

CASE STUDY



IDENTIFYING THE HEART OF OIL AND GAS GIANT, INPEX

In the thriving Western Australian oil and gas scene, INPEX is a relative newcomer.

A leading energy company with headquarters in Japan, INPEX commenced operations in WA and has a bold objective of delivering the Ichthys project. Ichthys is unique project in that gas extracted by an rig in the Browse Basin will be delivered to the onshore site in Darwin via a record-breaking 899 km pipeline.

The challenge for INPEX in the coming few years is to attract a highly skilled workforce. But being a low-profile company, with very little brand associations, INPEX needed to find out what they stood for, what made them differentiated in the crowded WA oil and gas sector, and what would appeal to prospective employees.

To identify the meaning of the Inpex brand, we consulted as many people as possible to find out what makes INPEX who they are.

This just didn't mean senior people; it meant engaging with all levels of the organisation to determine what the brand stands for and garner as many points-of-view as possible. To complete the project, Perceptive Marketing;

Audited results of existing qualitative brand research and employee engagement reports

Conducted interviews with Senior Executives, new recruits and long-term employees in both Perth and Darwin

Designed and facilitated a brand planning workshop with the Communications and Human Resources team

Provided a full report of all findings, and made a strategic brand positioning recommendation. This included a proposal for a new vision, mission, values and personality

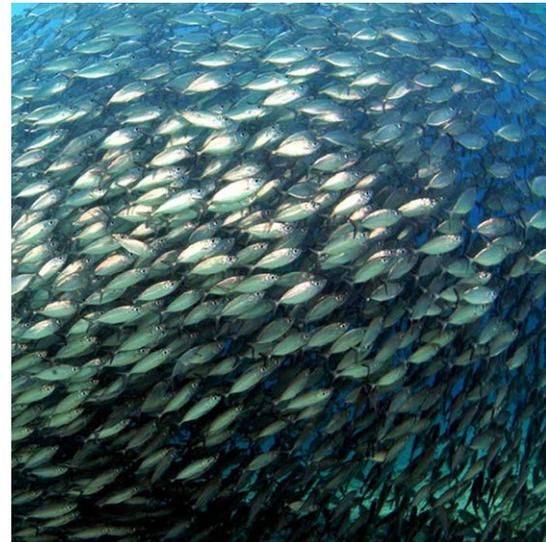
Sometimes it's the stories within organisations that hold the most meaning. Finding out those stories played a key part of understanding the brand.

There was one particular story about INPEX that I heard repeated.

The first time I heard an analogy about what it was like to work for INPEX was in an Executive Interview. The Manager described teamwork at INPEX as being like the pattern of flocks of birds in the sky, where they individually have the freedom to duck and dive as they wish, but the broader group is cohesive.

The second time I was on a flight back from Darwin, and sat next to a deep-sea diver in the offshore team. He was new to INPEX, and said working for the company reminded him of schools and tuna, where they dart and weave in a seemingly random fashion, yet stay together in a school, giving them greater strength.

These consistent themes provided powerful insight which formed the basis for the brand recommendation. INPEX is in the process of implementing their new brand communication with their communications agency, EQUILIBRIUM.



Note: This project was completed by Perceptive Marketing in a sub-contract arrangement with Equilibrium Communications.