

PRODUCT LAUNCH

A Triad Case Study

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



Cutting through the Clutter

A breakthrough product requires a breakthrough marketing effort. Triad built a campaign to cut through the clutter to bring a revolutionary new drill bit to market.

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®, 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.

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 awarded B2B agencies.



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