



**Boomerang**

CASE STUDY

# Growing market share: A research-backed approach to outpace competition

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**elevation**marketing

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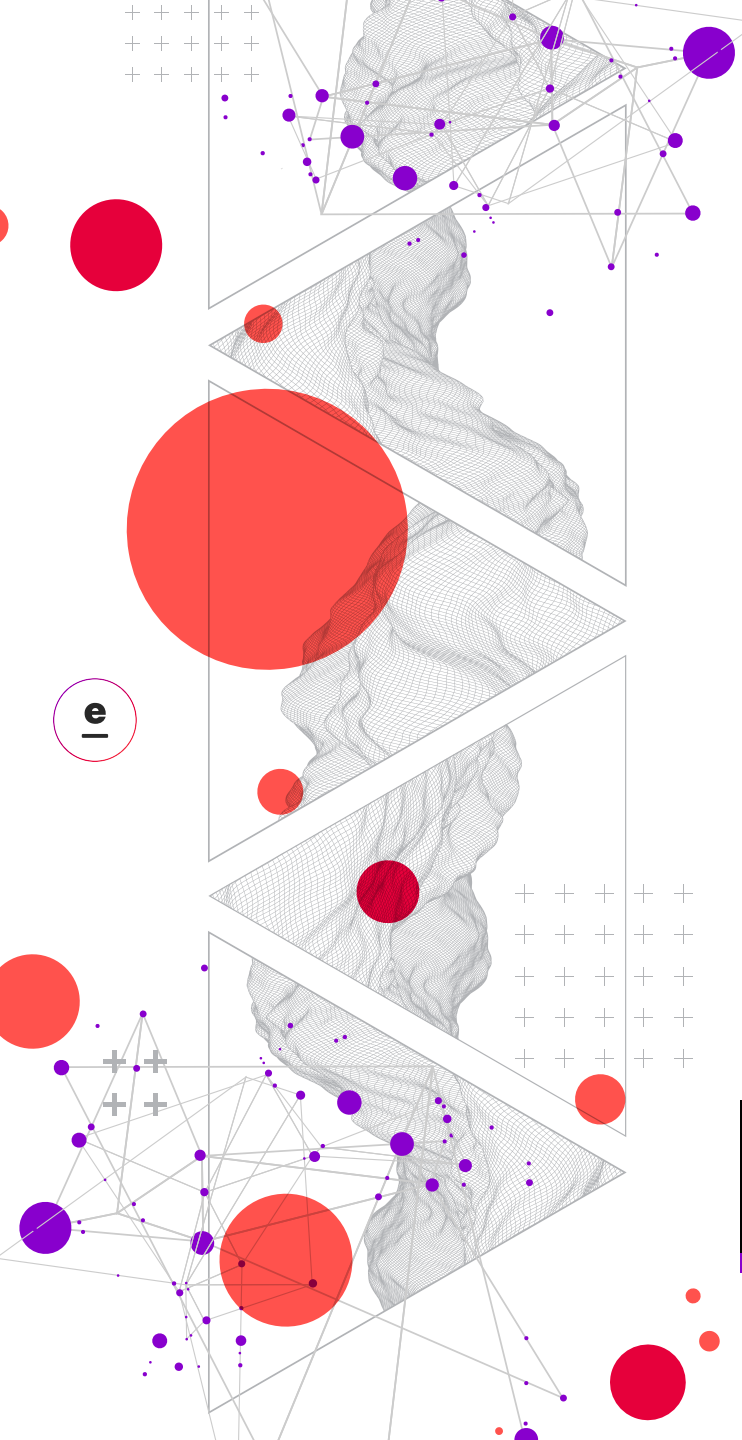


## BACKGROUND

The stars finally align for Boomerang Tube, turning their leadership's attention to leveraging the company's brand equity to position for continued future growth.

