

**Title:** Challenge Accepted

**Category:** 148c. Strategic Communications – Marketing/Promotion Campaign - Integrated Marketing Campaign

**Client:** N/A

**URL:** <https://www.weatherford.com/en/>

**Objective:**

The Weatherford Marketing department’s objective was to create a new overarching identity for the entire corporation that would unify the internal organization and enhance our customer-facing profile. The broad target audience included our customers, employees, and investors. We planned to launch our rebranding campaign following the company’s financial restructuring. This immense undertaking involved personnel at all levels of the company, from chief executives to marketing staff.

**Challenges:**

Our main challenge was establishing an authentic message to not only represent the company customers know, but also allow growth in the future. To complement the message, we needed a design that stood out against competitors’ imagery with field workers in day-to-day operations. We had a timeframe of approximately six months to create everything needed before re-emerging.

The fact that it was a global target audience also presented difficulties because customers in different parts of the world have different needs. After the launch and in the middle of the campaign, the COVID-19 pandemic caused us to re-adjust for positive impact.

**Solutions:**

Our campaign concept “Challenge Accepted” identified Weatherford as a Tier 1 integrated solutions provider and “the leading wellbore and production solutions company.” We grouped individual offerings into bigger, more valuable solutions divided by well stages (such as drilling, completions, and production) and by applications or domains (for example digitalization, offshore, unconventional, and mature fields). This direction enabled us to pull through more business units and increase our profit margins.

The campaign messaging conveyed a bold attitude and the design replaced common photographic imagery with all-type, texturized visuals for differentiation. We launched it at an internal sales event in Houston and then took it global with print ads, digital ads, facility graphics, sales kits, and more. We personalized advertisements for specific regions by choosing the most relevant solutions, and when the pandemic hit, we deployed our digitalization and automation solutions, which reduce personnel and support remote operations.

As part of our results, our employees internalized the new identity and repeated “Challenge Accepted” in meetings and conversations. At the same time, our customers finally understood the full scope of our abilities. The campaign earned worldwide exposure in seven global trade publications, and a related wallpaper banner on *Offshore* magazine earned a click-through rate four to six times the average amount. Our rebranded weatherford.com homepage accumulated total traffic of more than 1,170,000 and total search impressions of more than 1,900,000. For the new solutions pages underneath, we earned more than 22,400 in total traffic and more than 36,000 in total search impressions. On top of that, we captured several sales leads.