



# DIRECT TO HEADQUARTERS\_

**A Triad Case Study**

A custom box and 3D-printed product model provides a bold strategy for reaching Oil and Gas decision makers at the headquarters level.





**INNOVATION LEADING TO SUPERIOR PERFORMANCE AND RESULTS**

Ulterra PDC bits have established a record of superior performance in the Permian, and every day we are working with our customers to help achieve even better results. We appreciate the opportunity presented by the Permian and its operating companies, and we look forward to continuing our work with drilling personnel to deliver the best in drilling performance.





# Penetrating the Glass Tower to Reach Headquarters

---

A leading PDC drill bit manufacturer was looking for a way to reach high-level Oil and Gas operating companies' decision makers at headquarters locations. Triad came up with an out-of-the-box plan.

## Challenge

Ulterra had grown rapidly to a position of leadership in PDC drill bits. Their sales efforts, though highly successful, had been limited to field sales. Their sales force had little exposure to headquarters-level buyers in oil and gas companies.

## Insights

Efforts to schedule appointments with key buyers in headquarters were difficult and would waste an inordinate amount of sales time. Ulterra wanted to find a better way.

## Solution

Triad delivered that "better way" to build engagement with senior-level operating company executives. The agency created an 11" x 11" x 6" executive gift box with custom foam cutouts, designed to house a 3-D printed scale model of an Ulterra PDC drill bit.

A companion brochure was also included in the box. This brochure, customized by region, showcased the record-setting performance of Ulterra drill bits in the recipient's region of interest. Adding to the individualized nature of the direct mail piece, the box was hand-addressed and delivered directly to the recipient along with a personalized note signed by an Ulterra regional manager.

## Results

Triad helped Ulterra reached more than 200 headquarter-level decision makers over a span of two months. One large operating company, their #1 prospect, soon began doing business with Ulterra. Within two years, building continually on success, Ulterra captured more than 80% of their business.

---

## 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.*



### GET IN TOUCH

**Triad B2B Agency**  
10670 N. Central Expressway  
Suite 465  
Dallas, TX 75231

### CONTACT

Tom Prikryl  
President  
(469) 484-6827  
tp@triadb2agency.com

### EMAIL US

[info@triadb2agency.com](mailto:info@triadb2agency.com)

### WEB

[triadb2agency.com](http://triadb2agency.com)