Started in 2008, Boomerang Tube's early business fortunes were highly dependent on the volatile booms and busts of the US and Canadian oil markets. The steel reinforcement tubing which the company manufactures is critically required by oil explorers to prevent their wells and drill holes from collapsing, and to enable rigs to pump oil or natural gas out of the ground. Expansion in this highly competitive market is hindered by challenges such as fluctuating crude oil prices and international political and economic instability. One example, Boomerang Tube's growth had continuously been hampered by the Chinese dumping of lower cost steel products in the US, which relentlessly decimated their ability to grow market share, and forced all domestic market players into a race to the bottom.

Despite the odds, Boomerang Tube had developed a reputation for high quality, American-made products and quick, reliable customer service. The latter due to the company's proximity to customers and its just-in-time manufacturing capabilities—strengths that are important to oil and gas infrastructure consumers. However, the company continued to struggle to compete against a flood of lower cost imports. Boomerang Tube's fortunes finally changed in 2018, when the Trump administration determined that levels of foreign steel imports impair national security by displacing domestic production, and the US Department of Commerce slapped a 25 percent tariff and quotas on steel imports. Finally, Boomerang Tube had an opportunity to capitalize on its American-made credentials and grab market share, by riding the wave of rising demand for its products in the midst of an uptick in US oil and gas well drilling.



## CHALLENGE

Boomerang Tube had lost ground to its competitors even though the company had superior products, great service, competitive pricing and long-standing relationships.

The company was failing to convert prospects into closed sales, because over the years its leadership had never prioritized marketing. The company was burdened with a dated website, no digital strategy to speak of, a negative social media presence and was badly in need of insight on where exactly their brand stood in terms of moving the needle for their customers. The changing company fortunes meant everything was now on the table, and the company's leadership asked Elevation Marketing to formulate a high level positioning of the Boomerang Tube brand to target engineering customers and prospects with a consistent message and marketing content that linked the company's high quality, American-made products, and its reputation for reliable, just-in-time delivery to real business value.

