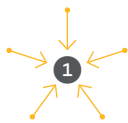


Shaping a Spin-off for Success and Launching a Cohesive Brand

When Oil States International spun off its workforce accommodations division, they engaged Savage to unite global teams from several companies as one business with a unified presence and voice — from brand strategy, to internal and external communications planning, to launching its brand worldwide.

THE SITUATION



5 DIFFERENT COMPANIES COMBINED



ACROSS 3 COUNTRIES



FORMING 1 UNIFIED CIVEO

MANAGING A GLOBALLY DIVERSE TEAM

The spin-off company incorporated the leadership of five companies in three different countries, each with their own corporate and geographic cultures. Savage acted as a sounding board to strategically translate and bridge the collective objectives and ensure that each company was accomplishing its goals and engaging its people in the right way.

STREAMLINING BRAND & OPERATIONS

Under Oil States, each of the five companies that would become Civeo operated as an independent entity. To create a cohesive entity, Savage facilitated discussions and provided strategic recommendations to help the companies find common ground in terms of corporate culture, operations and brand expression.

HOW SAVAGE HELPED CIVEO BECOME A SINGLE, UNIFIED BRAND



FORGING A COMPANY'S NEW IDENTITY

The Civeo name is based on *civitas*, meaning “community,” and *aveo*, meaning “be well” — a fitting identity for a company whose purpose is to help people maintain healthy, productive and connected lives while living and working away from home. Savage helped Civeo develop a complete brand strategy, new logo, rich brand messaging and a completely new look and feel based on this revised identity.

BRINGING THE BRAND TO LIFE

To breathe life into the brand, Civeo needed new materials, from on-site signage, to a corporate website, to new phone-answering scripts for employees. Savage crafted recommendations for these details, including retrofitting existing elements within each of the separate entities to align them to the new system. Savage also developed brand guidelines to help Civeo apply its brand moving forward.



MANAGING CHANGE AND ENGAGING EMPLOYEES

Savage crafted internal communications to manage concerns about what the change meant for employees. The messages introduced the new vision, told the brand story and empowered and coached employees in how to come together as one team. The culmination on Listing Day was a massive, multi-country event where employees celebrated, rang Civeo-branded bells to commemorate the bell ringing of their stock exchange listing and shared their pictures with the hashtag #OneCiveo.