

2009

Market Research Catalog



 **Gulf Research**

**The premier provider of market
intelligence for the energy industry.**



SYNDICATED MARKET RESEARCH: CORPORATE AND MARKET SECTOR BRAND EQUITY

Gulf Research brand equity reports are recognized as the definitive measurement of a service company's performance for serving clients, building customer loyalty and commanding premium pricing. Gulf Research brand equity measurements are based on worldwide surveys of purchase decision-makers, recommenders, specifiers and influencers working in the energy and power industries. Brand equity is calculated based on ratings of brand familiarity, usage, satisfaction, performance on key purchase drivers, likelihood to recommend and ability to charge a price premium. Each report includes brand equity scores for your company and for your major competitors.

To ensure inclusion, commitments must be received by **April 1, 2009**.

Corporate Brand Equity

Measures brand equity at the corporate level for Baker Hughes, BJ Services, Cameron, FMC Technologies, Halliburton, National Oilwell Varco, Schlumberger and Weatherford International.

Drill Bits Brand Equity

Covers Security DBS, Hughes Christensen, Smith, ReedHycalog and Varel International.

Drilling Technologies Brand Equity

Includes managed pressure, underbalanced, directional, extended reach, rotary steerable, casing/liner drilling, geosteering, MWD systems and hole enlargement – does not include coiled tubing drilling. Covers Baker Hughes INTEQ, Pathfinder, Schlumberger, Sperry, Scientific Drilling, TESCO and Weatherford International.

Pressure Pumping Services Brand Equity

Includes cementing, acidizing and fracturing. Covers BJ Services, Halliburton, Schlumberger, Weatherford International, and Key Energy.

Completions Brand Equity

Includes perforating, packers, completions hardware, intelligent completions, multilaterals and expandables. Covers Baker Oil Tools, BJ Services, Halliburton, Schlumberger, Smith and Weatherford International.

Production Services Brand Equity

Includes artificial lift, ESPs, production monitoring, produced water management, production logging and permanent monitoring. Covers Baker Oil Tools, Centrilift, Halliburton, Schlumberger, Weatherford International and BJ Services.

Well Logging and Formation Evaluation Brand Equity

(open hole and cased hole logging/analysis, LWD, borehole seismic, coring, pressure testing and fluid sampling): Covers Baker Atlas, Halliburton, Schlumberger, Weatherford International and Wood Group.

Well Testing Brand Equity

Covers Baker Atlas, Expro, Halliburton, Schlumberger, and Tetra Technologies

Well Intervention Services Brand Equity

Includes workovers, recompletions, clean-out, isolation, stimulation and perforation – does not include services run on coiled tubing. Covers Baker Oil Tools, BJ Services, Halliburton, Schlumberger, Weatherford International and 1-2 others (TBD).



SYNDICATED MARKET RESEARCH: MARKETING ROI

Gulf Research provides competitive research and analysis to help companies measure the impact of their marketing efforts. Each report is based on a global survey of oil and gas industry decision makers and includes a full report with analysis of both your company and your competitor's results.

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Salesforce Effectiveness

This study tracks changes in perceptions of key oilfield service sales people and their sales processes. The study will also benchmark, based on perceptions, how salespeople are portraying their organizations and if this jibes with the corporate brand. **Question areas include:** What amount of time spent in steps of the sales process? What are the characteristics of the most effective sales team/technical experts? By what means and how frequently does one interact with sales force and technical experts?

Advertising Effectiveness

This annual study explores the trends in changing elements in effective B2B advertising in the oilfield, as well as perceptions of different oilfield service companies based on their print advertising. **Question areas include:** What are the elements of the most effective print advertisements? Across industry, what is the overall message awareness and recall. What elements are most useful in technical papers and print ads? What is the usage of various media and industry publications?

Trade Show Effectiveness

This study explores trends in select oilfield service companies' effectiveness in generating calls-to-action via trade shows, and the perceived messaging at key gatherings. Operators will also be polled on their planned attendance and objectives for attending shows in the 2009 season. **Question areas include:** What are the elements of the most effective trade show booths? How important is the trade show in the overall purchase decision process? What is the effectiveness of trade show exhibit elements?

Successful New Product Commercialization

This study explores how oil and gas industry professionals learn about new technologies and services. In addition, this study helps determine the most effective tools and techniques for introducing new technologies to the oilfield. **Question areas include:** Which service companies are best performing at commercializing new technologies? What are the most effective tools and techniques for introducing new technologies to the oilfield? What are the most effective means to receive information about new products/technology?

Attracting and Retaining Employees in the Oilfield

This study identifies key drivers of employee satisfaction and determines those attributes that make an oilfield employer most desirable. This study also identifies job satisfaction and reputation drivers for E&P companies, service companies and drilling contractors. **Question areas include:** What are the "key retention factors" crucial to employees' job satisfaction? What are the perceptions of major employers in the oil and gas industry?

Customer Experience and Loyalty

Gulf Research is now tracking customer experience and loyalty so that oilfield service companies can use it to measure their performance at creating loyal customer relationships. Utilizing customer experience metrics (overall value and overall satisfaction) in conjunction with loyalty metrics (likelihood of future use and likelihood to recommend), this study produces a clear measure of an organization's performance through its customers' eyes.



Gulf Research

2009 ORDER FORM

Through our panel of over 60,000 decision makers in the energy industry, Gulf Research offers both syndicated and custom market research studies, providing cost-effective market information on a global basis.

☐ **Yes, we will purchase the following syndicated market research reports:**

Brand Equity Measurement

- ☐ Corporate Brand Equity
- ☐ Drill Bits Brand Equity
- ☐ Drilling Technologies Brand Equity
- ☐ Pressure Pumping Services Brand Equity
- ☐ Completions Brand Equity
- ☐ Production Services Brand Equity
- ☐ Well Logging, Formation Evaluation Brand Equity
- ☐ Well Testing Services Brand Equity
- ☐ Well Intervention Services Brand Equity

Improving ROI on Marketing

- ☐ Salesforce Effectiveness
- ☐ Advertising Effectiveness
- ☐ Trade Show Effectiveness
- ☐ Successful New Product Commercialization
- ☐ Attracting and Retaining New Employees in the Oilfield
- ☐ Customer Experience and Brand Loyalty

Number of reports purchased	Discounted price per report (USD)	Total (USD)	Number of reports purchased	Discounted price per report (USD)	Total (USD)
1	\$10,000	\$10,000	6	\$8,750	\$52,500
2	\$9,750	\$19,500	7	\$8,500	\$59,500
3	\$9,500	\$28,500	8	\$8,250	\$66,000
4	\$9,250	\$37,000	9	\$8,000	\$72,000
5	\$9,000	\$45,000	10	\$7,750	\$77,500

Total Number of Reports: _____ **Cost:** _____

☐ Please Invoice:

Name: _____ Job Title: _____

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Signature: _____ Date: _____

☐ **Yes, I am interested in finding out more about customized market research.**

Please sign and return to: Gulf Research; Fax +1 (713) 520-4433; or email Info@GulfResearch.com

Note: A minimum of two subscribers is required for each study to be conducted

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