

Message

From: Shultz, Ryan T /C [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENT: [REDACTED]]
Sent: 1/25/2018 4:48:08 PM
To: Rodgers, Abigail L [REDACTED]@exxonmobil.com]; Freeman, Kenneth J [REDACTED]@exxonmobil.com]; Meyer, Jayme L [REDACTED]@exxonmobil.com]
CC: Soper, Steven W [REDACTED]@exxonmobil.com]; Duncan, Ashley M [REDACTED]@exxonmobil.com]
Subject: RE: EMRE Ads - New Jersey
Attachments: NJAD-NJ Local Inserts Concept Print Layouts 1.24.18 v4P.PDF

All,

Various ad options for the local/NJ insertion effort. We worked to keep the facts high-level and tout the innovative work in research, science and engineering to help lower emissions throughout the company while some of it just happens to take place "right here in New Jersey. There is mention of ExxonMobil's Research and Engineering but not necessarily specific to just NJ.

In efforts to insert in March publications (our first opportunity should we be ready), we should look to finalize feedback by 2/1.

Andrew, I will follow-up with you separately on a recommend media insertion plan.

Regards,
Ryan

Pg. 1 & 2

IMAGE: Male in Lab & Female with Petri Dish

19,402 reasons to feel some Jersey pride.

Since 1970, ExxonMobil's Research and Engineering facilities have registered 19,402 patents for its work in things like carbon capture on a mass scale, next generation biofuels made from algae, and high-efficiency engine advances. These are just a few of the technologies we're researching to reduce emissions on a global scale — and many of them are happening right here in New Jersey.

Pg. 3, 4, 5

IMAGES: female in algae lab, microscopic algae & aerial view of NJ

There's a lot of science happening right in your backyard

Next generation biofuels made from algae. Carbon capture on a mass scale. High-efficiency engine advances. These are just a few of the technologies being developed right here in New Jersey at ExxonMobil's Research and Engineering facilities. With 430 labs and 90 pilot plants on 800 acres in Clinton, NJ, much of the work we do to reduce the world's emissions is a homegrown effort — and a great reason to feel some Jersey pride.

Pg. 6

IMAGE: aerial view of NJ

Some of the world's most important research is happening right here in New Jersey.

To reduce emissions on a global scale, ExxonMobil's Research and Engineering facilities is researching a multitude of potential technologies right here in New Jersey. From carbon capture on a mass scale to next generation biofuels made from algae to high-efficiency engine advances, there's amazing science happening right in your backyard.

From: Rodgers, Abigail L

Sent: Tuesday, January 2, 2018 4:11 PM

To: Shultz, Ryan T /C [REDACTED]@exxonmobil.com>; Freeman, Kenneth J [REDACTED]@exxonmobil.com>; Meyer, Jayme L [REDACTED]@exxonmobil.com>

Cc: Soper, Steven W [REDACTED]@exxonmobil.com>; Duncan, Ashley M [REDACTED]@exxonmobil.com>

Subject: RE: EMRE Ads - New Jersey

It should be about ExxonMobil's research and development (not EMRE) and our long history of research in New Jersey.

Abigail Rodgers

URC and EMRE

Technology & Research Programs P&GA Manager

Exxon Mobil Corporation

[REDACTED]
Spring, Texas 77389

Office: [REDACTED]
Mobile: [REDACTED]

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From: Shultz, Ryan T /C

Sent: Tuesday, January 2, 2018 4:08 PM

To: Rodgers, Abigail L [REDACTED]@exxonmobil.com>; Freeman, Kenneth J

[REDACTED]@exxonmobil.com>; Meyer, Jayme L [REDACTED]@exxonmobil.com>

Cc: Soper, Steven W [REDACTED]@exxonmobil.com>; Duncan, Ashley M [REDACTED]@exxonmobil.com>

Subject: RE: EMRE Ads - New Jersey

Ok, I think the overall message is more about that there is a lot going on in terms of science, research and technology going on in their backyard. We can rework this to be more succinct with that effort and less about calling out EMRE per se. Does that work?

From: Rodgers, Abigail L

Sent: Tuesday, January 2, 2018 3:51 PM

To: Shultz, Ryan T /C [REDACTED]@exxonmobil.com>; Freeman, Kenneth J [REDACTED]@exxonmobil.com>; Meyer, Jayme L [REDACTED]@exxonmobil.com>

Cc: Soper, Steven W [REDACTED]@exxonmobil.com>; Duncan, Ashley M [REDACTED]@exxonmobil.com>

Subject: RE: EMRE Ads - New Jersey

See my comments. EMRE is not based in New Jersey, probably less than 1/3rd of EMRE employees are in NJ. And most of the big environmental projects are funded by EMET (Dallas) not by EMRE. So, we need to thread the needle carefully. We did a nice overview of the history of EM with NJ in our PICC brochure, see pages 22--23

Abigail Rodgers

URC and EMRE

Technology & Research Programs P&GA Manager

Exxon Mobil Corporation

Spring, Texas 77389
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From: Shultz, Ryan T /C

Sent: Tuesday, January 2, 2018 3:28 PM

To: Rodgers, Abigail L <[REDACTED]@exxonmobil.com>; Freeman, Kenneth J

<[REDACTED]@exxonmobil.com>; Meyer, Jayme L <[REDACTED]@exxonmobil.com>

Cc: Soper, Steven W <[REDACTED]@exxonmobil.com>; Duncan, Ashley M <[REDACTED]@exxonmobil.com>

Subject: RE: EMRE Ads - New Jersey

Ken/Abby/Jayme,

Andrew Sinclair originated the request to develop a technology-forward ad (print and digital components) in to New Jersey pubs directed at policy, legislative and elite influencers. Attached is the creative brief for your review. We will use this as a blue print in which to brief BBDO to develop copy + design. While NJ is the first area in which inserts will be dropped, the idea is to generate a template of sorts so that the same messaging can be replicated throughout New England.

