

## CASE STUDY: GARDNER DENVER

# PR EFFORTS REVITALIZED AFTER DOWN MARKET YIELDS BIG RESULTS

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### BACKGROUND

When oil prices fell in 2014 with no end in sight, it was anyone’s guess where the dust would settle. As a result, E&P companies slashed budgets and did their best to operate at a time when drilling ceased to exist. As was the case with many oil field equipment companies, marketing and communication budgets were drastically reduced, if not eliminated altogether.

### CLIENT OBJECTIVE

Gardner Denver Petroleum & Industrial Pumps (P&IP) reached out to Paige PR in mid-2016, once oil prices began recovering. In need of employee and marketing communication programs, Gardner Denver P&IP was looking for guidance to get back on track after years of little to no communication efforts at all.

“We realized as the market rebounded, we needed to reconnect with our internal teams and customers,” said a spokesperson with Gardner Denver P&IP. “Because of our legacy and positioning in the market, we had survived the downturn and in many ways thrived. We wanted to share that news with our employees and customers.”

Gardner Denver P&IP met with Paige PR requesting help with both employee and marketing communications and developing strategic, long-term programs for internal and external audiences.

### PROGRAM DEVELOPMENT

Paige PR facilitated focus groups at some of Gardner Denver P&IP’s U.S.-based locations, to better understand what communication tools would be best utilized and the challenges associated with a communication lapse. Based on feedback, Paige PR was able to provide a strategic employee communication program that established a line of communication amongst all employees, generated positive dialog and educated new employees during their onboarding process.

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### PROGRAM DEVELOPMENT, CONT.

Externally, Paige PR created a media relations strategy which showcased Gardner Denver P&IP's technical knowledge, commitment to customer service and product innovation. After issuing just one press release on behalf of the company, Paige PR was able to secure nine pieces of media coverage and six unique editorial opportunities. The earned media coverage carried them from January 2017 – May 2017, just ahead of the Offshore Technology Conference. The editorial success achieved, in combination with strategic media meetings during the show, has allowed P&IP to ride a wave of editorial success for most of 2017.

### RESULTS

Since the program's inception, Paige PR has helped Gardner Denver P&IP develop and maintain a consistent communications program, aligning company goals and strategies with commercial objectives. The client has since retained Paige PR to develop an ongoing communications program that includes regular press releases, technical papers, case studies, inbound marketing efforts, as well as employee focused activities.

## INTERNAL SUCCESS



### MONTHLY MEETINGS

for employees at all facilities across North America

### NEWSLETTERS

are keeping employees informed and connected to each other and business operations



## EXTERNAL COVERAGE

**7 CASE STUDIES**

**9 PIECES OF EDITORIAL COVERAGE**

**7 SPECIAL EDITORIAL FEATURE ARTICLES**

**1 EXECUTIVE VIEWPOINT**



### 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.