



Rebrand & Re-Energize Marketing: Webco

1) REQUIREMENTS:

Webco engaged Crossroads Communications in 2013 to rebrand the company via a logo redesign, develop a new brand story, and then communicate the re-energized brand to the Webco national and international markets. For most of Webco's first 40 years, the company adhered to a "Run Silent, Run Deep" philosophy and did very little marketing of any kind. After the rebrand, Webco engaged Crossroads on an ongoing basis to continue to bring its brand to the world. From graphic design and collateral to branding strategies by marketplace; strategic employee retention initiatives, tradeshow booths, and all forms of advertising and public relations – Webco wanted a long-term marketing partner.

2) CHALLENGES:

- With a brand that had been "quiet" for so long, many people hadn't ever heard their name or had any real sense of who they were or what they did
- Metal tubing is often viewed as a price-driven commodity product. In reality, tolerances are tight, and delivery is critical. For example, one market for Webco tubes is the manufacturing of axle tubes for cars and trucks. If the tube isn't true to spec, the axle will vibrate. If the delivery isn't on time, the axle production line shuts down. We needed to convince a new generation of purchasing agents that there was more to the decision than price, and then convince them to choose Webco. This challenge is akin to tourism marketing, where potential visitors must first be convinced to consider a new option, and then be convinced that Broken Arrow is the right choice

2A) KEY MARKETS:

- Oil & Gas
- Chemical Processing
- Automotive
- Fluid Power Systems (Hydraulics)
- Agriculture
- HVAC

3) APPROACH:

We use a multi-faceted, integrated approach that includes:

- Logo & Brand maintenance and evolution as necessary
- Special projects (50th Anniversary 112 page bound, printed coffee table book)
- Landing pages for specific campaigns: WorkAtWebco.com
- Programmatic digital advertising
- Organic and paid social media advertising
- Print advertising
- Print collateral, including tradeshow materials and booths/backdrops



CROSSROADS
COMMUNICATIONS, LLC

- Internal messaging and support
- Public relations
- Video production
- Extensive graphic and presentation support
- Email marketing based on targeted industries

4) VALUE DELIVERED:

Webco reached a milestone sales goal in FY2022 when they surpassed \$750 Million in sales. They continue to grow, passing 1,500 employees across the company's footprint. Webco's internal marketing department continues to grow, as does their work with Crossroads so that they can tackle more complex marketing initiatives over time.

"The staff at Crossroads has been instrumental in helping us develop a comprehensive strategic marketing plan that supports our overall business. Their commitment to excellence has enabled us to execute on several critical projects, further our brand, and successfully deploy major marketing initiatives. Along with a sense of what's the next right thing to do, they bring a staff of creative artists and designers that bring ideas to life. Crossroads is a partner in the truest sense of the word."

- Jene Harmon
Director of Strategic Marketing & Communications for Webco Industries



CROSSROADS
COMMUNICATIONS, LLC



Seeking Shelter From Supply Chain Storms?

Webco is driven to be the best tubing company. In fact, in 2021, we were named **Tube and Pipe Producer of the Year** in the **Global Awards for Steel Excellence**. When you need a partner with a robust supply chain built to withstand even the stormiest seas, you need Webco. We'll help you reach safe harbor, every tube, every time.

To get started, visit WebcoTube.com/Webco-Driven

Global Awards for Steel Excellence **WEBCO DRIVEN**