

ExxonMobil

1 Apr, 2019

Corporate Campaign: India

Energy lives here

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EM-HCOR3-00007129

India campaign objective

- **GET** Indian opinion leaders in Delhi
- **TO** associate ExxonMobil's supply of nat gas as the 'right energy solution' for India
- **BY** communicating that cleaner-burning liquid natural gas from ExxonMobil helps reduce air pollution.

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Corporate advertising: the Indian perspective

Highly-emotive narratives, slice-of-everyday life vignettes are the recommended creative direction for this market.

- Does not shy away from bringing the light of the plight of people (even though could be conceived as negative)
- A tone that calls for change
- Proven and preferred creative style in region

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The reality in Delhi is:

- Air pollution is an absurd reality
- Reducing air pollution in Delhi can be both cause-related and benefit-related
- Delhi is amongst the world's most polluted cities
- Air pollution disrupts the pace and peace of life
- It affects everyone (young, wealthy, elderly, poor)

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3 creative approaches for consideration

Route 1 & 2

Air Pollution as the focal point and canvas to pitch Natural Gas...

... Natural Gas helps in reducing air pollution.

Route 3

Natural Gas as the focal point to establish its role in powering industries, transportation and cooking...

... while also being a cleaner-burning fuel that helps in reduce air pollution.

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ROUTE 1

**Air Pollution is so common
that everyone wants to find a
way to clean-up**

It affects the rich, poor, old and young

The Play:

"If it affects our children, it should affect us all."

The route is inspired by the innocence of
children and their ability to find the right and
simple solutions to complex problems

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ROUTE 1

Script

We see a little girl in front of her playhouse.
She's setting up her dolls, toy tables, chairs etc.
Her mom is watching her indulgently.
The child very meticulously cleans the dolls, the chairs, the tables. She picks up her dollhouse and places it aside, picks up a toy broom and sweeps the place.
She then proceeds to clean the dollhouse.
Her mom continues watching her with an amused smile.
Then the child goes off somewhere and comes back with a small bucket of water and a sponge.
She then dips the sponge into the bucket and proceeds to wipe the area right in front of her.
(It looks almost as if she cleaning a transparent glass sheet that we can't see.)
We can't see what she's cleaning, obviously.
We cut to see the mom's earlier amused expression turn into a puzzled one.
She's as puzzled as we are about what the kid is cleaning.
She asks her daughter: **"Beta, what are you cleaning now?"**
The daughter replies with all earnestness: **"What mama, can't you see? I am cleaning the air."**
VO: ExxonMobil is bringing natural gas to India, it's a cleaner-burning fuel that lights up homes, moves vehicles, and powers industries. Natural gas can also help reduce Delhi's air pollution.

As the VO plays we see a montage of homes and buildings lighting up, cars running, and machinery in a factory coming to life

And slowly an animation of Natural Gas FROM EXXONMOBIL appears over all the visuals.

SUPER: ExxonMobil #UnexpectedEnergy

We can have the ExxonMobil logo present on the top right hand corner of the screen throughout the commercial.

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ROUTE 1



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ROUTE 2

**Air Pollution disrupting the lives
of Delhi-ites**

Air pollution robs Delhi-ites of all the richness that the city has to offer in terms of rich food, beautiful gardens, picnic spots, hustle-bustle of a capital city

The Play:

“When anything disrupts our everyday way of life, we want to quickly find ways to bring life back to normalcy.”

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ROUTE 2

Script

The film opens in a park, early in the morning, we see an old man jogging, as the super appears.

SUPER: "Jogging is healthy."

Cut to a couple in a crowded market smiling at each other and eating gol-gappa at a roadside vendor.

SUPER: "Eating out is romantic."

Cut to a teenage girl walking happily with her dog on the footpath.

SUPER: "Walking your dog is fun."

Cut to a small gully (small street) where we see children playing gully cricket

SUPER: "Playing is a thrill."

Cut to a wide shot of few elderly people in a laughter club... they're standing in a circle and laughing with their hands thrown up in the air.

SUPER: "Laughing is therapeutic."

Cut to a family enjoying their picnic in a park.

SUPER: "Picnics are relaxing."

The visual and the super fades out to a white screen and the super appears in the screen.

SUPER: Everything is healthy when the air is healthy.

VO: ExxonMobil is bringing natural gas to India. It's a cleaner-burning fuel that lights up homes, moves vehicles, and powers industries.

Natural gas can also help reduce Delhi's air pollution.

As the VO plays we see a montage of homes and buildings lighting up, cars running, and machinery in a factory coming to life

And slowly an animation of Natural Gas FROM EXXONMOBIL appears over all the visuals.

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ROUTE 2



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ROUTE 3

Versatility of Natural Gas

Natural Gas can do so much. Power industries, move vehicles, light our homes and kitchens.

The idea of this route is to bring to focus this versatility of Natural Gas and the myriad roles it plays in our lives.

All this, while helping to also reduce air pollution.

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ROUTE 3

Script

Film: The Versatile Natural Gas

VO: Imagine an energy source

We see an ExxonMobil lab, where a couple of scientists are pointing at a screen, showing the chemical structure of Natural Gas (without revealing what it is).

VO: That'll light up our homes,

Cut to the close-up of a bulb lighting up and it zooms out to show a small girl studying.

VO: And cook our meals.

Cut to the close-up of a pressure cooker's whistle going off.

VO: One that will move our vehicles,

Cut to the close-up of a tuk-tuk's wheels and it zooms out to show a fleet of tuk-tuks on a highway.

VO: And power our industries.

