



Building a Reliable Brand on Industry-changing Technology

FlexSteel manufactures a revolutionary flexible pipe product, but the company was new to the market and not recognized or fully understood by oil and gas companies. In order to provide the industry with a reliable and efficient pipeline solution, FlexSteel needed a new, credible brand and industry awareness of its products.



THE RESULTS



INCREASED WEB
TRAFFIC BY 248%



GENERATED \$100
MILLION IN LEADS



COMPANY ADDED 38 NEW
ACCOUNTS IN ONE YEAR

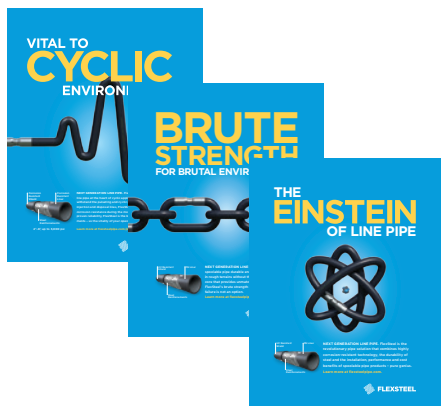
BUILD AWARENESS OF A HIGHLY INNOVATIVE PRODUCT

FlexSteel's spoolable pipe combines the durability of steel with the flexibility of traditional spooled pipe. The goal was to educate the industry about a solution that was more cost effective, more reliable, easier to install and adaptable to nearly any environment or application.

CREATE A RECOGNIZABLE, DIFFERENTIATED BRAND

As a new arrival to the industry, FlexSteel needed to establish immediate credibility with the energy industry and reinforce the difference between its solution and other spooled pipes. The goal of rebranding was to show through visuals and messaging that FlexSteel outperformed all other pipeline solutions.

HOW SAVAGE SHAPED A BRAND AROUND THE TECHNOLOGY



REBRAND FLEXSTEEL TO SET IT APART FROM ITS PEERS

We crafted a bold, industrialized brand personality to echo the strength, durability and flexibility of the product. The redesigned logo exaggerated the product's flexible nature, and a corresponding system of icons reflected FlexSteel's market applications. The new brand image extended across a full array of marketing collateral, including product literature, online presentations and tradeshow, promotion and field materials.

EDUCATE THE INDUSTRY ABOUT THE SOLUTION OF THE FUTURE

FlexSteel needed to generate awareness of the company, its products and its superior lifecycle performance. We designed communications ranging from high-concept awareness advertisements to detailed marketing materials and web content that clearly conveyed the value, installation and applications of FlexSteel's product. Internal teams were coached on educating customers in how FlexSteel's solution could improve their HSSE performance and bottom line.

EXPAND MARKET SHARE, DOMESTICALLY AND INTERNATIONALLY

Generating business leads was crucial for FlexSteel. Targeted web ads drove nearly three times the traffic to a newly redesigned website that educated visitors on how FlexSteel's pipeline solution delivered extreme performance, value and durability — and could improve their business. Print ads and creative direct mail campaigns brought additional leads, culminating in 38 new accounts in 2012, a 22% increase in the amount of FlexSteel's revenue coming from international markets, and 67% overall revenue growth.