



Press Release – Monday, 30th March, 2009

Energy - Oil & Gas

## Geoservices Uses Facebook to Promote its Employer Brand

**The Geoservices\* Group, global leader in Mud Logging and No. 2 worldwide in the Well Intervention market (oilfield services) has created a game on Facebook to promote its employer brand and recruitment among the various student communities around the world.**

Due to its recent strong growth, Geoservices has to recruit 1,000 new employees this year. The profiles sought are young graduates (engineers and technicians) specialised in geology, physical measurement, chemistry, mechanical and electrical engineering... for the Mud Logging and Well Intervention business segments. Geoservices recruits staff of all nationalities throughout the world, from all countries. International mobility and fluency in English are of course essential requirements.

### The Oil Conquest Challenge

The latest tool created by Geoservices to promote its employer brand is a game on Facebook that will be playable from the 30<sup>th</sup> March to the 30<sup>th</sup> June, 2009.

**The game** is "The Oil Conquest Challenge".

**The most appropriate media** is Facebook, a global social utility widely used by young people who like to compete with each other via challenging games.

**The targeted audience** of the game, which remains open to all, includes young engineers and technicians whom the Geoservices Group might like to recruit in the coming months.

**The method** for promoting the game is to involve the whole network of Geoservices employees, present on all continents and in 53 countries, and be present on the main recruitment job boards to create a global buzz.

**The aim** of the game is to identify and exploit the main oil fields in the world and then compare one's score with those of the other players. Prizes will be awarded to the winners.

**The main objective** of the exercise is to attract young engineers and technicians to the Geoservices Group, to interest them in the activities of the company and to invite them to apply on line.

#### **(\*) About the Geoservices Group**

The Geoservices Group (more than 5,000 employees worldwide – US\$ 510 million turnover in 2008) provides a range of oil field services that help evaluate hydrocarbon reservoirs and optimize field exploration, development and production. It serves oil and gas companies worldwide through a network of bases in 53 countries, covering all the main areas where oil or gas is to be found. Its services include Mud Logging (world leader), Well Intervention (World N°2) and Field Surveillance.

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