



Ad·Q® Studies
A Division of
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INTRODUCTION

As an additional service of Ad Q® Studies, readers were given an opportunity to respond to the following:

Please select below the three advertisements contained in this issue which you found to be of greatest interest. Please describe the impact these ads had on your awareness and perception of each of these companies.

We welcome your comments about the articles/departments in this issue and how you use OFFSHORE ENGINEER in your work.

Their unedited responses can provide useful insights as to the effects of individual ads or to the campaign as a whole. Harvey Research, Inc. does not delete or alter comments simply because they might be perceived as being negative.

The following verbatim comments have been spell checked by computer only and are presented as received from respondents.

ADVERTISEMENTS OF GREATEST INTEREST**ABV S.R.L. (p. 47)**

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
I was attracted by the different type of valves shown in the ad. And I would like to know more about the different types of valves and their specs.	Operating Management	Contractor

ADVERTISEMENTS OF GREATEST INTEREST**ACTEON (p. 4-5)**

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Many types of services within Acteon.	Engineering Professional	Service Company

ADVERTISEMENTS OF GREATEST INTEREST

AKER SOLUTIONS (p. 15)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
New ad for me being a Procurement Manager within the Company.	Operating Management	Contractor
Interesting since related to the company I'm employed in.	Engineering Professional	Contractor
Have an innovation in engineering construction.	Engineering Professional	Consultant
Observed nature that most in, exploration to operate on the other world.	Other	Service Company
Technology.	Operating Management	Consultant

ADVERTISEMENTS OF GREATEST INTEREST

ALLSEAS (p. 13)

Verbatim	Job Function	Business Activity
None of them as an impact just for curiosity as Allseas is a competitor.	Operating Management	Contractor
Has a huge equipment for facilitate for installation.	Engineering Professional	Consultant
Very good.	Senior Management	Contractor
Impressive looking vessels.	Operating Management	Service Company
Having used their vessels previously & was impressed then their Ad' was very good. If you need pipe laid this is the one to be used.	Engineering Professional	Consultant
Pipeline fleet is fantastic.	Engineering Professional	Service Company

ADVERTISEMENTS OF GREATEST INTEREST

ASRY OFFSHORE SERVICES (p. 57)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
I worked there many times.	Senior Management	Service Company

ADVERTISEMENTS OF GREATEST INTEREST

BAKER HUGHES INC. (Cvr. 2)

Verbatim	Job Function	Business Activity
Liked this ad very much. Caught my attention.	Senior Management	Oil/Gas Company
Nice gemlike picture.	Operating Management	Manufacturer
A+.	Senior Management	Service Company
My Competitor.	Operating Management	Service Company
Nice elaboration of idea.	Engineering Professional	Oil/Gas Company
Worked there in Baku, Azerbaijan.	Senior Management	Service Company

BAKER HUGHES INC. (p. 10)

Verbatim	Job Function	Business Activity
Very informative.	Other	Contractor
Great photography.	Engineering Professional	No Business Activities Specified
Especially advertisement image and design are wonderful.	Operating Management	Service Company
Good design.	Operating Management	Contractor
I am always following their technologies pretty good solutions.	Engineering Professional	Consultant
This ad makes me wonder just what they have in the pipeline coming our way with new drill bits and such.	Senior Management	Oil/Gas Company

ADVERTISEMENTS OF GREATEST INTEREST

BAKER HUGHES INC. (p. 10)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Baker Hughes always a leading role in off and on shore drilling, we consider this product in near future.	Engineering Professional	Service Company
Of interest.	Other	Manufacturer

ADVERTISEMENTS OF GREATEST INTEREST

BELZONA POLYMERICS LTD. (p. 8)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Having used this company's products in the past. Was interested in how they were doing. Informative.	Engineering Professional	Consultant
I was more interested on what Belzona 139IS can do. Like cutting downtime, extending equipments life, high temperature and chemical resistance and protection against corrosion.	Operating Management	Oil/Gas Company

ADVERTISEMENTS OF GREATEST INTEREST**BISSO MARINE (p. 81)**

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Looked like a possible smaller/midsize company lead.	Senior Management	Finance
Capacities.	Operating Management	Consultant

ADVERTISEMENTS OF GREATEST INTEREST

BJ SERVICES (p. 45)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
I had not really considered this company being really active in Subsea Precommissioning.	Operating Management	Contractor
My Competitor.	Operating Management	Service Company

ADVERTISEMENTS OF GREATEST INTEREST

CAMERON (p. 21)

