

GlobalData Marketing Solutions
Results Case Study

Chevron





Aleksandra Rikovski, Marketing Activation, EE at Chevron International Fuels & Lubricants

Chevron Corporation is a leading global integrated energy company with a network of international subsidiaries. Through its Texaco Lubricants brand, Chevron supplies a comprehensive range of engine oils across Europe, including advanced extended drain gas engine oils.

THE CHALLENGE

Joe Roberts, Key Account Manager, GlobalData Marketing Solutions:

“Aleksandra Rikovski is a member of the International Fuels and Lubricants group for Chevron in Europe, where they market under the Texaco brand. The power generation industry is part of this business.

The two areas within industrial lubricant supply they wanted to focus on were turbine oil solutions, which were launched in Europe last year under the VARTECH brand, and their gas engine oils under the Texaco HDAX brand. They were interested in increasing brand awareness and lead generation”.

Aleksandra Rikovski, Chevron:

“When we considered our digital strategy, we asked how GlobalData Marketing Solutions could help us promote oil lubricants for the power generation industry”.

What are some of the marketing challenges common in your industry?

Aleksandra Rikovski, Chevron:

“The marketing challenges for our products are similar to other products relating to internal combustion engines.

There’s the need to demonstrate reliability, even more important in an industry where natural gas sources are subject to change depending on geopolitical factors.

Our aim is to reflect the value of our products and how we support our customers.

In terms of extending engine life, we’re interested in demonstrating corrosion protection, how our products work with additional systems such as catalysts, and how they can work intensely at peak hours”.

What marketing strategies have you tried in the past for brand awareness and lead generation?

Aleksandra Rikovski, Chevron:

“The pandemic and the travel restrictions it brought meant that we have adapted how we reach our audience.

Where face-to-face events and conferences were no longer an option, we switched to digital

focused campaigns. GlobalData Marketing Solutions has been helping us to reach technical audiences in order to promote our product capabilities”.

What was an example of some of the messaging that you wanted to communicate?

Aleksandra Rikovski, Chevron:

“Our message communicates new product technologies and reliability, including customer service, constancy of supply, and technical support.

Chevron’s offer demonstrates how well we serve people in different countries. For example, how we communicate solutions such as preventing and reducing varnish for gas turbine and centrifugal compressor operators is important.

We need to listen to our audience in order to develop communications that contain the right message”.

Joe Roberts, Key Account Manager:

“There’s been chemical and varnish removal systems on the market for years, but many were solvent-based. Chevron wanted to promote brand awareness for VARTECH as a non-solvent based solution”.

Varnish (the small particles of insoluble contaminants that form when lubricant is exposed to high temperatures and oxygen) clings to system components, reduces heat transfer and increases

operating temperatures. This can reduce lifespan and contribute to turbine or compressor failure, erratic valve operation, bearing failure and poor performance in general.

“Chevron wanted to demonstrate to their target audience not just the features of a product, but how they legitimately solved problems for businesses”.

Aleksandra Rikovski, Chevron:

“We wrote about VARTECH, an industrial system cleaner that cleans the deposits and varnish in turbines, and is now also incorporated into the formulation of turbine oils.

We created articles on our gas engine oils, specifically how HDAX products have been improving the performance of gas engines for more than 50 years, how major OEMs approve them for use for a range of applications, and how they assist high-capacity power generation systems in remote locations where unscheduled downtime has significant consequences”.



Our message communicates new product technologies and reliability, including customer service, constancy of supply, and technical support”.

Aleksandra Rikovski, Chevron

What has your account management experience been like?

Aleksandra Rikovski, Chevron:

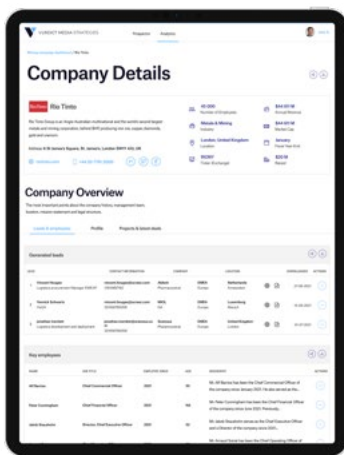
“Working with your team is an organized activity. We have regular contact. We go through all the next steps, and I think the team is responsive; they’re accommodating throughout the process.

Our key account manager is Joe Roberts. Since our introduction, he listened to what we needed, answered questions and demonstrated how GlobalData Marketing Solutions worked.

When needed, he’d bring in expertise from other members of the team to make sure that all campaign aspects were covered”.

THE GLOBALDATA MARKETING SOLUTIONS DASHBOARD

The GlobalData Marketing Solutions dashboard offers real-time performance analytics that enable you to access your leads via a reporting dashboard.



We're in a traditionally slow-moving industry when it comes to lead time...GlobalData Marketing Solutions has helped us increase brand awareness about our solutions and services and lead generation that we can direct to our sales team and track through a real-time dashboard.

Aleksandra Rikovski, Chevron:

"I think the dashboard is quite a useful tool for your customers. We use it regularly, especially when we publish articles on the system.

Through the dashboard, we can track and qualify leads who are downloading our content. We pass those leads into our CRM systems where they're followed up on by our sales representatives".

THE RESULTS

Aleksandra Rikovski, Chevron:

"We're in a traditionally slow-moving industry when it comes to lead time, especially when we're introducing new technology or products that aren't already on the market.

GlobalData Marketing Solutions has helped us increase brand awareness about our solutions and services and lead generation that we can direct to our sales team and track through a real-time dashboard.

I'm an engineer at the end of the day, so ensuring that products and services meet the requirements of the market is important to me.

We appreciate the teamwork and results we get with GlobalData Marketing Solutions, and look forward to working with them in the future".





GlobalData Marketing Solutions is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by  GlobalData.

