



Ad·Q® Studies
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ONLINE AD·Q
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INTRODUCTION

The **Ad Q® Studies** division of Harvey Research, Inc. conducted this Online Readership Study of the March 2009 issue of **OFFSHORE ENGINEER** to answer the following questions:

- What proportion of issue readers recall seeing and reading each of the advertisements?
- What proportion of readers with buying involvement recall seeing and reading each of the ads portraying products or services over which they have purchase influence?
- What products or services do readers buy or specify?

The statistical universe measured in this research study is derived from email addresses from **OFFSHORE ENGINEER's** circulation. Questionnaire design, Internet hosting, editing, coding, tabulation, and analysis are always under the sole control of the **Ad Q®** professional research staff.

Ad Q® Studies have proven to be of indispensable value to both the publication's editors and advertisers.

- The editorial staff gains an insight into the informational priorities of the audience.
- Advertisers are able to monitor their communications to the statistical universe, as well as that segment specifically involved in the purchase of their products or services.

INTERPRETATION OF ADVERTISEMENT SCORES

The purpose of sponsoring an ad readership study is to provide added value to the advertiser by providing an independent tool that demonstrates the publication is a marketing partner with the advertiser.

Ad Q® Studies readership scores establish a benchmark against which future advertising approaches may be measured. The Study is most effective when it is utilized as a guide to the relative performance of a measured advertisement vis-a-vis other ads studied in the issue.

The Advertiser Report offers a number of means of comparison in determining the effectiveness of an advertisement. Each ad score is comprised of three main components:

1. Recall Seeing and Reading Scores among all readers.
2. Recall Seeing and Reading Scores among readers with buying influence over the product category the ad is classified under.
3. The Ad Q performance score, a composite score that may be used in benchmarking the overall effectiveness of an ad.

The most direct comparisons should be made against the average for the studied issue, the average for ads appearing in the same product category, as well as ads of similar size and color. Further analyses may be drawn against the historical average for the publication and the historical product category average. Where applicable, verbatim comments may be used to supplement the quantitative information provided.

The Ad Q® Study is an independent and objective means of judging the effectiveness of an advertisement's physical components, such as size, color, headline, copy length, and graphical quality, as well as its overall strategic approach.

Harvey Research, Inc. has always taken the position that advertising readership studies of 100 sample size represent indicative rather than conclusive research.

ANALYSIS OF ADVERTISEMENTS

<i>PRODUCT CATEGORY</i>	<i>Number of Advertisements Studied</i>	<i>% of Readers with Buying Influence</i>
G&G/Seismic	2	19
Drilling & Completion	7	21
Engineering/Installation/Construction	15	56
Facilities & Subsea Technology	10	22
Support Services	2	34
Production	1	21
Brownfields & Decommissioning	0	12
HSE & Other	3	19

Base: 100 subscribers surveyed via the Internet through March 2009.

ANALYSIS OF AVERAGE SCORES

<i>PRODUCT CATEGORY</i>	<i>All Readers</i>		<i>Buy/Specify Advertised Product</i>		<i>Ad Q performance score*</i>
	<i>% recall seeing</i>	<i>% recall reading</i>	<i>% recall seeing</i>	<i>% recall reading</i>	
G&G/Seismic	45	23	48	30	146
Drilling & Completion	46	21	50	29	146
Engineering/Installation/Construction	36	18	41	22	117
Facilities & Subsea Technology	42	18	47	23	130
Support Services	30	16	37	21	104
Production	55	26	67	33	181
HSE & Other	42	22	56	30	150
Average Ad	40	19	46	25	130

Base: 100 subscribers surveyed via the Internet through March 2009.

*The Ad Q performance score represents the sum of the preceding four columns.

HIGHEST SCORING ADVERTISEMENTS

The Ad_Q performance score is the sum of the advertiser's four scores, as they are presented in the Summary of Scores section of this report, which follows.

<i>Page</i>	<i>Size/Color</i>	<i>Advertiser</i>	<i>Ad_Q performance score</i>
55	1p4c	Offshore Europe 2009 Oil & Gas Conference and Exhibition	214
13	1p4c	Allseas	196
Cvr. 2	1p4c	Baker Hughes Incorporated	188
15	1p4c	Aker Solutions	186
21	1p4c	Cameron	186
25	1p4c	Schlumberger	181
10	1p4c	Baker Hughes Incorporated	180
65	1p4c	FMC Technologies	175
Cvr. 4	1p4c	Fugro GeoConsulting	174
7	1p4c	Weatherford International Limited	167

