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A BBN AMERICAS **CASE STUDY**

Expro



Case Study

Expro: activating new messaging

Challenge

- Expro is an international oil and gas service company. Operating in a market that is evolving with an increased focus on the energy transition and sustainability. Expro identified an opportunity to evolve their messaging to reposition the business.
- They approached Fifth Ring to support with the activation of their new messaging internally and externally.
- Fifth Ring has worked with Expro for over 10 years and managed the original project to integrate multiple companies under the one Expro brand. This latest project took this work to the next level

Solution

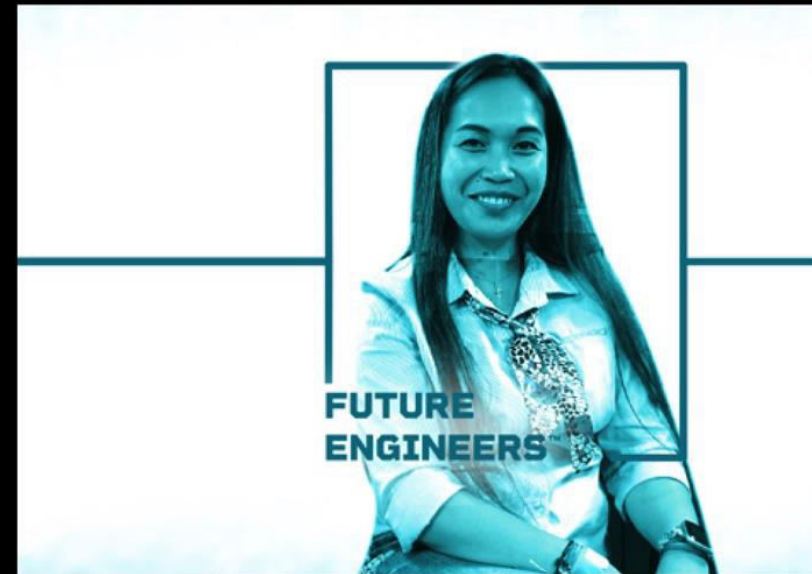
- Fifth Ring hosted a series of interviews and workshops with key member of the Expro team to understand the repositioning of the business and develop a new corporate vision. The process included
 - Discovery workshops
 - Development of the new corporate vision
 - Creative campaign material and visual identity
 - [Website updates](#)
 - [Launch video](#)

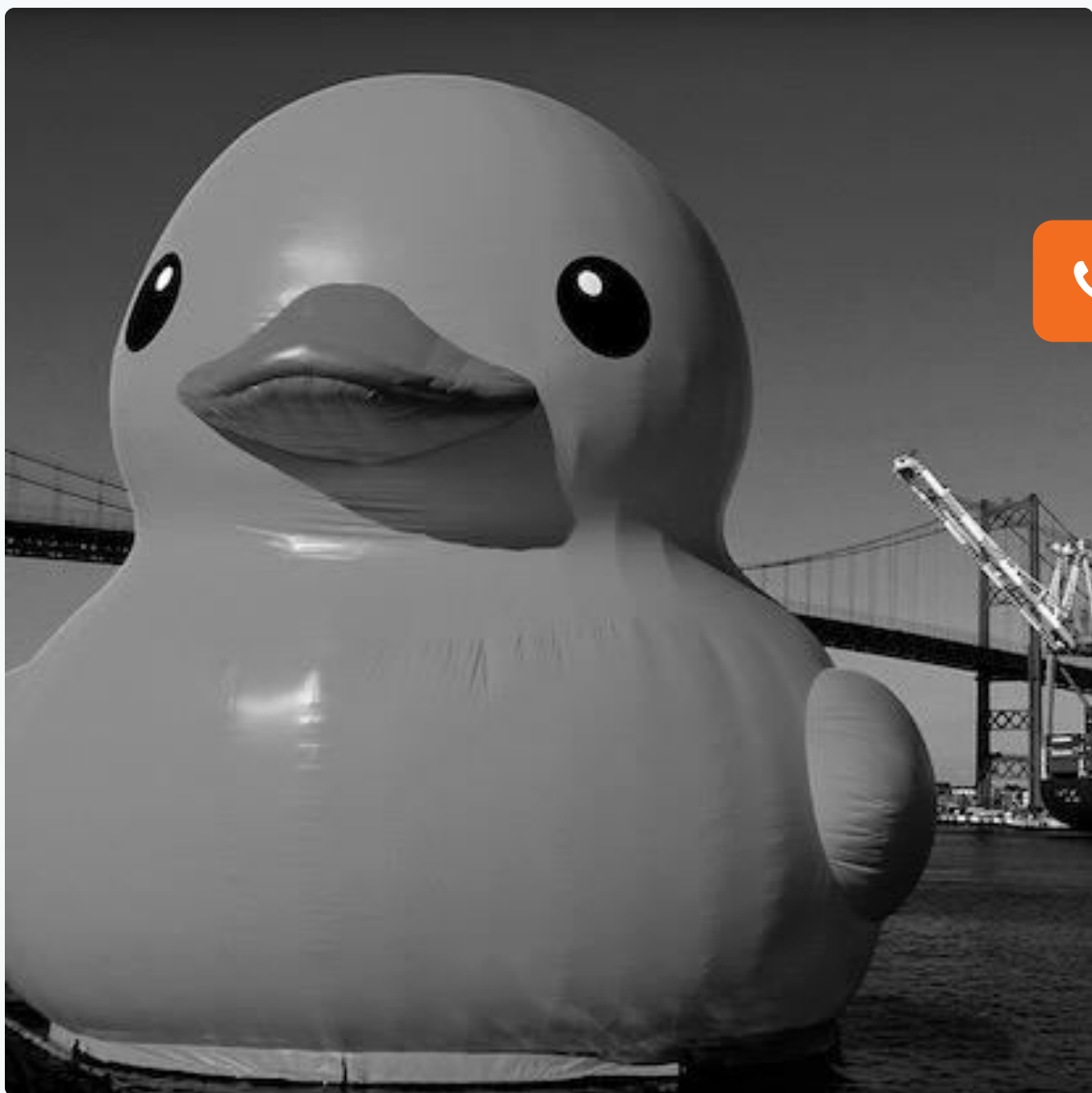
Results

- Results across the board have exceeded expectations, with significant increase in organic brand searches and visits to the new story page on the Expro website.
- To date the video launching the new story has been viewed over 10,000 times and received significant engagement on social media.



Filmed on hundreds of iPhones across the world we collated the video recordings and stitched them all together into one corporate film.





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Intrigued?

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Thank you