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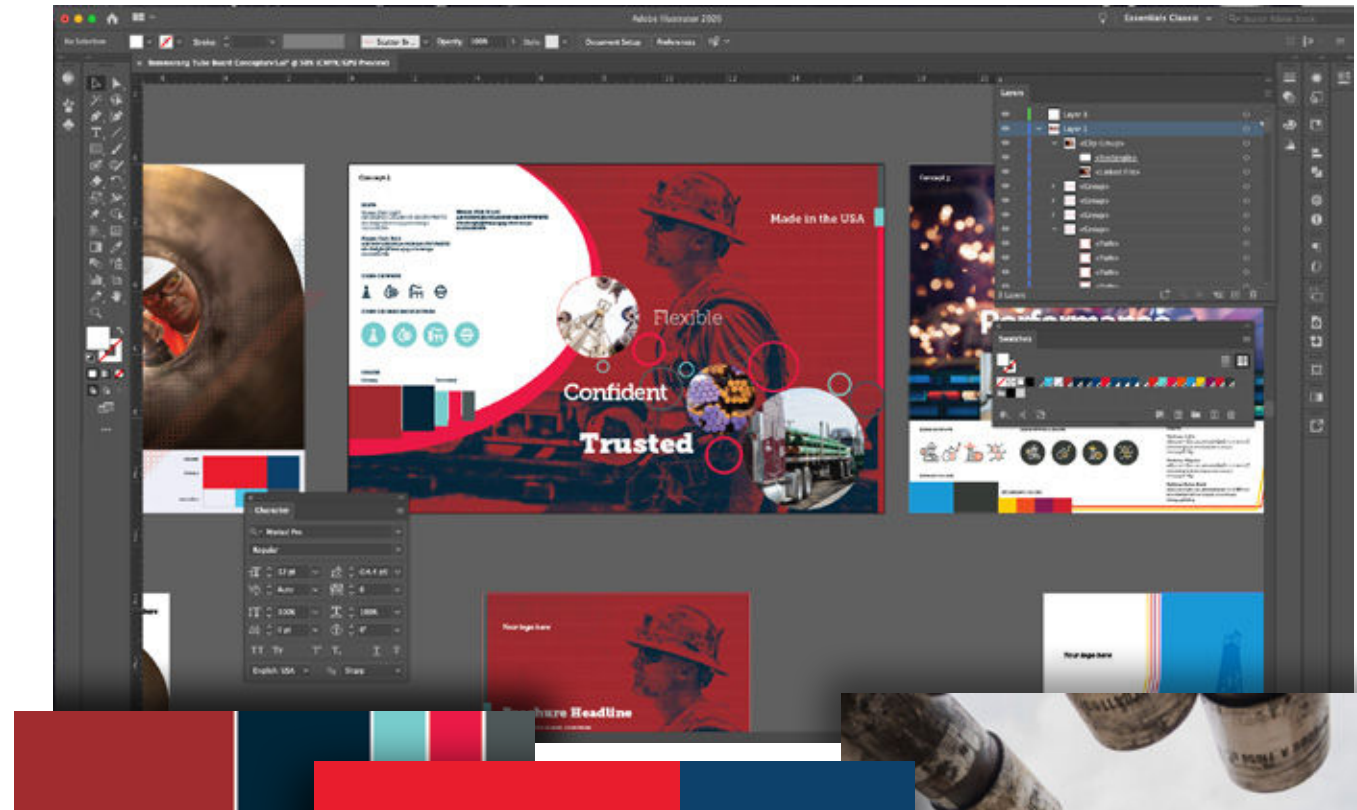
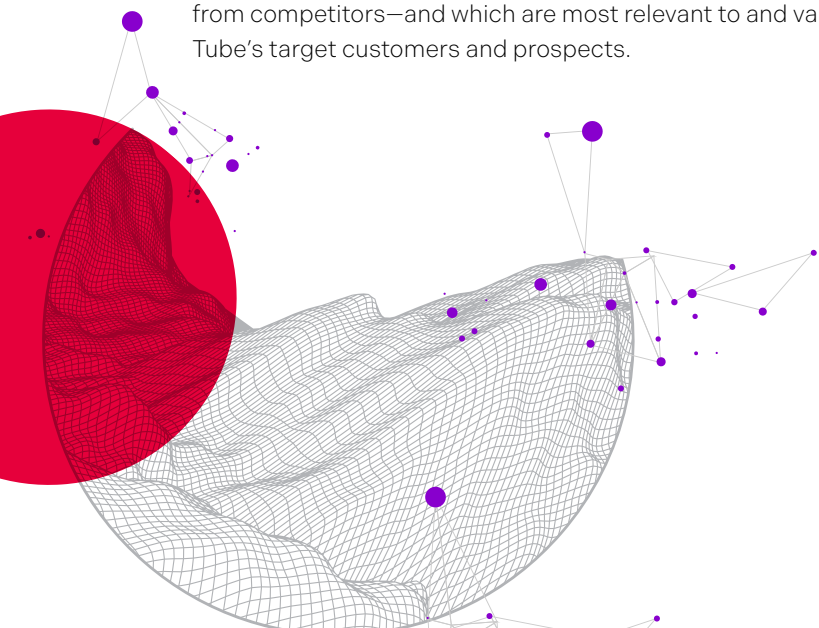


## STRATEGY

Enhance the brand's visual aesthetic to reinforce the aspects of the message that are succeeding with its target market.

Elevation Marketing conducted research activities to identify current audience brand perception and competitive message effectiveness, and **develop an updated brand position for Boomerang Tube that would provide a new and improved platform from which the brand could reengage with its target audience.** Research activities sought to understand both the oil and gas industry and the company dynamics, which influence concept and message development—distinct from competitors—and which are most relevant to and valued by Boomerang Tube's target customers and prospects.

