

Andeavor

Andeavor | Positioning a New Brand Following a Merger

CHALLENGE

Andeavor, a rebrand after predecessor company Tesoro Corporations' \$6.4B acquisition of Western Refining, announced the San Antonio-based company would take the new name going forward at both the headquarters and the refineries across the U.S.

OBJECTIVES

With stakeholder engagement at the local, regional, and state levels a top priority, Andeavor engaged Pierpont to demonstrate how its refining and logistics assets contribute to both the community and economy.

SOLUTION

Working with Andeavor team members across the country, Pierpont spearheaded the development of a suite of materials for the company - compiling content, creating design elements, and ultimately producing content for each asset market by state, refinery site, and region. The materials are used both on the new website to showcase the refineries and their community and economic impact, but also by government affairs team members to support stakeholder outreach with local, state, and federal regulators.

RESULTS

The team created additional materials with the Community Investment team to showcase the volunteerism and donations for the past years but under the new Andeavor brand. This drew the connection of the historic companies, Tesoro and Western Refining, to the new brand Andeavor, all while telling the compelling narrative of a company becoming a premier refining, marketing, and logistics company, focused on creating greater value for stakeholders.