WellAware | Building Brand Awareness for Innovative Technology

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CHALLENGE

WellAware, an oilfield monitoring, and optimization company provides IoT-based technologies that help E&Ps and service companies reduce operating costs and succeed in today's harsh price climate

OBJECTIVE

WellAware engaged Pierpont to help drive greater brand awareness for the company and its products within the industry.

APPROACH

Through a targeted media relations campaign, Pierpont helped WellAware leverage its leadership, including a board of noted energy and technology leaders like Dick Cheney and Carlos Slim, by positioning the company as an oil and gas industry change maker to supplement its existing lead generation efforts and differentiate its brand from competitors.

RESULTS

Pierpont's three-month effort garnered nearly 30 earned media placements — including product announcements in TechCrunch and RigZone, a bylined article in E&P magazine, and growth stories in the Houston Chronicle Fuel Fix blog and the cover of the San Antonio Business Journal. The campaign also resulted in numerous website leads for WellAware.

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Earned Media Placements