Verbatim	Job Function	Business Activity
Went into detail about industry segments served/educational.	Senior Management	Finance
Well activities is one of main role to be having any equipment that has ability to handle it.	Other	Oil/Gas Company
Wellhead solution.	Engineering Professional	Oil/Gas Company
White background.	Operating Management	Contractor
We have very good impression contacting them for Christmas Tree Valves.	Senior Management	Consultant
Have an innovation for drilling equipment.	Engineering Professional	Consultant

ADVERTISEMENTS OF GREATEST INTEREST

FLUOR (p. 34)

Verbatim	Job Function	Business Activity
It's a global excellent engineering company in offshore Oil & gas field.	Engineering Professional	Consultant
Again, a nice photograph.	Engineering Professional	No Business Activities Specified
General interest in a company that we do business with.	Engineering Professional	Manufacturer

ADVERTISEMENTS OF GREATEST INTEREST

FMC TECHNOLOGIES (p. 65)

Verbatim	Job Function	Business Activity
Very good.	Engineering Professional	Manufacturer
We know the Company, we are interested on products.	Senior Management	Service Company
Interested in product. Bright and uncluttered advert.	Operating Management	Contractor
Headline grabbed attention, even though not particularly relevant to my company.	Engineering Professional	Manufacturer
My company's advertisement.	Operating Management	Manufacturer
Interesting since working with reliability of subsea systems.	Engineering Professional	Contractor
Curiosity as well FMC is a competitor.	Operating Management	Contractor
The title was interesting! "2 miles deep"!!! From the title, I went to read through the ad and also felt interesting to figure out more about them.	Operating Management	Contractor
Subsea System one of Lider.	Engineering Professional	Consultant

ADVERTISEMENTS OF GREATEST INTEREST

FRIULANA FLANGE (p. 8)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
It was new information.	Engineering Professional	Oil/Gas Company
A quality pipeline flanges I come across for PDO in Oman.	Engineering Professional	Consultant

ADVERTISEMENTS OF GREATEST INTEREST

FUGRO GEOCONSULTING (Cvr. 4)

Verbatim	Job Function	Business Activity
I have no words about this, it is awesome.	Engineering Professional	Service Company
Tell about new blocks seismic acquisition n lot others.....	Geophysical/Geological Professional	Oil/Gas Company
Fugro is a competitor and as such their ads are always of interest.	Geophysical/Geological Professional	Service Company
Good ad.	Senior Management	Contractor
We know the Company, we are interested on products.	Senior Management	Service Company
An attractive advertising page.	Engineering Professional	Consultant
Reputed global data gathering experts in Topographic and geotechnical information for all facility plot and Pipelines installations.	Engineering Professional	Consultant

ADVERTISEMENTS OF GREATEST INTEREST

GE ENERGY (p. 51)

Verbatim	Job Function	Business Activity
We know the Company, we are interested on products.	Senior Management	Service Company
Interested in what they are up to.	Senior Management	Oil/Gas Company
Well done ad.	Engineering Professional	Consultant
Of interest.	Other	Manufacturer
Technology.	Operating Management	Consultant
Awesome features.	Engineering Professional	Oil/Gas Company
GE is Always GE.	Operating Management	Government

ADVERTISEMENTS OF GREATEST INTEREST**HYDRO PNEUMATIC BONETTI (p. 30)**

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Very informative, & could be used in my line of work.	Engineering Professional	Consultant
Comparison with other information.	Engineering Professional	Oil/Gas Company
New invention is needed to achieve best practices in any oil and gas operation.	Other	Oil/Gas Company

ADVERTISEMENTS OF GREATEST INTEREST

INNOVAR SOLUTIONS (p. 64)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Also interesting is the features and benefits.	Operating Management	Oil/Gas Company

ADVERTISEMENTS OF GREATEST INTEREST**NAVIS ENGINEERING OY (p. 30)**

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Additional knowledge.	Engineering Professional	Oil/Gas Company

ADVERTISEMENTS OF GREATEST INTEREST

NYLACAST (p. 53)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Well done ad.	Engineering Professional	Consultant

ADVERTISEMENTS OF GREATEST INTEREST**OFFSHORE EUROPE 2009 OIL & GAS CONFERENCE &
EXPO (p. 55)**

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Quite hard to chose one of the companies because no specific interest there.	Engineering Professional	Consultant
Interesting since visited this conference myself.	Engineering Professional	Contractor
Know this company very well - liked to see if there was something new.	Operating Management	Contractor

ADVERTISEMENTS OF GREATEST INTEREST

ORION INSTRUMENTS (p. 26)

Verbatim	Job Function	Business Activity
Raised awareness of possible supplier of Offshore quality level instruments.	Engineering Professional	Manufacturer
Interesting picture.	Operating Management	Manufacturer
I can't expect this type of incident are happened, so this product is very useful in off-shore engineering.	Engineering Professional	Service Company
Great information.	Engineering Professional	Oil/Gas Company

