



New Branding Campaign Helps Increase Awareness and Membership

Challenge

- A lack of common brand and consistent messaging hindered the growth of the IADD, the industry's only organization dedicated to directional drilling
- Limited engagement between IADD and its membership base

Solution

- Establish a branding strategy and plan
- Develop a new logo and branding guidelines
- Revamp all marketing collateral and website to reflect the new brand and messaging

Result

- All IADD stakeholders convey consistent message
- Ongoing marketing deliverables improve awareness
- Social media plan created to further engage members and followers
- Increased members, followers and event attendees

More than 10 years after it was founded, the International Association of Directional Drilling (IADD) sought to increase individual memberships, corporate sponsorships, attendance at an enhanced schedule of events, and general awareness of the organization.

While the non-profit, membership-based, education organization had a following at its Houston and Midland chapter luncheons, they lacked a clear and consistent message and had no established marketing plan. This led to conflicts when volunteers and the Board of Directors discussed the IADD's fundamental mission and value proposition.

Intelligently Planned.

To address this situation, Gray Matter Marketing Communications worked with IADD staff and board members to develop a back-to-basics rebranding campaign. Numerous brainstorming sessions were conducted to help the organization claim its stake in the industry.

After the sessions, the Gray Matter/IADD team created a boilerplate message that differentiated IADD from other organizations, while helping everyone understand IADD's mission and value proposition.

A long-term marketing plan was created to help ensure that the brand was communicated externally across various channels.

Smartly Executed.

Over the course of the year, all of IADD's marketing collateral—from its logo and website to its business cards and event signage—was revamped to consistently reflect the new message.

Over time, Gray Matter periodically convened the team to review progress and make certain that every new piece of marketing collateral aligned with the organization's strategy.

Brilliant Results.

The consistent message quickly began delivering dividends. With all IADD shareholders able to clearly communicate the organization's value proposition and mission in the same manner, the organization is today more effectively permeating the industry. Membership and corporate sponsorship has doubled, attendance keeps growing at events, and IADD's social media presence is on the rise.

More importantly, a new generation of industry professionals, many of whom would never have heard of IADD before the Gray Matter-led rebranding effort, are now joining the organization's ranks and receiving the critical directional drilling training they need to perform their jobs safely and efficiently.

"Wendy was the catalyst we needed to develop a clear and consistent identity. Her drive and direction helped us crystallize our message, proving that even in times of stress in our industry, organizations can grow if they tell their story well."

- Jim Oberkircher, Executive Director of IADD