

Message

From: Soper, Steven W [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=REDACTED]
Sent: 2/27/2019 4:12:56 PM
To: Jeffers, Alan T [REDACTED]@exxonmobil.com]
CC: Langlands, Cynthia G [REDACTED]@exxonmobil.com]
Subject: Suggested Note for Endorsement

Alan – see below for suggested note to DWW/NAC. Ryan is working on getting new links (one for :30, one for social/digital).

Darren/Neil:

For your approval is our newest US advertisement focusing on the work ExxonMobil does with Carbon Capture Technology and the important role it can play to help lower emissions. We are also planning to use similar version, edited for nuances, for our European advertising in the fall.

As part of our “Unexpected Energy” campaign, this builds on our algae bio-fuels advertisement to showcase another way ExxonMobil is working to reduce emissions and helping address the dual challenge by working on future energy solutions. This concept tested very well with US general population and US/European opinion leaders who will be the primary audiences. The analogy of plants capturing CO2 proved to be an effective way in helping audiences, most of who are unaware of this technology, understand the general concept of CCS. Focus groups also came away with a more positive impression of ExxonMobil knowing we are working on this technology.

We plan to launch this ad across TV, social and digital in the middle of March during the NCAA college basketball tournament and continue advertising until June. In addition to a large presence during the NCAA tournament, this ad will also have a presence across cable news and Sunday morning programming. The television ad will run in :30 and :15 second versions, and will be accompanied by a suite of digital/social executions meant to reinforce and supplement our broader message with additional detail. The advertising will also encourage viewers to learn more at our Energy Factor site where we will have several articles, videos and infographics that more fully explains CCS technology.

Below is a link to the :30 second ad for your approval, along with a sampling of what the digital/social assets will look like:

- CC 30 TV:
- Social/Digital:

HCOR