

ENERGY

Activate! is *up for* Desoto's challenge



Desoto Drilling is an emerging natural gas drilling company. Recently, they began realizing rapid growth in the Arkansas region and, as a result, needed to outfit roughly 300 rig workers with personalized uniforms. The challenge was these workers were spread out over 15 rigs, so proper shipping, distribution and allocation of orders was vital.

Desoto needed a company that excelled in delivery logistics, and Activate! Promotions + Marketing was the obvious solution.

Fulfilling the initial order, which consisted of personally embroidered shirts and a coverall, was the easy part. Plotting how to efficiently push the orders to 15 different oil rigs was the true challenge. Our plan consisted of having the orders broken down as they reached each location. The shipment was sorted by individual rigs and then packaged by team. Finally, we individually bundled each uniform set together, allowing for a quick and accurate outfitting for Desoto's entire crew.

The result?

It was a testament to great pre-planning and execution. Every rig worker received correctly fitted and labeled uniforms in a timely manner, exceeding Desoto's expectations. Are you looking to outfit your workforce? Whether it's 10 workers or 1,000, Activate! is always the right fit.