



CASE STUDY: SAMOCO OIL TOOLS

# LONG TERM PR STRATEGY YIELDS POSITIVE VISIBILITY RESULTS

“I had no idea the value of PR efforts until working with Paige PR. If we could do for Paige PR half of what the agency has done for our company and our tool, we will do it!”

**MJ HELLAIL**  
**CEO, SAMOCO OIL TOOLS**

## BACKGROUND

As oil prices plummeted in 2016, many oil and gas companies looked inward to search for opportunities to innovate, streamline and improve current technologies utilized in the exploration and production sector of the industry.

## CLIENT OBJECTIVE

One such company, Samoco Oil Tools, developed a transformative tool for the offshore industry in collaboration with Shell Offshore Engineering. Known as a ‘very small fish in a very big pond,’ Samoco Oil Tools recognized it needed an aggressive, consistent public relations and marketing approach when introducing its OneTrip® Universal BOP Test Tool to the industry. Samoco Oil Tools’ biggest challenge was overcoming its lack of name recognition when introducing its revolutionary new tool.

The company’s goal was to successfully launch its product, while simultaneously pushing the industry to reconsider conventional BOP testing requirements.

## PROGRAM DEVELOPMENT

Paige PR met with Samoco Oil Tools in November 2016 to first establish messaging and a comprehensive public relations strategy for Samoco’s OneTrip. The program included a social media strategy and management, trade show management, industry award submissions, media relations and editorial

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opportunities beginning as soon as possible and leading into the Offshore Technology Conference (OTC) in May of 2017. Known as the largest offshore oil and gas show in the world, OTC offered the perfect platform to effectively introduce Samoco Oil Tool's OneTrip tool.

Taking all facets into consideration, Paige PR built a strategy that would help the client accomplish their goals on an ongoing basis and continue to bare fruit long after the introduction of OneTrip. In order to meet the client's expectations, Paige PR routinely met with the client and outlined specific monthly action items and end goals.

**RESULTS**

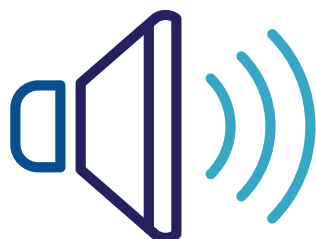
After six months of continual public relations and marketing efforts, Paige PR was delighted to have 14 pieces of top tier coverage obtained for Samoco's OneTrip. Additionally, the OneTrip tool won two industry awards: OTC's Spotlight On New Technology Award and E&P's Meritorious Award for Engineering Innovation, which were delivered to the client at OTC.



**2 INDUSTRY AWARDS**

- E&P Magazine's Meritorious Award for Engineering Innovation
- OTC's Spotlight on New Technology

MORE THAN **700** SOCIAL SHARES  
ON SAMOCO EDITORIAL COVERAGE



**14 PIECES OF EARNED MEDIA COVERAGE**

in tier 1 industry publications, both print and online

**ABOUT PAIGE PR**

Paige PR is a Houston-based oil and gas public relations and marketing agency that specializes in developing and implementing strategic public relations and marketing programs specific to our clients' needs.