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### FONTS

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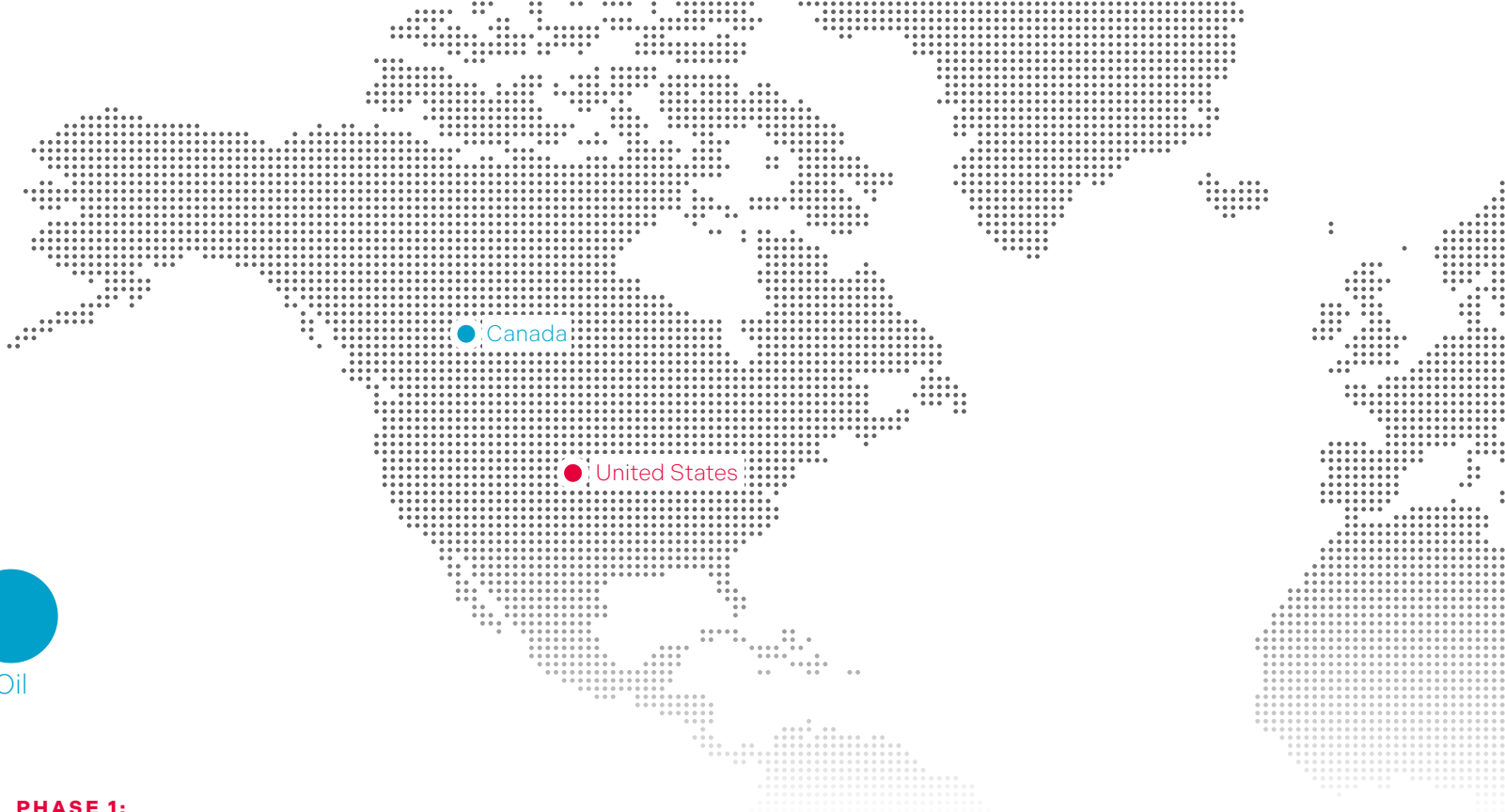
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Gas



Oil



Canada

United States

**PHASE 1:**

# Market research and media audit

Elevation Marketing's team began by evaluating the recent trends in the overall **US and Canada oil and gas industries**, as well as researching key marketing aspects of 15 of Boomerang Tube's domestic and international competitors. Elevation Marketing sought to understand how the company was being perceived by industry media, and how its competitors were positioning themselves via public relations; also to determine whether or not that resonated with customers and differentiated the company from its competitors in any significant way. Finally, the Elevation team looked at how those insights could be leveraged to assist in refreshing the brand.