SUMMARY OF SCORES

<i>Page</i>		<i>All Readers</i>		<i>Readers Who Buy/Specify Advertised Product</i>		<i>Ad • Q performance score*</i>
		<i>% recall seeing</i>	<i>% recall reading</i>	<i>% recall seeing</i>	<i>% recall reading</i>	
G&G/SEISMIC						
	<i>Number of Ads: (2)</i>					
	<i>Average Score:</i>	<u>45</u>	<u>23</u>	<u>48</u>	<u>30</u>	146
6	Schlumberger (1/3p4c)	33	17	38	29	117
Cvr. 4	Fugro GeoConsulting (1p4c)	56	29	58	31	174
DRILLING & COMPLETION						
	<i>Number of Ads: (7)</i>					
	<i>Average Score:</i>	<u>46</u>	<u>21</u>	<u>50</u>	<u>29</u>	146
Cvr. 2	Baker Hughes Inc. (1p4c)	61	26	67	34	188
7	Weatherford Int'l. Ltd. (1p4c)	52	24	56	35	167
10	Baker Hughes Inc. (1p4c)	53	29	55	43	180
30	Hydro Pneumatic Bonetti (1/2p4c)	33	19	38	20	110
51	GE Energy (1p4c)	53	26	55	29	163
57	Asry Offshore Services (1/3p3c)	29	5	34	15	83
83	M-I SWACO (1p4c)	42	19	48	24	133

Base: 100 subscribers surveyed via the Internet.

*The Ad Q performance score represents the sum of the preceding four columns.

SUMMARY OF SCORES

Page		All Readers		Readers Who Buy/Specify Advertised Product		Ad • Q performance score*
		% recall seeing	% recall reading	% recall seeing	% recall reading	
	ENGINEERING/INSTALLATION/CONSTRUCTION					
	<i>Number of Ads: (15)</i>					
	<i>Average Score:</i>	<u>36</u>	<u>18</u>	<u>41</u>	<u>22</u>	<u>117</u>
4-5	Acteon (2p4c/2c)	40	19	45	25	129
8	Belzona Polymerics Ltd. (1/4p4c)	24	11	27	12	74
8	Friulana Flange (1/4p4c)	25	15	30	20	90
9	Swagelok (1p4c)	46	20	54	27	147
13	Allseas (1p4c)	56	31	68	41	196
26	Orion Instruments (1p4c)	48	24	52	29	153
33	RE.MAC.UT. S.r.l. (1/2p4c)	23	11	27	14	75
34	Fluor (1p4c)	50	26	55	30	161
45	BJ Services (1p4c)	53	25	57	27	162
47	ABV S.r.l. (1p4c)	35	20	43	23	121
53	NYLACAST (1/3p4c)	23	14	25	15	77
68	Teufelberger Seil Ges.m.b.H. (1/3p4c)	19	9	25	12	65
71	Friedhelm (1/3p4c)	20	9	23	11	63
75	RBG (1/3p4c)	30	15	36	18	99
81	Bisso Marine (1p4c)	46	22	52	25	145

Base: 100 subscribers surveyed via the Internet.

*The Ad Q performance score represents the sum of the preceding four columns.

SUMMARY OF SCORES

Page		All Readers		Readers Who Buy/Specify Advertised Product		Ad • Q performance score*
		% recall seeing	% recall reading	% recall seeing	% recall reading	
FACILITIES & SUBSEA TECHNOLOGY						
	<i>Number of Ads: (10)</i>					
	<i>Average Score:</i>	<u>42</u>	<u>18</u>	<u>47</u>	<u>23</u>	<u>130</u>
15	Aker Solutions (1p4c)	62	27	68	29	186
17	Schilling Robotics (1p4c)	52	18	59	26	155
20	Samson (1/2p4c)	39	14	41	17	111
21	Cameron (1p4c)	59	27	68	32	186
29	TAM Int'l. (1p4c)	37	16	40	18	111
33	S&K Supply, Inc. (1/2p4c)	23	14	27	23	87
40	New Industries (1/2p4c)	33	17	32	18	100
42	Magnetrol (1p4c)	27	15	35	18	95
65	FMC Technologies (1p4c)	59	23	62	31	175
69	Smith Berger (1/3p4c)	27	14	34	17	92
SUPPORT SERVICES						
	<i>Number of Ads: (2)</i>					
	<i>Average Score:</i>	<u>30</u>	<u>16</u>	<u>37</u>	<u>21</u>	<u>104</u>
18	Sea Tel Cobham (1p4c)	37	17	47	24	125
30	Navis Engineering Oy (1/2p4c)	23	16	26	18	83

Base: 100 subscribers surveyed via the Internet.

*The Ad Q performance score represents the sum of the preceding four columns.

