

2006 Improving Roi On Marketing In The Oilfield Series

\$5,495 per module or \$16,000 for all four modules, including inclusion of company name in target studies (if prior to deadline), corporate seat license to online access, access to database of findings, data-mining tool, and report.

“Salesforce Effectiveness”

This study will track changes in operators’ perceptions of key oilfield service sales people and their sales processes. The study will also benchmark, based on operators’ perceptions, how salespeople are portraying their organizations and if this jibes with the corporate brand.

MODULE AVAILABLE: June 2006
\$5,495

“Advertising Effectiveness”

This annual study will explore the trends in changing elements in effective BtoB advertising in the oilfield, as well as operators’ perceptions of different oilfield service companies based on their print advertising.

MODULE AVAILABLE: July 2006
\$5,495

“Trade Show Effectiveness”

Following a one-year absence, this study will explore 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 2006 and 2007 seasons.

MODULE AVAILABLE: July 2006
\$5,495

“Accelerating New Technology”

This study will be of interest to service and technology providers interested in reaching the “fast followers” to help bridge the technology gap. This study will explore how targeted operators learn about new products and technologies. The study will also assess top service companies’ performance at commercializing new technologies. Findings will help determine the most effective tools and techniques for introducing new technologies to the oilfield.

MODULE AVAILABLE: August 2006
\$5,495

Viz Technology Product Brand Study

Industry study exploring the brand equity of 10 key products in the interpretative and visualization arena for the oil and gas industry. Applications tested in the study include: GOCAD Suite, Petrel, Seisworks 3D, GeoFrame GeoViz, Stratimagic, VoxelGeo, DecisionSpace, GeoProbe, OpenVision, Jacta, Volume Explorer and others.

Report available: June 2006
\$17,500

Attracting and Retaining Employees in the Oilfield:

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

Industry study identifying the most admired employers in the oil and gas industry. Database of more than 1,300 responses worldwide provides insights into recruitment and retention issues. Study identifies "Key Retention Factors" crucial to employees' job satisfaction. Study provides insights into differing sectors in the oil and gas sector (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 also included.

Report available: May 2006
\$17,500

Attracting and Retaining FEMALE Employees in the Oilfield:

Special Module: A Survey of Employer Practices for Recruiting and Retaining Female Employees

Separate study capturing perceptions and interests of females worldwide the oil and gas industry. Very helpful study for companies interested in reducing turnover of seasoned female professionals or recruiting new talent in today's workforce constrained market. Respondent data of women versus men in database is also included, providing key demographic profiles.

Report available: May 2006
\$5,495
(ONLY \$2,500 if purchasing core AREO study above)

2006 Corporate Brand Equity Study

Annual survey of the Brand Equity and Premium Price Index commanded by each of the leading oilfield service companies. Now in its third year, the study will provide extensive tracking information, including normalization of results for each year.

Report available: September 2006
\$9,995