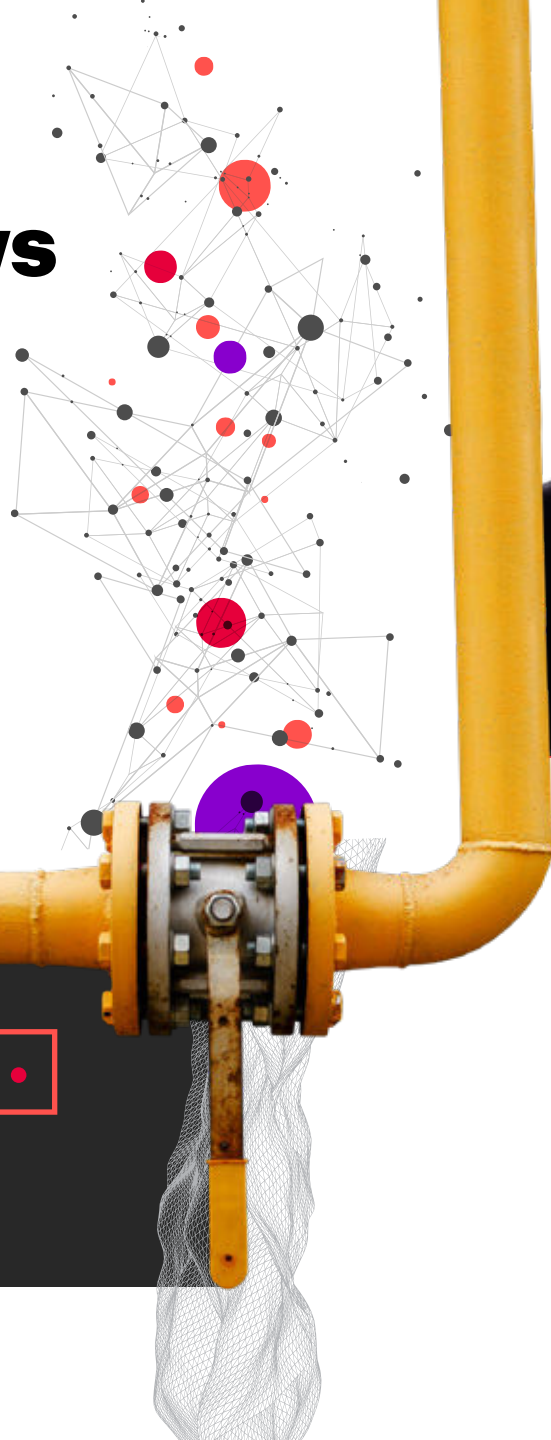
PHASE 2:

# Stakeholder interviews

In order to better understand company positioning vs. oil and gas industry perceptions, Elevation Marketing conducted a series of qualitative stakeholder interviews with employees and customers of Boomerang Tube to assess perceptions and challenges, key purchasing criteria among targets, selling/buying processes, as well as industry trends and growth initiatives. Through the interviews, Elevation's team uncovered an important validation that Boomerang Tube was already positioned well in the market overall, and perceived as a high quality producer which provides excellent customer service. Interviewees also validated that an American-made message is important. Reasons for this ranged from a perceived higher quality to combatting the uncertainty of tariffs in the current geopolitical environment.



**Elevation Marketing conducted a series of qualitative stakeholder interviews with employees and customers of Boomerang Tube**



PHASE 3:

# Bringing it all together

Based on existing Boomerang Tube brand equity and the generally positive market perception, Elevation Marketing recommended building on the strengths validated in the research findings. Boomerang Tube had the opportunity to develop a strong, action-oriented core message to differentiate itself in its space, and drive to the next step of the sales process.



## DELIVERABLES

Elevation Marketing recommended that Boomerang Tube conduct a brand refresh with updated colors, typography, and new look and feel for content, collateral and branded materials that would complement the company's established position within the market, and update the value proposition with a fresh, distinct and highly relevant new voice. The brand refresh recommendations included creative mood boards that synthesized the updated brand messaging into a new look and feel that aimed to engage and appeal to Boomerang Tube's target audiences.

- Industry trend analyses
- Brand and media audit
- Competitor messaging audit
- Internal stakeholder interviews
- In-depth research report and presentation
- Naming research and recommendations
- Design
- Mood board creation





ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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