

Dow Oil & Gas

Globally Introducing a New Market-Driven Business Organization

When an internal business reorganization was conceived to deliver more focused and more valuable solutions in the oil and gas marketplace, Dow called on Alexander Marketing to spread the word. We developed and executed a global branding and communications strategy that provided a world-class launch, and it made Dow Oil & Gas, the first of the company's commercial Business Units to successfully adopt the highly successful Dow corporate branding

— Opportunity

The Dow Chemical Company has a long history as a source of products and services in the oil and gas industry, but those products were traditionally sold separately by the company's many commercial businesses. As a result, opportunities to deliver value-added solutions based on the combined strength of multiple products and services—as well as Dow's fundamental technical capabilities—had likely been missed.

Dow responded to this opportunity with the creation of several market-driven Business Units whose charters were to deliver value to industry customers in a revolutionary new way. Not only would they consolidate the company's offerings to target specific industries, they would also serve as a focal point for industry collaboration, resulting in the development of entirely new solutions to critical customer challenges. They asked Alexander Marketing to support the launch of one of these businesses: Dow Oil & Gas.

— Solution

Our assignment was to prepare and execute a comprehensive launch plan for Dow Oil & Gas, to prepare the internal organization for the launch, and to introduce its full capabilities to current and prospective customers globally.

Our goals were threefold:

1. To establish the new Dow Oil & Gas brand
2. To build awareness of the organization's full range of capabilities and the benefits they deliver to industry customers
3. To build the all-important internal team culture, and to equip the team members with information and tools needed to support communication of the brand's promise

We developed a global campaign around a central, unifying theme:

Seeing Beyond Chemicals to the Chemistry of Possibility

The theme emphasized the Dow company movement from an individual products-offered focus to solutions and resource focus, a company capable of and motivated to collaborate closely with customers to identify more robust science and technology-based solutions.



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To further signal the departure from the past, we leveraged Dow's highly prominent and successful "Human Element" corporate branding campaign to establish Dow Oil & Gas as part of a new generation of Dow commercial businesses. It also served to emphasize their unmatched science and technology capabilities, their strong focus on customer needs, and their established global reach.

The campaign included:

- the development of a new Business Unit web site
- an internal intranet site and other employee communications
- corporate capabilities literature in multiple languages
- a customer presentation
- trade show displays and event support on three continents
- a global trade advertising campaign
- email and print direct marketing pushes
- employee communications
- sales promotion items for use with customers and for internal team building
- a public relations outreach campaign including an initial press announcement, backgrounders and Q&As, follow-up releases, editor meetings and interviews

— Outcomes

Within months, Dow Oil & Gas was successfully introduced in key markets globally, including the Middle East, Latin America, North America, and Europe. The internal organization received orientation materials prior to the launch and was well-equipped to respond to customer questions and requests.

External brand awareness was quickly established among both major global customers as well as prospects through participation in significant industry events, high profile advertising, and publicity activities. The new web site was promoted as a portal for customers to obtain more in-depth information and to engage Dow to collaborate in addressing specific needs.

Direct marketing activities served to engage individual customer contacts to establish a basis for future collaboration. Near-term inquiry goals were handily met, and the initial leads have now led to promising longer-term developmental relationships, as well as sales of Dow products and services. The Dow sales force has used the new literature, presentation, and other sales tools to inform and reassure current customers to maintain the existing business base.

Since the launch of Dow Oil & Gas, other market-driven businesses within Dow have built on our success to conduct their own successful market introductions. Other Dow commercial businesses have also followed our lead in leveraging the use of the "Human Element" corporate brand to distinguish themselves as leading sources of performance solutions based on world-class science and technology.

