

There's certainly no shortage of energy companies in Oklahoma. But when you're one of the state's oldest and strongest, a Fortune 200 company with operations in 23 states, everyone should know your name, right? That wasn't the case with ONEOK. Very few people outside of the industry knew anything about the company – and to add insult to injury, most couldn't even pronounce their name. The good news was they didn't have a negative brand ... they just didn't have a brand at all. So, Jordan sat down with senior management and took a close look at the business from every angle. This is the part where most people imagine the ad agency team – ties loosened, shoes off – throwing darts at the dartboard and dreaming up the big idea. We're not going to say darts weren't involved, but we landed on a strategy that would help boost brand recognition, build a favorable feeling about the company and, subtly but smartly, help people understand how to pronounce their name. The campaign theme, "The ONE in Energy," came to life through television spots and print campaigns within the communities in which their employees lived and worked. Today, they share the state's highest-ranking brand familiarity spots with OG&E, and the number of people who know how to pronounce their name has increased over 40%.

Pampaign Elements











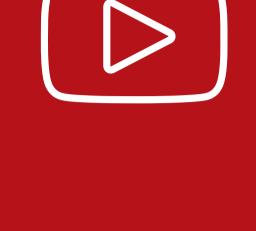
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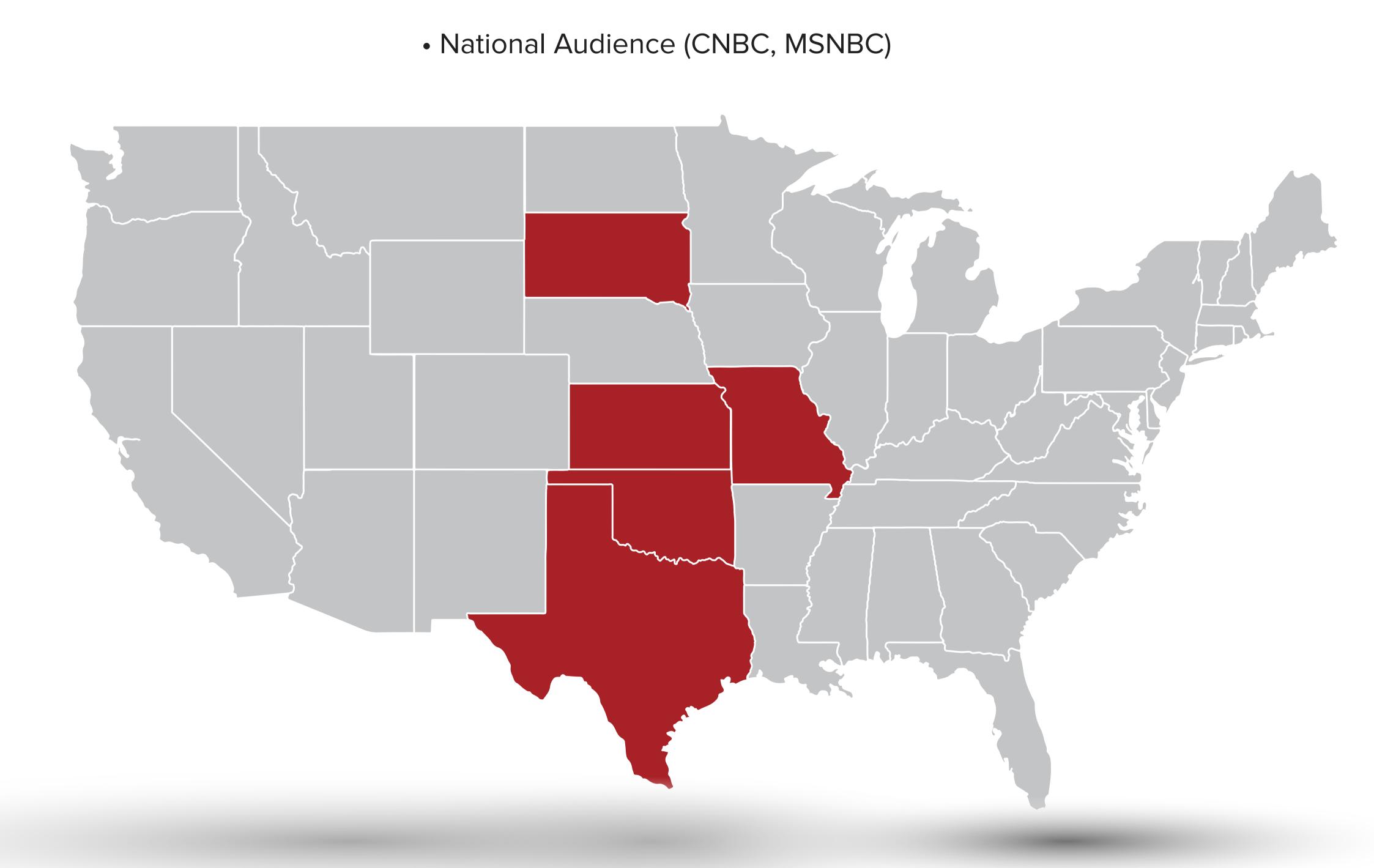






ONLINE VIDEO

CAudience ____



gour.

