in torque allowed the operator to drill farther with existing drilling assets, and to access new reserves, which were previously unreachable using conventional steel drill pipe.

Drill farther with existing assets. Drill more complex wells. Go farther with lightweight, high-strength Alcoa drill pipe. For more information, go to AlcoaOilandGas.com, or email to 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 demonstrated a significant improvement in off-bottom torque compared to conventional steel drill pipe. Because of this reduction in torque, new reserves were reached using a small, lower-capacity workover rig – reserves which were previously unreachable using conventional steel drill pipe.

Drill farther with existing assets. Drill more complex wells. Go farther with lightweight, high-strength Alcoa drill pipe. For more information, go to AlcoaOilandGas.com, or email to info@AlcoaOilandGas.com.

ALCOA | OIL & GAS
Go Farther.

47 kNm – Off-bottom torque (steel drill pipe)

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

> Highest Scoring Ad in Offshore Magazine Readership Survey

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.

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-truss design and heavier leg construction means supreme confidence even in the most extreme weather conditions. You can't always count on perfect weather. But you can always count on LeTourneau.

 **LeTourneau**
TECHNOLOGIES™
OFFSHORE
PRODUCTS

903-237-7500 • lti-offshore.com/predictable

LETOURNEAU DRILLING SYSTEMS Guaranteed Delivery Direct Mail

THE LTI MUD PUMP.
GUARANTEED DELIVERY WITHIN 112 DAYS.*

Now, the most reliable drilling equipment comes with the most reliable delivery in the industry. Guaranteed.

At LTI, we've increased manufacturing capacity to meet your demand. That means you can count on quick-turn delivery of critical drilling equipment like LTI mud pumps, drawworks, top drives, and AC motors, when promised. No ifs, ands, or buts.



Each of our top mud pumps includes balanced forged rotors. And each is powered by demanding, high-torque motors.

To get guaranteed delivery, call your LTI representative.

LTI QUICK-TURN GUARANTEE

Mud pumps	112 days
Drawworks	112 days
500 hp top drives	84 days
AC motors	56 days

*Always subject to prior sale.

852-782-6670
 www.lti.com
 world.wytr@letourneau-drilling.com

ZERO TO 3000 HP IN 112 DAYS.

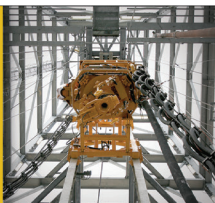
Letourneau LTI mud pumps are the most reliable in the industry. Guaranteed.

852-782-6670
 www.lti.com
 world.wytr@letourneau-drilling.com

THE LTI 500 TON TOP DRIVE.
GUARANTEED DELIVERY WITHIN 84 DAYS.*

Now, the most reliable drilling equipment comes with the most reliable delivery in the industry. Guaranteed.

At LTI, we've increased manufacturing capacity to meet your demand. That means you can count on quick-turn delivery of critical drilling equipment like LTI top drives, mud pumps, drawworks, and AC motors, when promised. No ifs, ands, or buts.



The LTI DriveDrive™ Top Drive gear and bearing systems provide the most proven level of reliability.

To get guaranteed delivery, call your LTI representative.

LTI QUICK-TURN GUARANTEE

Top drives	84 days
Mud pumps	112 days
Drawworks	112 days
AC motors	56 days

*Always subject to prior sale.

852-782-6670
 www.lti.com
 world.wytr@letourneau-drilling.com

ZERO TO 500 TONS IN 84 DAYS.

Letourneau LTI top drives are the most reliable in the industry. Guaranteed.

852-782-6670
 www.lti.com
 world.wytr@letourneau-drilling.com

THE LTI AC TRACTION MOTOR.
GUARANTEED DELIVERY WITHIN 56 DAYS.*

Now, the most reliable drilling equipment comes with the most reliable delivery in the industry. Guaranteed.

At LTI, we've increased manufacturing capacity to meet your demand. That means you can count on quick-turn delivery of critical drilling equipment like LTI AC traction motors, top drives, mud pumps, and drawworks, when promised. No ifs, ands, or buts.



LTI offers the broadest selection of drive sizes, 400hp, 550hp, high-performance motors applications, offering you the best of a DC motor.

To get guaranteed delivery, call your LTI representative.

LTI QUICK-TURN GUARANTEE

AC motors	56 days
500 top drives	84 days
Mud pumps	112 days
Drawworks	112 days

*Always subject to prior sale.

852-782-6670
 www.lti.com
 world.wytr@letourneau-drilling.com

ZERO TO 1500 HP IN 56 DAYS.

Letourneau LTI AC traction motors are the most reliable in the industry. Guaranteed.