Cut to the close-up of an industrial robot coming to life and it zooms out to show several such robots.

VO: But most importantly, one that'll help reduce air pollution.

Cut to the skyline of Delhi.

VO: Presenting Natural Gas from ExxonMobil, a cleaner burning fuel that can help improve the air quality of Delhi by lowering emissions.

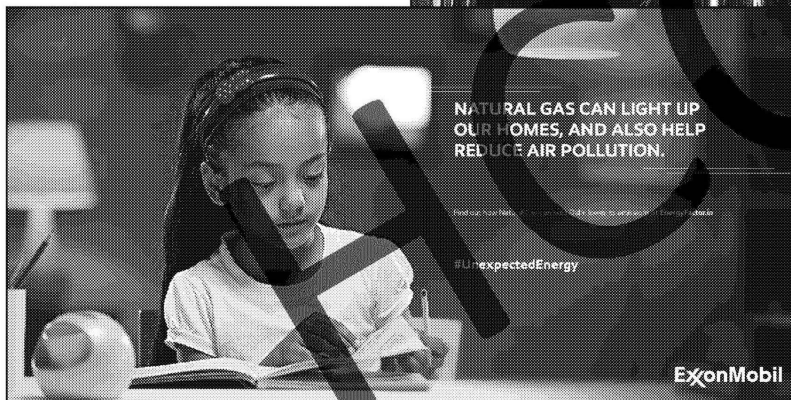
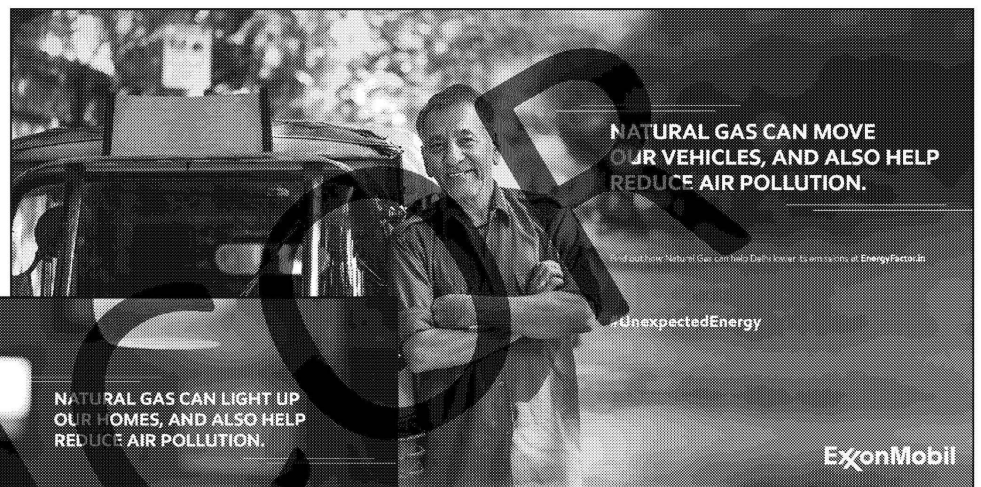
We see a quick montage of homes and buildings lighting up, cars running, and machinery in a factory coming to life... And slowly an animation of 'Natural gas from EXXONMOBIL' forms over it.

SUPER: ExxonMobil #UnexpectedEnergy

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ROUTE 3



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ROUTE 3



NEXT STEPS

1. Obtain alignment on concept direction for testing
2. Develop testing stimuli April 1- 6
3. Delhi focus groups April 8

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2019 Articulations Tested

Proprietary

Future of Energy (Partnerships)	Nat Gas Reducing Air Pollution	EM Outlook	Nat Gas v3
What will the future of energy look like? We're working with idea incubators, start-ups and universities in Asia, including India Institute of Technology, to shape a future with lower emissions. From carbon capture to biofuels to applications for cleaner burning natural gas, we're committing research and money to further the science and technologies that can make energy better for all of us.	As India seeks to improve air quality, cleaner burning natural gas has a critical role to play. As a pioneer in the supply of natural gas to India, ExxonMobil is working to make natural gas more available to power India's industrial, transportation and power needs.	Demand for energy is growing right along with India's economy. Natural gas from ExxonMobil can be a baseload fuel that powers India's industry, transportation and electricity generation. And because it burns cleaner with fewer emissions than traditional sources, it can help fuel India's growth more responsibly.	As we continue to build our industrial, power and transportation infrastructure, cleaner burning natural gas, from ExxonMobil, can provide the power for growth with fewer emissions and airborne particulates than traditional fuels. Making natural gas a modern fuel for the new India.

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Performance Message Resonance – Top Box (tested at 95%)

	Future of Energy (Partnerships)	Nat Gas Reducing Air Pollution	EM Outlook	Nat Gas vs
Believable	61%	64%	62%	59%
Clear and easy to understand	75%	82%	80%	76%
Relevant	64%	68%	66%	63%
Addresses issue important to me	61%	70%	64%	63%
Reassuring	50%	57%	52%	52%
Informative	74%	78%	71%	72%
Meaningful	71%	76%	70%	73%
Teaches something new about XOM	65%	70%	72%	66%
Supplies energy more safely & responsibly...	58%	60%	59%	56%
Provides essential service for daily lives	59%	64%	57%	61%
Works to reduce carbon emissions	69%	63%	66%	68%
Is transparent	54%	57%	53%	55%
	n=409	n=401	n=400	n=413

Scores reflect Top 2-Box performance.

XX% / XX% / XX% = significantly higher than one / two / all three (other) articulations tested