

An aerial photograph of an offshore oil rig in the middle of the ocean. The rig is a complex of dark metal structures with various platforms and pipes. The water is a deep blue-green color, and the sky is a clear, light blue. The rig is positioned in the lower-left quadrant of the image, with its wake visible in the water.

2010

# Market Research Catalog

**The premier provider of market  
intelligence for the energy industry.**

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# SYNDICATED MARKET RESEARCH: CORPORATE AND MARKET SECTOR BRAND EQUITY

Gulf Research brand equity reports are recognized as the definitive measurement of a service company's performance for serving clients, building customer loyalty and commanding premium pricing. Gulf Research brand equity measurements are based on worldwide surveys of purchase decision-makers, recommenders, specifiers and influencers working in the energy and power industries. Brand equity is calculated based on ratings of brand familiarity, usage, satisfaction, performance on key purchase drivers, likelihood to recommend and ability to charge a price premium. Each report includes brand equity scores for your company and for your major competitors.

## **Corporate Brand Equity**

Measures brand equity at the corporate level for Baker Hughes, BJ Services, Cameron, FMC Technologies, Halliburton, National Oilwell Varco, Schlumberger and Weatherford International.

## **Artificial Lift Brand Equity**

Includes ESP, hydraulic pumping systems, gas lift, PCP. Covers BJ Services, Centrilift, Halliburton, Schlumberger, Weatherford and Wood Group.

## **Coiled Tubing Services Brand Equity**

Includes CT drilling, CT logging, workovers, recompletions, clean-out, isolation, stimulation, perforation. Covers Baker Oil Tools, BJ Services, Halliburton, CUDD, Schlumberger and Weatherford.

## **Drilling Fluids Brand Equity**

Covers Baker Hughes, BJ Services, Halliburton, MI-SWACO, Newpark, NOV and Weatherford.

## **Drill Bits Brand Equity**

Covers Security DBS, Hughes Christensen, Smith, ReedHycalog and Varel International.

## **Drilling Technologies Brand Equity**

Includes managed pressure, underbalanced, directional, extended reach, rotary steerable, casing/liner drilling, geosteering, MWD systems and hole enlargement – does not include coiled tubing drilling. Covers Baker Hughes INTEQ, Pathfinder, Schlumberger, Sperry, Scientific Drilling, TESCO and Weatherford International.

## **Pressure Pumping Services Brand Equity**

Includes cementing, acidizing and fracturing. Covers BJ Services, Halliburton, Schlumberger, Weatherford International and Key Energy.

## **Completions Brand Equity**

Includes perforating, packers, completions hardware, intelligent completions, multilaterals and expandables. Covers Baker Oil Tools, BJ Services, Halliburton, Schlumberger, Smith and Weatherford International.

## **Production Services Brand Equity**

Includes production monitoring, produced water management, production logging and permanent monitoring. Covers Baker Oil Tools, Centrilift, Halliburton, Schlumberger, Weatherford International and BJ Services.

## **Production Systems Brand Equity**

Surface and subsea production systems, blowout preventers, production control systems, oil and gas separation equipment, gate valves, actuators, chokes, wellheads, drilling risers. Measures Aker Kvaerner, Cameron, Centrilift, FMC Technologies, GE Oil & Gas National Oilwell Varco, and Wood Group.

## **Well Logging and Formation Evaluation Brand Equity**

Includes open hole and cased hole logging/analysis, LWD, borehole seismic, coring, pressure testing and fluid sampling. Covers Baker Atlas, Halliburton, Schlumberger, Weatherford International and Wood Group.

## **Well Testing Brand Equity**

Covers Baker Atlas, Expro, Halliburton, Schlumberger, and Tetra Technologies.

## **Well Intervention Services Brand Equity**

Includes workovers, recompletions, clean-out, isolation, stimulation and perforation – does not include services run on coiled tubing. Covers Baker Oil Tools, BJ Services, Halliburton, Schlumberger, Weatherford International and a few others may be added (TBD).

# SYNDICATED MARKET RESEARCH: DASHBOARD REPORT VIEW

All of the Gulf Research reports are now available through an online dashboard for easy access and the ability to run custom reports based on the specific criteria chosen and data collected. The secure login ID and Password keeps your data safe and accessible from any point of connection.



The dashboard features the Gulf Research logo at the top left and a "logout" link at the top right. Below the logo are three main navigation tabs: "Results" (with a checkmark icon), "Brand Equity" (with a shield icon), and "Settings" (with a wrench icon). The "Results" tab is active.

Under the "Results" tab, there is a "Filters" section with a "Select" dropdown. The filters include:

- Years Experience: -- Please Select --
- Geo Area: -- Please Select --
- Company Type: -- Please Select --
- Value Product Services: -- Please Select --
- Filter By Company Category: -- Please Select --
- Job Responsibility: -- Please Select --

A "Filter Results" button is located below the filters. Below the filters, there is a disclaimer: "\*\* Exert caution when interpreting filtered data. Results are directional only due to limited sample sizes. If you have any questions about sample size please contact [dashboardsupport@gulfresearch.com](mailto:dashboardsupport@gulfresearch.com)

Below the filters, a message states: "You are viewing 'Brand Equity' with no filters for report **Corporate Brand Equity**."

The dashboard is divided into two main sections:

- Brand Trust Model:** A diagram showing "TRUST" in the center, surrounded by "Consistent Experience", "Competitive Difference", and "Customer Value". Below this is "FAMILIARITY". A caption at the bottom reads: "A trusted brand consistently delivers superior value compared to competing brands."
- Brand Equity Score Overview:** A bar chart showing the average score and scores for five companies.

Company	Score
Average Score	45
Company A	44
Company B	41
Company C	64
Company D	35
Company E	56



## 2010 ORDER FORM

Through the largest verified panel of decision makers in the oil and gas industry, Gulf Research offers both syndicated and custom market research studies, providing cost-effective market information on a global basis.

**YES, we will purchase the following syndicated market research reports:**

### Brand Equity Measurements

- Corporate Brand Equity
- Artificial Lift Brand Equity
- Coiled Tubing Services Brand Equity
- Drilling Fluids Brand Equity
- Drill Bits Brand Equity
- Drilling Technologies Brand Equity
- Pressure Pumping Services Brand Equity
- Completions Brand Equity
- Production Services Brand Equity
- Production Systems Brand Equity
- Well Logging and Formation Evaluation Brand Equity
- Well Testing Brand Equity
- Well Intervention Services Brand Equity

Number of Purchased Reports	Discounted price per report (USD)	Total (USD)
1	\$10,000	\$10,000
2	\$7,500	\$15,000
3	\$7,500	\$22,500
4	\$7,500	\$30,000
5	\$7,500	\$37,500
6	\$6,500	\$39,000
7	\$6,500	\$45,500
8	\$6,500	\$52,000
9	\$6,500	\$58,500
10	\$6,500	\$65,000
11	\$6,500	\$71,500
12	\$6,500	\$78,000
13	\$6,500	\$84,500

Advanced statistical analysis of data available for \$5,000 (single fee for all reports purchased).

Total Number of Reports: \_\_\_\_\_ Advanced Analysis: \$ \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

Please Invoice:

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

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Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**YES, I am interested in finding out more about custom market research.**

**Please sign and return to: Gulf Research; Fax +1 (281) 759-3607; or email [Info@GulfResearch.com](mailto:Info@GulfResearch.com)**

Note: A minimum of two subscribers is required for each study to be conducted

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