- Create brand awareness & recognition
 Develop consistent messaging
 Create brand positioning and advertising campaign that would boost
- morale, brand recognition, and company favorability ratings

 Integrate corporate and recruitment communication
 - integrate corporate and recraitment communication

Lommercials





According to the recent ONEOK Brand Study, the advertising continues to have a lasting and stable impact on consumers and opinion leaders:

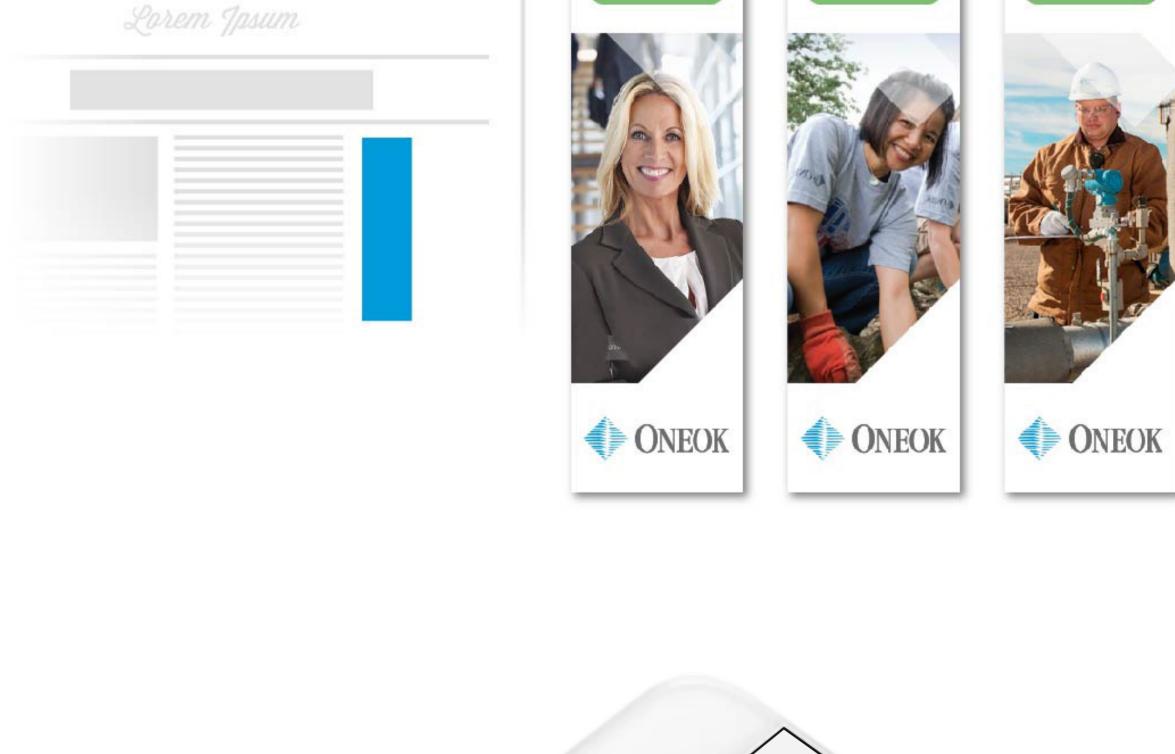
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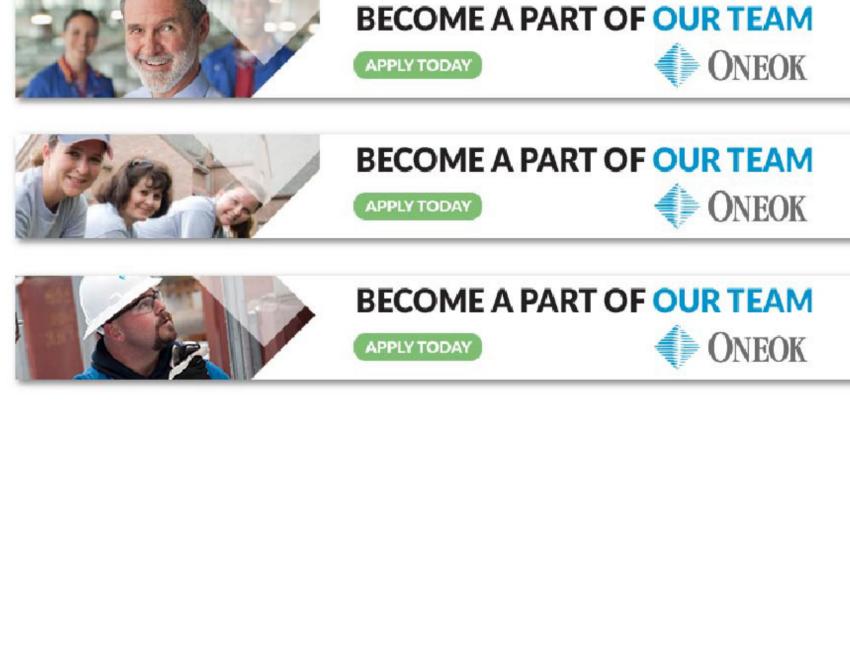