ADVERTISEMENTS OF GREATEST INTEREST

ORR SAFETY (p. 41)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
New supplier for me.	Operating Management	Contractor
Graphics really caught my eye.	Operating Management	Contractor
Had no idea they had gloves out like this. Would like to get a pair to try.	Senior Management	Oil/Gas Company
Impressive!	Operating Management	Contractor

ADVERTISEMENTS OF GREATEST INTEREST**S&K SUPPLY, INC. (p. 33)**

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Looked like a possible smaller/midsize company lead.	Senior Management	Finance

ADVERTISEMENTS OF GREATEST INTEREST

SAMSON (p. 20)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Just a unique color combination.	Engineering Professional	No Business Activities Specified
A new tech for supply special rope.	Operating Management	Government
Important to our future needs for HP Valves.	Senior Management	Consultant

ADVERTISEMENTS OF GREATEST INTEREST

SCHILLING ROBOTICS (p. 17)

Verbatim	Job Function	Business Activity
Interested in product. Bright and uncluttered advert.	Operating Management	Contractor
From the ad, it attracted me to have the intention to figure out more about the robotic system.	Operating Management	Contractor
Extremely impressive Rov systems.	Engineering Professional	Oil/Gas Company
Puzzle & efficiency are suitable combination.	Operating Management	Service Company
Neato.	Geophysical/Geological Professional	Service Company
Good presentation of company abilities.	Operating Management	Contractor
Interesting.	Senior Management	Service Company
Interesting looking technology.	Operating Management	Service Company
Interesting offer, Was easy or heavy must have his solution.	Other	Service Company

ADVERTISEMENTS OF GREATEST INTEREST

SCHLUMBERGER (p. 6)

Verbatim	Job Function	Business Activity
Well done ad.	Engineering Professional	Consultant
What they are into.	Geophysical/Geological Professional	Service Company
New to me.	Other	Manufacturer
Good.	Geophysical/Geological Professional	Oil/Gas Company
Always want to know what SLB is doing.	Operating Management	Service Company
So perfection.	Geophysical/Geological Professional	Oil/Gas Company
Very good.	Engineering Professional	Manufacturer
SLB is a competitor and as such their ads are always of interest.	Geophysical/Geological Professional	Service Company

SCHLUMBERGER (p. 25)

Verbatim	Job Function	Business Activity
We surely need future high technology in order to explore as much as possible any reservoir that has difficulty in upstream activities.	Other	Oil/Gas Company
Quite a familiar company for me.	Engineering Professional	Consultant
Drilling knowledge.	Engineering Professional	Oil/Gas Company

ADVERTISEMENTS OF GREATEST INTEREST

SCHLUMBERGER (p. 25)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
One of the Best service companies Worldwide point of reference in technology.	Engineering Professional	Consultant
SLB is a competitor and as such their ads are always of interest.	Geophysical/Geological Professional	Service Company
What they are into (again).	Geophysical/Geological Professional	Service Company

ADVERTISEMENTS OF GREATEST INTEREST**SEA TEL COBHAM (p. 18)**

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
As new Option in a close market.	Operating Management	Government

ADVERTISEMENTS OF GREATEST INTEREST

SWAGELOK (p. 9)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
We had good experience with SWAGELOK fittings delivered to one of our Customers.	Senior Management	Consultant
Interested in product.	Operating Management	Contractor

ADVERTISEMENTS OF GREATEST INTEREST

TAM INT'L. (p. 29)

<i>Verbatim</i>	<i>Job Function</i>	<i>Business Activity</i>
Details, accurate and made the work increasingly was easy.	Other	Service Company

ADVERTISEMENTS OF GREATEST INTEREST

WEATHERFORD INT'L. LTD. (p. 7)

Verbatim	Job Function	Business Activity
The advantages, compactness and design simplicity, reduce cost and ease logistic, which translate to better recovery, better profit and value for asset.	Operating Management	Oil/Gas Company
My Competitor.	Operating Management	Service Company
Drilling equipments.	Engineering Professional	Service Company
None of them as an impact just for curiosity as W int'l is a subcontractor.	Operating Management	Contractor
Tell about the emerging technologies.	Geophysical/Geological Professional	Oil/Gas Company

