



## Stacking the Odds in Your Favour

### **Global**

*International Operations.*

### **Real-time**

*Live data =  
safe operations*

### **Frac More**

*Frac more stages.  
Every day.*

## Renewing the Value in Your Offering

In 2017 Rebox was contacted by Intelligent Wellhead Systems (IWS) through a client referral. The initial meeting was for us to produce a video on their offering, but when pressed for direction, it wasn't clear what the video was for or who it would be targeting.

IWS is not alone. Most companies overlook their intention and narrative, and this is due largely in part to an inconsistent or unclear brand identity. Within a few minutes, they came to the realization that a clearer identity would need to be established before proceeding with marketing materials. IWS left the meeting with a renewed sense of meaning and value behind their brand.

### **Distilling the Brand**

Not every engagement requires direct market input. Our insights into the IWS brand were found through discussions and interviews with the IWS team. "What is it that makes their offering unique? Does their identity match what they are trying to personify and create?" These critical questions were posed to determine the essence of the IWS brand.

One of the obvious traits of IWS that presented itself early was the fact that they

are in the oil and gas industry. As such, they exhibited the same common trend by highlighting a "safety" angle in their message above all others.

It was a safe play, but one that did little to help them stand out. Our focus was to dig deeper and leverage the reasons why IWS' market should care about this product and offering.

With this in mind, we shifted focus and positioned their brand as an "efficiency"

### **SERVICES PROVIDED**

- ~ Brand Positioning
- ~ Visual Identity / in-house Logo Development
- ~ Creative Marketing Communications
- ~ Web Development

### **INDUSTRIES SERVED**

- ~ Oil and Gas Services
- ~ Civil Engineering
- ~ Manufacturing
- ~ International Distribution



tool more than one focused primarily on “safety”. Yes, it is safe and it does reduce risk, but the main take-away is the amount of money the customer is saving with IWS. With that in mind, a tagline was created to summarize their value for all those counting on IWS:

*“Seeing what’s inside that matters.”*

Looking beyond the obvious safety features, with IWS their customers can physically see inside the stack which enables them to efficiently finish the job and frac more stages per day.

## Packaging the Brand Story

Once we established the reframed groundwork that would benefit potential new customers, it was time to move onto packaging their identity.

To effectively tell IWS’ story, we needed to separate their feature offering brand – the inVision System – from the parent company brand (IWS). In so doing, we outwardly showed that the company itself is more than the sum of their offerings. It presented a refined message to carefully selected customers who value efficiency in a busy industry.

## Serving the Refined Brand

Once we had distilled and packaged the refined brand, it was time to get it ready to serve to IWS prospects. For this, we redesigned the IWS website to present their message in a way that was clear and succinct; getting right to the heart of who they are and why their customers should care.

Various marketing materials were also created to aid in telling the IWS story in a way that highlighted the efficiency message while implying the added safety components of the inVision System features.

## The Result

From the very first meeting, IWS had a renewed sense of purpose and value that they had not previously seen. Since working with Rebox, IWS has had some major profitable outcomes, including international growth and a \$35 million investment deal with Pason Systems Inc and Werkland Growth Fund.

While IWS has gone on to work with a broader scope marketing firm, our team at Rebox is proud of the work we’ve done in helping to distill the IWS brand and promote their brand story. After all, it’s what helped them gain the international attention they desired and achieve remarkable milestones around the world.

## KEY TAKEAWAYS

- ~ *You are often more than the sum of your products. Look beyond the common products you offer to see value in how you service your clients.*
- ~ *Tell your own story in a way that evokes emotion. Avoid platitudes like the plague. Anyone can say they are world-class or safety-oriented. Stand out and inspire your audience to know who you are in their minds and their hearts.*
- ~ *Be bold. B2B doesn't mean boring to boring. Stand up for what your company truly is instead of conforming to the “safest” way of delivering that message that is popular within your industry.*

Need a little help distilling your own brand and brand story? Curious what really makes you unique & valued? Building a great brand and telling a story worth repeating takes insight, courage and dedication. We’re honoured to play a significant part in that process and would love to see if we’re the right fit for you.