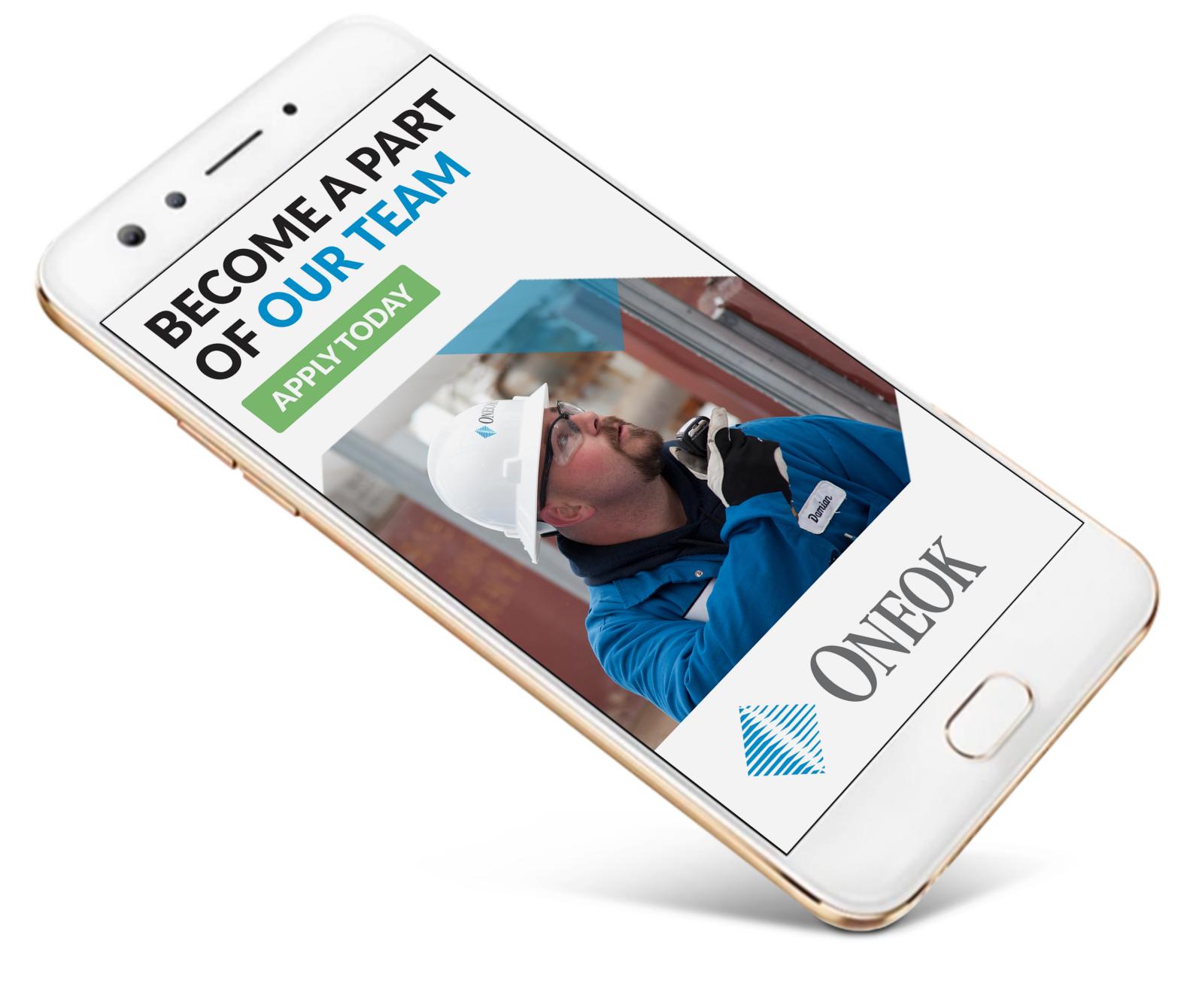
Brand familiarity

Brand recognition









Let's Work Together →







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