

OILFIELD SERVICE BRAND EQUITY

OPTIONS FOR 2007: CORPORATE AND/OR SERVICE LINES

Studies exploring brand equity of oilfield service providers in the industry

\$9,500 each, includes:

- full report with analysis of results based on 100+ interviews with operators worldwide
- online data mining tool
- brand equity scores for selves and competitors
- analysis of participating companies' competitive advantages
- discount for purchase of two or more reports

Gulf Research has tracked Corporate Brand Equity for three years. This analysis is now recognized as the definitive measurement of an oilfield service company's ability to charge a Premium Price Index relative to competitors. In 2007, Gulf Research will also issue a series of studies at the service line level. Each report will consist of an analysis among users of each type of service.

Reports:

To ensure inclusion, commitments must be received by January 15, 2007. Please indicate the reports you are purchasing and fill in the last page with invoicing information.

- “Corporate Brand Equity”** *Covering: Baker Hughes, BJ Services, FMC, Grant Prideco, Halliburton, Schlumberger, Weatherford, etc.*
- “Drilling Technologies Brand Equity”** *Covering: Weatherford, Halliburton/Sperry, Baker Hughes INTEQ, Schlumberger, Pathfinder, etc.*
- “Drill Bits Brand Equity”** *Covering: Halliburton/Security, Hughes Christensen, Smith, ReedHycalog, etc.*
- “Well Logging Brand Equity”** *Covering: Schlumberger, Halliburton, Baker Atlas, Reeves, etc.*
- “Fluid Systems Brand Equity”** (cementing and drilling fluids) *Covering: Schlumberger, Halliburton/Baroid, Baker Hughes Drilling Fluids, BJ Services, MI-SWACO, etc.*
- “Completions Brand Equity”** (Perforating, Reservoir Monitoring, Completions) *Covering: Halliburton, Schlumberger, Baker Oil Tools, Weatherford, BJ Services, Smith, READ Group, etc.*
- “Production Services Brand Equity”** (Stimulation, Workovers, Well Intervention, Sand Control, Water Management) *Covering: Baker Oil Tools, Halliburton, Schlumberger, Weatherford, BJ Services, etc.*
- “Digital Oilfield Brand Equity”** (Software, Consulting Services) *Covering: Schlumberger, Halliburton/Landmark, Weatherford, Paradigm, etc.*
- “Production Chemicals Brand Equity”** *Covering: Halliburton, Baker Petrolite, Weatherford, BJ Services, MI SWACO, etc.*

NEW! CALCULATING BRAND EQUITY FOR INVESTOR RELATIONS

❑ **Corporate Brand Contribution to Stock Valuation**

Gulf Research is now working with CoreBrand, a brand strategy consultancy, to provide the CoreBrand Analysis specifically for oilfield service companies. For 16 years, CoreBrand has measured the direct link between a company's brand image and its market valuation. CoreBrand's full analysis isolates factors that are common to stock price and brand image, such as advertising, investor relations, size and general reputation. In this special Gulf Research report, each oilfield service company's Brand Power (based on familiarity and favorability ratings) will be presented along with equity data (the value of the brand as a percentage of market cap and the dollar amount that percentage represents).

Brand Power is a single-score measure of the size and quality – familiarity and favorability - of a company's reputation. This information is presented in a competitive context to provide insight on your brand's strengths and vulnerabilities. Once Brand Power has been defined and quantified, the Brand Equity Valuation Analysis identifies its contribution to the equity value of a company.

Price: \$15,000

RECRUITMENT AND RETENTION IN THE OILFIELD

A Survey of Corporate Reputation and Job Satisfaction among Oil and Gas Industry Personnel

❑ **Attracting and Retaining Employees in the Oilfield**

Industry study identifying the most admired employers in the oil and gas industry. Database of hundreds of responses worldwide provides insights into recruitment and retention issues. The study identifies "Key Retention Factors" crucial to employees' job satisfaction. Data is available on differing sectors in the oil and gas industry (E&P, Oilfield Service, Drilling Contractors). Specific data on perceptions of employers such as Schlumberger, Shell, Chevron, ExxonMobil, BP, Halliburton, ConocoPhillips, Transocean, Weatherford and others is also included.

