

Message

Sent: 4/26/2017 8:01:51 PM
To: McCarron, Suzanne M [REDACTED]@exxonmobil.com]; Welberry, Chris R [REDACTED]@exxonmobil.com]
Subject: RE: Brussels groups

Notes from second Brussels group:

Overall

Algae digital ad was the favorite (5 out of 6 chose it as best); Energy Farmer was a clear second with FT and Big tied for third

Again no significant issues with the brand; clear linkage between XOM and Esso

Message on farmland and water in algae ads resonated

Group was the most familiar with algae biofuels

Digital algae ad:

Very positively received; spot is compelling and tells the "whole story"; ending with the fact that it could be used in your car helped finish the thought for the group

Words appear fast for some non-native English speakers but still delivered clear message

Energy Farmer:

Water farmland message resonated

Characterized as future looking; surprising message from an oil company

Mixed views on the ending; some like the humor/levity provided by the t-shirt, some saw it as a little too light

Imagery was well received; beautiful scenery

A few Tries:

Seen as busy but delivered message of not afraid to fail in search of solutions

Algae message was the one tech most cited by the group

Overall positive but did not have the same impact as EF and algae digital

Big:

Intriguing, group wanted more information about the technology

Creating power while reducing emissions is a compelling message

Didn't like the creative style as much as the others but still was effective in message delivery

From: Walton, Gantt H

Sent: Wednesday, April 26, 2017 1:40 PM

To: McCarron, Suzanne M [REDACTED]@exxonmobil.com>; Welberry, Chris R [REDACTED]@exxonmobil.com>

Subject: RE: Brussels groups

Additional notes from the first Brussels group. The second one is starting now.

Overall:

Algae digital ad scored the best followed closely by Energy Farmer; A Few Tries was third and Big (CCS) was last although still received positive feedback

No significant issues with brand; similar to the last set of European groups

Message around algae not competing for farmland and fresh water resonates

Digital Algae ad:

Engaging music; very clear and complete story
A lot to read but compelling
Beautiful

A Few Tries:

Lab scene a bit too nice to be real; comment from a scientist in the group
The men liked the ad better than the women
The message of trying and not afraid to fail resonated; showed the company is humble and relentlessly pursuing new technologies

Big (CCS):

Intriguing; want to know more about the technology that reduces emissions and generates power
A few comments around perpetuating the use of fossil fuels

From: Walton, Gantt H

Sent: Wednesday, April 26, 2017 11:35 AM

To: McCarron, Suzanne M [REDACTED]@exxonmobil.com>; Welberry, Chris R

[REDACTED]@exxonmobil.com>

Subject: Brussels groups

First Brussels group is liking Energy Farmer...innovative, sustainable, optimistic, beautiful green images, makes me think more positive toward XOM. Minor comments about supers being hard to read (white on white) and one guy didn't care for the t-shirt.