



## Case Study

# ENERGY RECOVERY

### INDUSTRY

Oil & Gas

### REGION

San Francisco, CA | U.S.

### CONTRACT RELATIONSHIP

Investor Relations Project

### CHALLENGE

Product Launch

### SOLUTION

3D Animation Product Video





# CLIENT NEEDS

Energy Recovery needed a Go-To-Market strategy for their hydraulic fracturing product. A large portion of that strategy included a 3D animated video to explain the product's features and benefits to be shared with their board/investors.



## PAIN POINTS/CHALLENGES

- Needed a reliable agency who has O&G experience and 3D animation/video experience (both hard to find but extremely important to effectively communicate their product)
- This team needed to be able to combine their engineer's verbiage with their marketing team's verbiage to create a video script and animated visuals that clearly explained the benefit of their product to board members who had limited engineering and marketing background
- The marketing team had a hard time understanding the engineering team. Our job was to understand both and come up with a solution that appealed to a wide audience.
- Energy Recovery had an extremely quick turnaround time based on capital markets demand.

## WHY CX05?

The CX05 team was able to transform information provided by the engineers about the product and create a script that affectively communicated what the product does and it's benefits. Once the script was approved, we were able to create 3D renderings of where the product is used and how it works to affectively communicate the product offerings.

## INDUSTRY NOTES

Industry estimates predict that close 70% of product launches will fail within the first year. As a function, proper marketing and "marketing to sales alignment" is particularly at risk. As part of a overall campaign to drive short-term revenues, product launches present unique considerations involving inter-department stakeholders, investors, and agencies. As part of this process, marketing plays the pivotal role of working with product development as well brand keepers to bring the product to "life", just as much as to market. Our goal is to consider all communication touchpoints to deliver a consistent presentation of the benefits of the product in a way that connects the product with the problem it solves or the result it delivers for the target audience.



# PRODUCT ASSETS

## SOLUTIONS OVERVIEW



Storyboarded video concepts with inter-departmental team including engineering



Designed key communications elements specifically related to investor benefits



Video and animation production for both online and offline investor relations campaigns

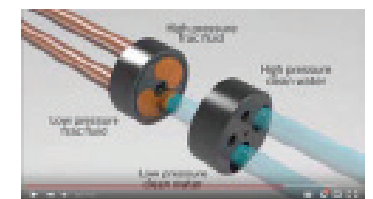
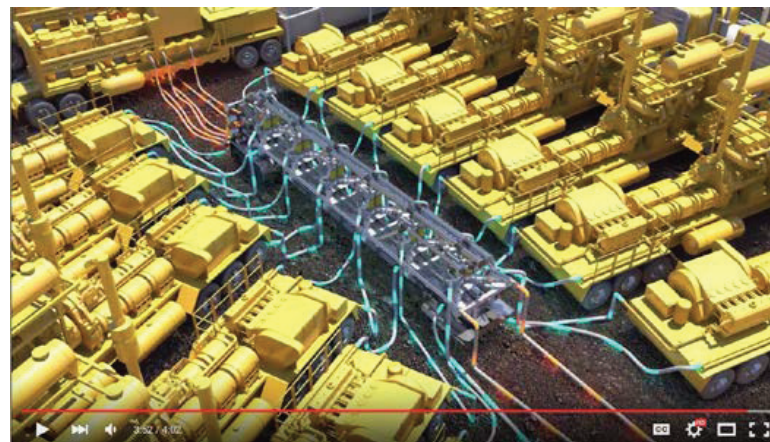
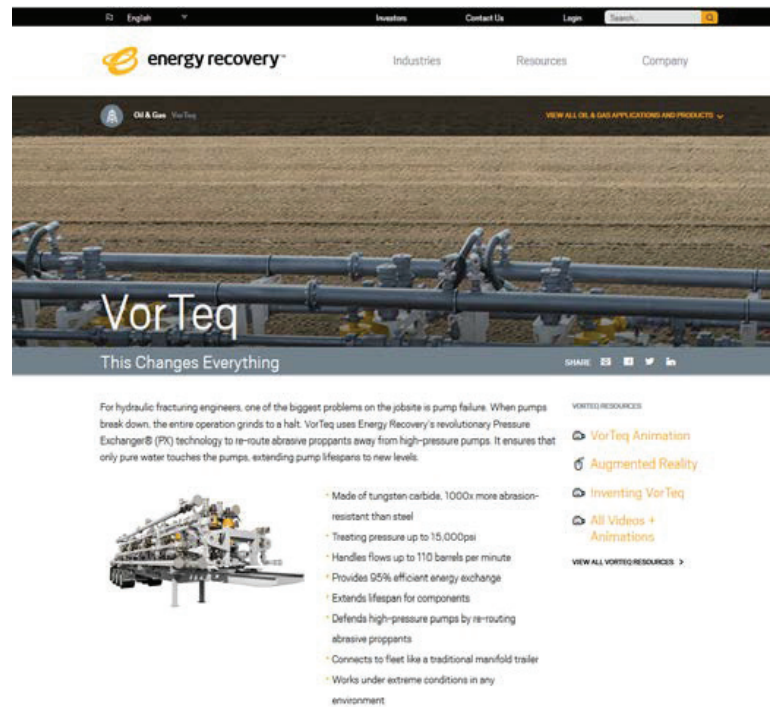


5,100+ views on YouTube coupled with social media engagement of 32,000 impressions



Client's stock price increased by 12.8% in December 2014 as a result of the product launch

Launch Date: December 8, 2014





SALES | MARKETING | OPERATIONS | CULTURE | TECHNOLOGY

# OUTSPOKEN VISION<sup>SM</sup>

## INDUSTRIES

Automotive  
Consumer Direct  
Healthcare  
Legal & Financial  
Oil & Gas  
Telecommunications

## OFFICES

Headquarters:  
Houston, TX  
  
Other Offices:  
Denver, CO  
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