

NUFLO MEASUREMENT SYSTEMS

Strategy | Branding | Communications

Website: Now Schlumberger/Products/Measurement

Business: Oil & Gas Service and Supply

Products: Metering, Instrumentation, Automation

Challenge: When a Houston and Calgary based Private Equity firm purchased the measurement assets of Halliburton and ITT Barton, the leadership team was eager to align the two teams under a single brand – NuFlo.

Initial Project: On spec, Ryan Communications developed a branding program that included a logo treatment, color palette, signage, business cards and letterhead. On presentation to the CEO, the team was immediately placed on contract to brand the company and execute on a program to protect legacy brands while promoting the new corporation's value proposition. Over the next 24 months, the Ryan team would address the company's website, trade show displays, product collateral, and the products themselves. In 2003 NuFlo was acquired by Cameron, a global oil and gas supply company. The Ryan team was the primary branding contact for what was to become Cameron's Measurement Systems division.

In 2006, the President approached Eleanor Ryan to accept a Senior Marketing position that would ultimately lead to her role as VP Marketing for Cameron.



PAT HOLLEY
(FORMER) PRESIDENT
CAMERON'S MEASUREMENT
SYSTEM DIVISION



“Eleanor was able to build a marketing plan, and eventually a highly disciplined team that consolidated the efforts of five companies. She focused on establishing structure and processes related to branding, communications, collateral and events to ensure our messaging was consistent, our materials were accurate, and we used the most effective communications channels possible to promote our products and services.”

