



The World at Your Fingertips

World of Wood Group Interactive Presentation

Numbers

50
thousand

Number of professionals at the OTC

110
countries

Number of nations sending people to Houston specifically for the event

2
thousand

Number of exhibits at OTC

Challenge

Wood Group wanted to establish an impressive and informative presence at the 2010 Offshore Technology Conference (OTC).

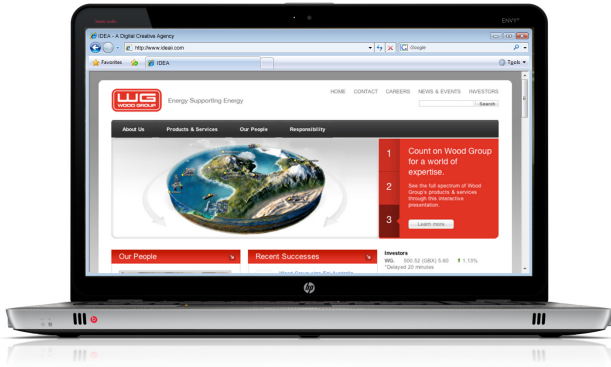
The OTC conference is the world's foremost event for the development of offshore resources in the fields of drilling, exploration, production, and environmental protection with attendance exceeding 50,000 professionals, from 110 countries with 2,000 companies participating in the exhibition.

The need was not only to provide a strong presence among peers, but to also provide an overview of the markets served by Wood Group, along with a deep dive into the individual products and services within those markets.

At OTC, Wood Group staffed its booth with representatives from each of its business units, and these booth staffers, although well versed on their own product lines, did not have full insight into other business

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Highlight



Website Experience

3D interactive experience was repurposed to be used on the newly redesigned website.

Client

Wood Group is a leading international energy services company comprised of three divisions: Engineering & Production Facilities, Well Support, and Gas Turbine Services. They provide a range of engineering, production support, maintenance management and industrial gas turbine overhaul & repair services to the oil & gas and power generation industries worldwide.

Wood Group currently employs approximately 29,000 people in 50 countries worldwide had approximately \$5.0 billion in annual sales.

Services

- UX research and strategy
- Visual Design
- Copywriting
- Metrics and Analytics
- 3D Motion Graphics
- Flash animation

units or the group as a whole. Therefore, the tool would need to not only educate the visitors, but also support the staffers when speaking about the various aspects of the group.

Solution

A thorough competitive and user experience assessment was conducted to understand how similar oil and gas services were being positioned in the industry. With this information, IDEA then found the most effective approach to generate an interactive tool that would be able to make complex information readily accessible and digestible through a unique experience.

The research results worked as a guide for IDEA to create a highly impactful 3D interactive animation that included a highly intuitive touch-enabled design. The interactive presentation distilled the complex set of markets, products and services into an easy-to-understand visual presentation that engaged and informed the viewer.

Throughout the conference, thousands of attendees would interact with a 3D animated interface by touching a glittering ocean, snow capped mountains and spinning windmills on a 55 inch touch screen monitor. Visitors would rotate and expand the animated world through gesture technology, discovering different layers of information about the Wood Group offerings and the industries served.

Results

Beyond attracting and educating conference attendees, the World of Wood Group interactive presentation provided a visually compelling and useful platform from which booth staffers could speak intelligently about the services of other business units while covering the breadth of markets that Wood Group serves.

The interactive presentation was so successful, that it was repurposed for use on Wood Group's newly redesigned website, per the client's request.

In addition to the success at the event, the Wood Group garnered media attention when it was presented the Lantern Award of Excellence in the category of Interactive/Multimedia Presentations. The Lantern Awards are prestigious awards that were created more than two decades ago by the Business Marketing Association- Houston Chapter, with the sole purpose of highlighting top-quality creative and strategic business-to-business communications.