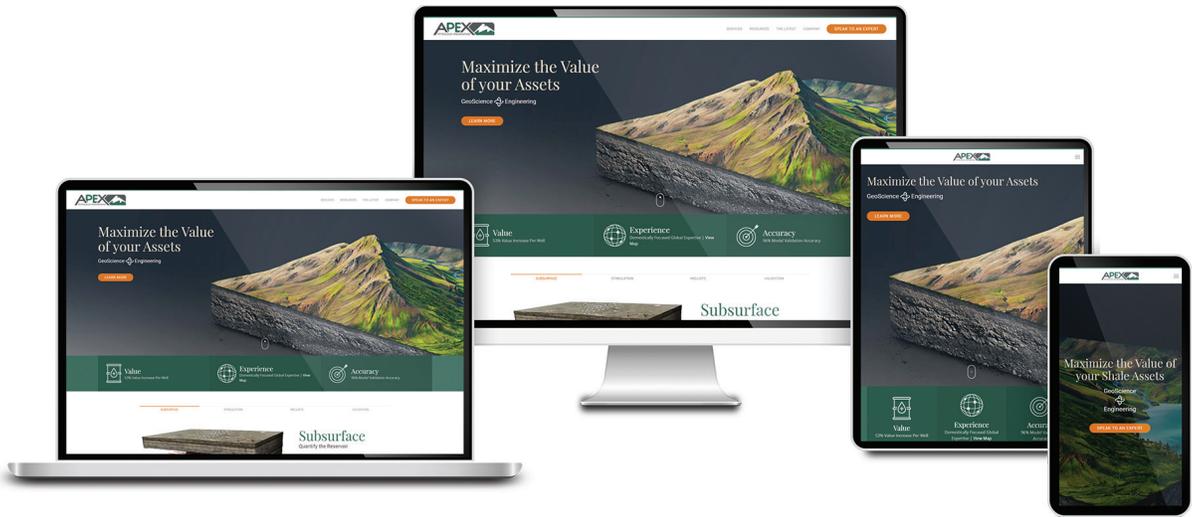




## OIL & GAS REPOSITIONED FOR INDUSTRY Foothold



### 1 THE CLIENT

APEX Petroleum Engineering is a privately-owned petroleum engineering service provider founded in 1999, headquartered in Denver, CO. Their business seeks to maximize the value of their clients' shale assets and outperform their neighbors in every basin.

INDUSTRY: Oil & Gas

COUNTRY / REGION: US-Based with Global Offerings

USE CASE: Rebranding, Repositioning

MARKETING SERVICES: Rebranding, Copywriting, Strategy, Design, Development

ASSETS CREATED: Brand Style Guide, Logo, Business Cards, Website, Whitepapers, Brochures, Guides & Project Success Sheets

### 2 THE CHALLENGE

APEX Petroleum Engineering was dormant in the industry until it formally separated from its parent company SIGMA3 in late 2018. To re-enter the sector strong they needed to revive the brand and emerge to their audiences as a "state-of-the-art engineering powerhouse who is sharply focused on ROI \$uccess".

**WEBSITE:** The original website did not stand out in the competitive landscape which was brimming with similar text-heavy websites lacking succinct well organized content and calls to action. The original content over saturated the user with far more information than needed and also exposed proprietary information and workflows to competitors.

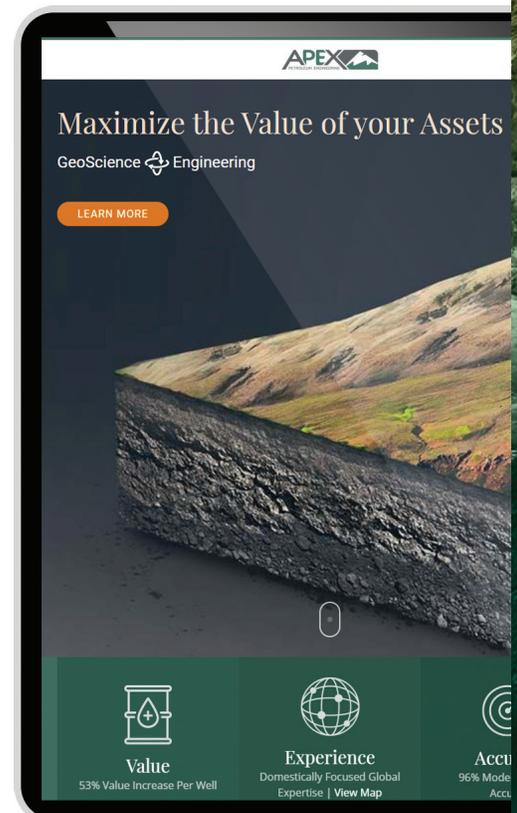
**LOGO:** The original logo was too complex and detailed making it difficult to read and challenging to quickly recognize what the artwork represented.

**DOWNLOADABLE ASSETS / SELL SHEETS:** The original assets used for in-person and online downloads were created in-house and lacked a professional polished look that tied into the brand. The content also needed the same treatment as the website content to bring a succinct easy to digest experience to the reader.