SUMMARY OF SCORES

Page		All Readers		Readers Who Buy/Specify Advertised Product		Ad • Q performance score*
		% recall seeing	% recall reading	% recall seeing	% recall reading	
	PRODUCTION					
	<i>Number of Ads: (1)</i>					
25	Schlumberger (1p4c)	55	26	67	33	181
	HSE & OTHER					
	<i>Number of Ads: (3)</i>					
	<i>Average Score:</i>	42	22	56	30	150
41	ORR Safety (1p4c)	36	19	53	32	140
55	Offshore Europe 2009 Oil & Gas Conference & Exhibition (1p4c)	63	35	74	42	214
64	Innovar Solutions (1/3p4c)	26	12	42	16	96
	AVERAGE AD IN THIS ISSUE	40	19	46	25	130

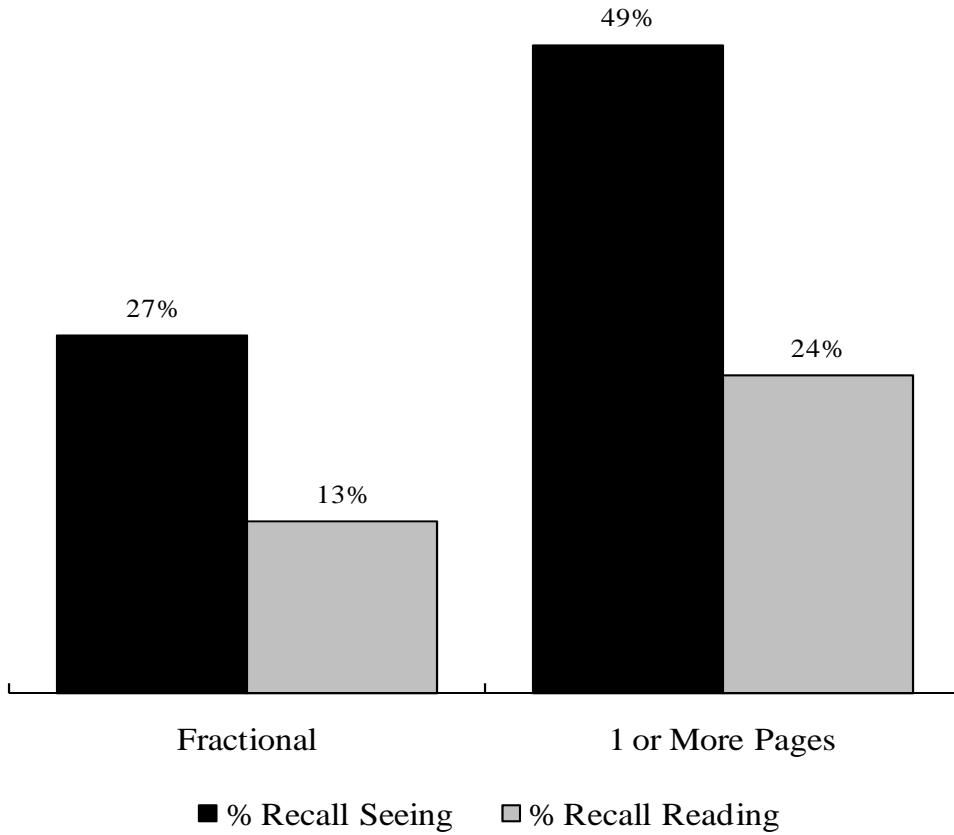
Base: 100 subscribers surveyed via the Internet.

*The Ad Q performance score represents the sum of the preceding four columns.

ANALYSIS OF ADVERTISEMENTS BY CHARACTERISTIC

<i>Characteristic</i>	<i>Number of ads</i>	<i>All Readers</i>	
		<i>% recall seeing</i>	<i>% recall reading</i>
Size			
Fractional	16	27	13
1 Page	23	49	24
2 Pages	1	40	19
Color			
Black/White	-	-	-
2-Color	-	-	-
3-Color	1	29	5
4-Color	39	40	20
# of Ads This Issue:	40		
Average This Issue:		40	19

ANALYSIS OF ADVERTISEMENTS BY SIZE



TECHNICAL APPENDIX

The objectives of this research study have been met through utilization of Internet survey techniques.

Online Ad Q[®] respondents are selected on a structured random interval basis. The statistical universe for this study is composed of readers of **OFFSHORE ENGINEER** having email addresses known to the publication. A portion of the universe received an email from the publication with a hyperlink to a Web site containing the Online questionnaire. In total, 3,500 email invitations were sent by the publication. The Online Ad Q[®] Study is based on the first 100 completed questionnaires and was closed upon receipt of the 100th response.

All aspects of this study, including Internet hosting, sorting and editing, tabulation, and report preparation are conducted by staff personnel under the sole control of Ad Q[®] Studies, a division of Harvey Research, Inc.

ANALYSIS OF ADVERTISEMENTS BY QUARTER