ARTICLES & USAGE

Verbatim	Job Function	Business Activity
Enjoy reading this magazine.	Senior Management	Oil/Gas Company
Perhaps the best magazine published for the OE/oil industry.	Engineering Professional	Consultant
A great industrial magazine.	Engineering Professional	No Business Activities Specified
Very good and professional.	Senior Management	Service Company
Thanks a lot, it is useful.	Engineering Professional	Oil/Gas Company
Especially we need new products, events about offshore engineering and new technologies. That's why, articles are very important for.	Operating Management	Service Company
Good magazine. More subsea, ROV news would suit me, personally.	Operating Management	Contractor
It is an entirely different type of magazine in which has a lot of knowledge for engineers. Keep it up, god bless you.	Engineering Professional	Service Company
OE in my opinion is on the ball on all aspects relating to my line of work. Graphics are excellent, information very good. Keeps me up to date on ongoing & up & coming events/contracts. Lets me know when & where my next project 'could' be.	Engineering Professional	Consultant
It's already become a regular monthly reading for me. Mainly just for updating the latest issue and sometime by coincident it gives me some new ideas that I can implement in my job.	Engineering Professional	Consultant

ARTICLES & USAGE

Verbatim	Job Function	Business Activity
It's very informative regarding offshore updates.	Geophysical/Geological Professional	Oil/Gas Company
Very useful.	Engineering Professional	Manufacturer
For some of the articles I made a copy to others - as for Wind Power Strategy.	Operating Management	Contractor
OFFSHORE ENGINEER has very educative, informative and interesting articles/departments. Thanks and keep the flag flying.	Operating Management	Oil/Gas Company
We generally get the latest information on technology, and other developments within the oil and gas industry. We shall contact the advertisers if deemed usable in our business.	Engineering Professional	Service Company
Its articles are very important for going to be at day in the globally innovations.	Geophysical/Geological Professional	Contractor
I enjoy reading your magazine. Keeps me updated in the industry, especially in these chaotic times.	Operating Management	Contractor
The magazine has been a good help with information on new technology. Also the article has been of great help to my research work.	Engineering Professional	Oil/Gas Company
For information.	Engineering Professional	Oil/Gas Company
Keep up the good work. Well done.	Engineering Professional	Oil/Gas Company
I use this magazine to see outside, sometimes we need a spyglass.	Operating Management	Government

ARTICLES & USAGE

Verbatim	Job Function	Business Activity
As project control engineer OE magazines give me new information four our reference about all project in this world.	Engineering Professional	Contractor
Our company always has up to date information for any area of interest regarding Oil/Gas.	Senior Management	Consultant
Gives an interesting overview of other companies' activities and news related to offshore engineering.	Engineering Professional	Contractor
OE is a good source of Offshore news and exciting to read. Congratulations.	Operating Management	Contractor
Offshore engineer magazine is useful for my inspiration for engineering design.	Engineering Professional	Consultant
I actually will need those articles in way of job activities, especially in maintenance.	Other	Oil/Gas Company
The articles in the issue were great information to me. I felt that I will always be on the right track of this industry from reading OE. And, the vendor ads and website provided, making resourceful added value info to my work. Thanks OE!	Operating Management	Contractor
Reference & Info.	Senior Management	Service Company
As a geophysicist my reading is focused on publications such as the SEG Leading edge and CSEG Recorded. I consider OE secondary or supplemental reading.	Geophysical/Geological Professional	Service Company

ARTICLES & USAGE

Verbatim	Job Function	Business Activity
Improve knowledge, and information of the latest trends.	Operating Management	Government
Offshore engineer is the important.	Engineering Professional	Oil/Gas Company
OE March 2009 gave me a lot info and guidance for my engineering works.	Engineering Professional	Consultant
I find this magazine very interesting. Thank you.	Senior Management	Contractor
The best & recommended to all readers to gain & expand the knowledge.	Engineering Professional	Oil/Gas Company
I like reading offshore engineer, and can give me any science about offshore and construction.	Operating Management	Contractor
OE provide has updated news in oil & gas development and provided new technology being introduced during drilling, exploration, process, etc.	Operating Management	Oil/Gas Company
Very Good.	Geophysical/Geological Professional	Oil/Gas Company
Always read the G and G section.	Operating Management	Service Company
For news products.	Operating Management	Contractor
I wish to continue to receive copies.	Operating Management	Contractor
We offer OE to all my users, because they work in Offshore and study about OE in their education.	Other	Service Company
Utilize information in daily work.	Operating Management	Consultant

ARTICLES & USAGE

Verbatim	Job Function	Business Activity
It's a highly informative magazine on latest developments in the Oil & Gas industry on Offshore facilities + providing the global reputed products to offshore + Onshore industry.	Engineering Professional	Consultant
Excellent Magazine, Excellent Articles.	Engineering Professional	Consultant
I like OE very much. It helps me so much in my work.	Engineering Professional	Oil/Gas Company