### 3 THE SOLUTION

**TARGETING:** At the outset, before any design or copy work was undertaken, buyer personas were created for the primary and secondary target audience. The personas revealed the audience's motivations, problems they are trying to solve, and overall mindset. All of this informed the design, copy and messaging, keeping it on-target and sure to resonate with buyers.

**WEBSITE:** We planned the website architecture, sourced custom 3D graphics, and created custom page designs around the new copy. Designing around curated copy guarantees page layouts and flow are not compromised and users in various stages of the funnel will move through the website as intended. By sourcing custom 3D graphics we ensured the imagery was authentic for the audience (i.e., geological earth layers). Pages and menu navigation were developed that were central to the projected buyer journey. This included a main services page, a resource library for case studies and white papers, a content stream for blog posts and press releases, and an interactive basin map with pinpoints to illustrate the company's completed wellsites. The site received a boost of trust signals via client logos, industry peer-reviewed journals, membership logos, and authored technical papers. Enterprise-level custom design signals trust to the buyer, removes doubt, and reduces time on the buyer journey.

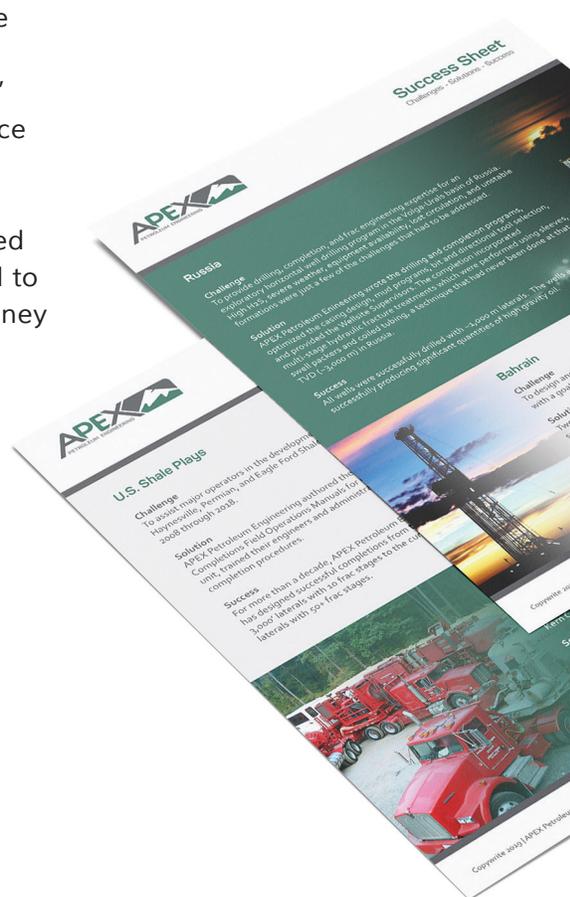




**LOGO:** We evolved the logo. Care was taken to preserve the original color palette and main icon element. A logo update should breathe new life into the brand while retaining original components and symbology. Upon first glance, the new logo exudes strength, capability, and modern sensibility.

**DOWNLOADABLE ASSETS / SELL SHEETS:** High-value content was created for the target audiences. An educational content piece was designed as a “Guide” targeted at the buyer persona who had less experience with leveraging the companies services. A “Success Sheet” was designed for the buyer persona who was already aware of the services moreover keenly focused on the bottom line. The content was explicitly drafted to support the buyer at various stages on the buyer journey - awareness, consideration, and decision making.

For pre-existing brochures and whitepapers, we worked with the client to refine the copy, and these were put into new layouts with the updated branding for a cohesive brand look and feel. Technical papers written by the team but hosted on 3rd party websites (industry journals) were listed in the resource library and given a landing page with a form. This smart solution ensured the client could still showcase the asset as well as gate the link for lead generation.



## 4 RESULTS

One Solution Studio repositioned the brand as a sector leader by creating value-centric messaging that put the focus on customer ROI. This messaging placed APEX Petroleum Engineering above the competitive noiset.

Together, the messaging and custom design speak to their state-of-the-art and ROI-focused brand positioning. On launch of the new assets the brand made its reemergence with a show of strength.

**INDUSTRY LEADER:** Brand reemerged as industry leader.

**DEAL CLOSED:** Immediately secured new client upon website launch.

**CO-BRANDING & PARTNERSHIPS:** Secured co-branded webinar event with World Oil and Gulf Energy Info which had a global audience of 33 countries and 500+ attendees. The webinar was promoted by the host brand and included additional co-branding with other companies speaking. Additional partnership opportunities emerged within year 1 of website launch.

**SITE TRAFFIC:** General site traffic improved significantly with lower bounce rates and longer time spent on high value service pages.

“

Damian and the One Solution Studio team, I want to personally thank you for all your great work. We are all really excited and appreciative. We especially like the new logo. Keep up the good work!

-Mitch Kniffin | Partner at APEX Petroleum Engineering

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## 5 CONTACT US

Contact One Solution Studio today to speak to one of our experts to find out how we can help your business succeed and surpass its quarterly goals.

 (303) 731-2091

 [info@onesolutionstudio.com](mailto:info@onesolutionstudio.com)

 [www.onesolutionstudio.com](http://www.onesolutionstudio.com)