852-782-6670
 www.lti.com
 world.wytr@letourneau-drilling.com

➤ *Silver Communicator Award of Distinction*

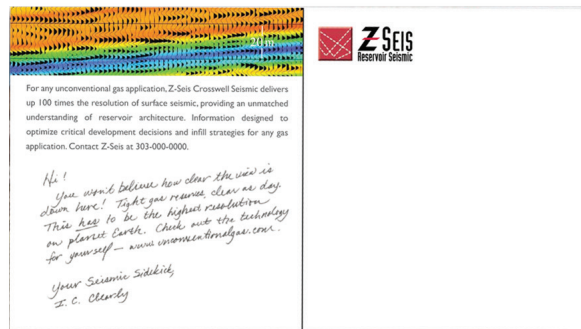
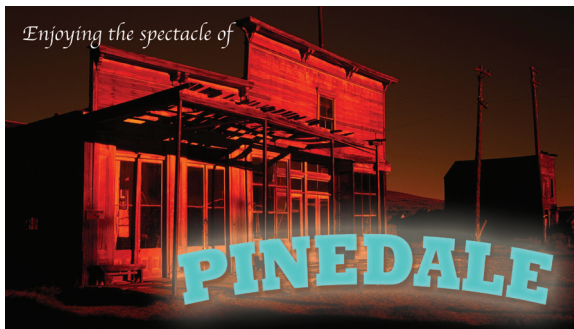
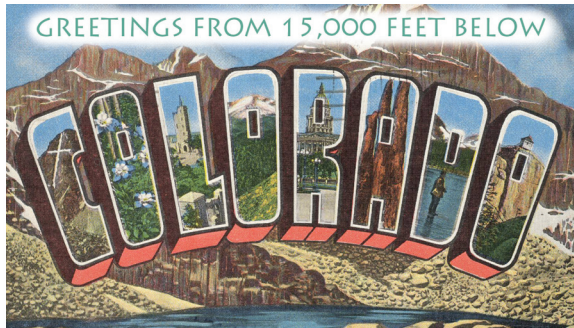
As the price of oil rose, the buyers of drilling equipment drove demand. Manufacturers were increasingly unable to meet this demand, and delivery of equipment was often significantly delayed, leading to dissatisfaction among buyers.

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 also contributed in excess of \$230 million in additional equipment sales over three months.

Z-SEIS Direct Mail Postcard Campaign



> Recognized as Best B2B Direct Mail Campaign by Communication Arts Magazine

Crosswell Seismic, a proprietary technology of Z-Seis, was designed to provide operating companies the highest resolution imaging of oil and gas reservoirs. 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, providing high-resolution views of reservoir structural details where the gas is found. Since a key area for this type of gas formation is 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 concept.

This immersion marketing effort generated over 40 new qualified leads, some of which led to several significant projects for Z-Seis.

ULTERRA DRILLING TECHNOLOGIES SplitBlade Integrated Product Launch



> Gold Communicator Award of Excellence

Ulterra drill bits were enjoying unprecedented success in the Permian Basin and Scoop & Stack, due to high awareness among rig personnel in the region. However, awareness was lagging at the corporate level among both current and potential Ulterra customers. The challenge was to create a breakthrough way to reach corporate-level decision makers in order to convey to them the superior performance of Ulterra drill bits. Triad created a high-impact direct mail package to reach the desk of corporate-level decision makers.

A scale-model Ulterra drill bit was housed inside a laminated box that was impossible for the corporate-level recipients to ignore. A “highlight” brochure was created to tout the record-breaking performance of Ulterra bits in the Permian’s Midland and Delaware basins as well as the Scoop & Stack area.

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

ULTERA DRILLING TECHNOLOGIES SplitBlade Integrated Product Launch



➤ Triad Honored as Dallas AMA Marketer of The Year Award for This Campaign

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 PDC drill bit 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 and digital ads were created to introduce SplitBlade, and feature articles were developed in collaboration between Triad and leading trade publications. A 4-page brochure was inserted in two industry magazines.

All parts of this program were scheduled to occur with a tight, two-month period in order to achieve a “threshold of awareness” effect that ensured a high level of market attention and awareness.

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 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 took a very different direction.

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. Based on its experience and expertise in this market, Triad has long been a trusted partner for companies offering a wide range of products 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 or by phone at 469-484-6827.



CHERYL ROBERS | SR. ACCOUNT EXECUTIVE

Cheryl brings a unique depth of experience to her position as Triad's vice president of account services. While serving as Triad's senior account executive for five years has contributed to this depth of experience, it is also the result from the various managerial roles Cheryl has held at both GM and EDS. At Triad, Cheryl has worked with clients marketing drilling and artificial lift equipment along with gas compression services.



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 oil and gas 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.

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.



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w w w . T r i a d B 2 B A g e n c y . c o m
t p @ T r i a d B 2 B A g e n c y . c o m | 214-953-6223