The attached has been reviewed by both Andrew and Steven. Ken, I spoke with Andrew earlier today and we can reconvene with you on the budget for this first drop. We are aiming to insert in Q1.

PROPOSED TIMING:

- Jan 3 – Jan 10: review creative brief *[input from Abby, Jayme, Ken]*
- Jan 11 – Jan 30: BBDO develops layout options
- Jan 31 – Feb 5: EM to review layout options and provide feedback
- Feb 6 – Feb 9: Revisions to layout(s), confirm media placement
- Week of Feb 12: Route for final approvals, resize for each pub, ship
- March – publication(s) drops, companion digital placement

Regards,
Ryan

From: Sinclair, Andrew Victor

Sent: Monday, December 4, 2017 4:42 PM

To: Shultz, Ryan T /C <[REDACTED]@exxonmobil.com>; Soper, Steven W <[REDACTED]@exxonmobil.com>

Cc: Rodgers, Abigail L <[REDACTED]@exxonmobil.com>; Freeman, Kenneth J <[REDACTED]@exxonmobil.com>

Subject: RE: EMRE Ads - New Jersey

Thank you very much! No hard deadlines, so please proceed at your own pace.

Andrew V. Sinclair
Northeast State Government Affairs
Exxon Mobil Corporation
[REDACTED]
[REDACTED]

[REDACTED]@exxonmobil.com

-----Original Message-----

From: Shultz, Ryan T /C [REDACTED]@exxonmobil.com]

Received: Dec 4, 10:43 AM

To: Sinclair, Andrew Victor [REDACTED]@exxonmobil.com]; Soper, Steven W [REDACTED]@exxonmobil.com]

CC: Rodgers, Abigail L [REDACTED]@exxonmobil.com]; Freeman, Kenneth J [REDACTED]@exxonmobil.com]

Subject: RE: EMRE Ads - New Jersey

Andrew,

The ball is in our court, and we are working on the following:

- Brief in BBDO (creative agency) and initiate concept development. Prior to signing off on a formal brief, we will verse with you to ensure we've hit all the major proof points needed in the ad(s).
- Work with our media agency, UM, to discern editorial calendars of below publications and work to recommend any endemic companion online/banner positioning. Additionally, UM can help identify a geo-targeted digital overlay as optioning so we have angles covered.

We'll share the aforementioned briefing document with you before the end of this week and get a meeting scheduled to review a proposed media landscape and creative. Let us know if there are any desirable timing milestones we need to hit, otherwise will work toward an early Q1 campaign insertion.

Regards,
Ryan Shultz

From: Sinclair, Andrew Victor

Sent: Thursday, November 30, 2017 1:20 PM

To: Soper, Steven W [REDACTED]@exxonmobil.com>

Cc: Rodgers, Abigail L [REDACTED]@exxonmobil.com>; Shultz, Ryan T /C <[REDACTED]@exxonmobil.com>; Freeman, Kenneth J [REDACTED]@exxonmobil.com>

Subject: RE: EMRE Ads - New Jersey

Thanks.

From: Soper, Steven W

Sent: Thursday, November 30, 2017 2:19 PM

To: Sinclair, Andrew Victor [REDACTED]@exxonmobil.com>

Cc: Rodgers, Abigail L [REDACTED]@exxonmobil.com>; Shultz, Ryan T /C [REDACTED]@exxonmobil.com>; Freeman, Kenneth J [REDACTED]@exxonmobil.com>

Subject: RE: EMRE Ads - New Jersey

Thanks Andrew and nice talking with you.

Either Ryan or myself will follow-up once we have had a chance to looking into these and discuss creating an EMRE focused ad.

Steven

From: Sinclair, Andrew Victor

Sent: Thursday, November 30, 2017 12:51 PM

To: Soper, Steven W <[REDACTED]@exxonmobil.com>
Cc: Rodgers, Abigail L <[REDACTED]@exxonmobil.com>
Subject: EMRE Ads - New Jersey

Steve,

As we discussed, I would like to run EMRE-focused Full-Page Ads in the following three influential publications in New Jersey:

1. **BUSINESS** – Excellent monthly magazine published by the New Jersey Business and Industry Association. Exxon Mobil is a long standing member of this politically active association. Media kit is attached.
2. **NJ Municipalities** – This monthly magazine of the New Jersey State League of Municipalities is widely read by appointed and elected officials at all levels in New Jersey. New Jersey is very much a “home rule” state and the “mayors matter” to those in the State House. Media kit: <http://www.njslom.org/advertise/MediaKit.pdf>
3. **InsiderNJ.com** – The go-to online political journal in New Jersey. In addition, they run several digital publications throughout the year. Examples include “Insider 100”, “Annual Retrospective” and a forward looking and “Advance”. Look for the Insider 100 on the current web page. Pricing is \$2,500 for a full page ad. For more info contact Pete Oneglia, General Manager, Insider NJ C: (973) 978-7731 E: pete@insidernj.com

Andrew V. Sinclair
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