Price: \$17,500

❑ **Attracting and Retaining Female Employees in the Oilfield**

Separate study capturing perceptions and interests of females worldwide in the oil and gas industry. Very helpful for companies interested in reducing turnover of seasoned female professionals and/or recruiting new talent in the today's market.

Price: \$5,495

Both for the discounted price of \$20,000

2007 IMPROVING ROI ON MARKETING IN THE OILFIELD SERIES

Three volumes, with each including:

- full report with analysis of results based on hundreds of interviews with operators worldwide
- online data mining tool
- benchmarking analysis from prior results
- analysis of participating companies' competitive advantages
- discount for purchase of two or more reports

Marketing Communications Effectiveness (Print and Web)

This study will explore the trends in changing elements in effective traditional and online marketing communications in the oilfield, as well as operators' perceptions of different oilfield service companies based on their advertising and website effectiveness.

Price: \$12,500

Sales Force and Tradeshow Effectiveness

This study will track changes in operators' perceptions of oilfield service salespeople and processes. The study will also address the performance of industry conferences and shows as a forum for face to face communication for purposes of generating leads, making sales and building and maintaining client relationships. This study will explore trends in select oilfield service companies' effectiveness in generating calls-to-action via trade shows.

Price: \$12,500

NEW! Net Promoter® Benchmarking

The Net Promoter® Score allows companies to track promoters and detractors, producing a clear measure of an organization's performance through its customers' eyes. According to an analysis by Bain & Company, companies that achieve long-term profitable growth have Net Promoter Scores two times higher than the average company. And NPS leaders outgrow their competitors in most industries—by an average of 2.5 times.

NPS divides customers into three categories. "Promoters" are loyal enthusiasts who keep buying from a company and urge their friends to do the same. "Passives" are satisfied but unenthusiastic customers who can be easily wooed by the competition. And "detractors" are unhappy customers trapped in a bad relationship. NPS is calculated by taking the percentage of customers who are promoters (P) and subtract the percentage who are detractors (D).

As an alternative to lengthy, complex customer satisfaction surveys, Gulf Research is now tracking NPS so that oilfield service companies can use it to measure customer relationships. NPS finally enables CEOs to hold employees accountable for treating customers right. It clarifies the link between the quality of a company's customer relationships and its growth prospects.

Price: \$7,500

- All three ROI on Marketing reports can be purchased for a combined price of \$25,000.**



2007 GULF RESEARCH STUDY ORDER FORM (Please sign and return to: Gulf Research; FAX: +1 (713) 520-4433)

Yes, we will purchase the following reports:

Brand Equity Series

- Corporate Brand Equity
- Completions Brand Equity
- Well Logging Brand Equity
- Fluid Systems Brand Equity
- Drill Bits Brand Equity
- Digital Oilfield Brand Equity
- Drilling Technologies Brand Equity
- Production Services Brand Equity
- Production Chemicals Brand Equity

Discount Pricing for the Brand Equity Series

One report	\$ 9,500	
Two reports	\$17,500	\$8,750 per report – 8% savings
Three reports	\$19,950	\$6,650 per report – 30% savings
Four reports	\$25,000	\$6,250 per report – 34% savings
Five reports	\$30,000	\$6,000 per report – 37% savings
All reports	\$35,000	\$4,375 per report – more than half off

Calculating Brand Equity for Investor Relations

- Corporate Brand Contribution to Stock Valuation, \$15,000

2007 Improving ROI on Marketing in the Oilfield Series

- Marketing Communications Effectiveness (Print and Web), \$12,500
- Sales Force and Tradeshow Effectiveness, \$12,500
- NEW! Net Promoter® Benchmarking, \$7,500
- All three for \$25,000

Recruitment and Retention in the Oilfield

- Attracting and Retaining Employees in the Oilfield, \$17,500
- Attracting and Retaining Female Employees in the Oilfield, \$5,495
- Both for \$20,000

Total Number of Reports: _____ Cost: _____

Signed: _____ Print Name: _____

Job Title: _____

Company: _____

Email: _____ Phone: _____

Please Invoice: _____

Name: _____

Job Title: _____

Company: _____

Address: _____

Address: _____

City, State, Zip: _____

Phone: _____