

Message

From: Langlands, Cynthia G [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/] [REDACTED]
Sent: 2/28/2019 4:08:49 PM
To: Jeffers, Alan T [REDACTED]@exxonmobil.com]
CC: Shultz, Ryan T [REDACTED]@exxonmobil.com]; Soper, Steven W [REDACTED]@exxonmobil.com]
Subject: Plants Recap

Alan, as we have discussed ... please let me know if you need additional information or clarification. Cynthia

1. Video stimuli tested (Runs :36; common in qualitative testing).
 - https://mysite.na.xom.com/personal/na_rtshult/Shared%20Documents/CCS%20Plants/CCS-12970%20Plants%20Testing%20Digital%20Boardomatic%2010.11.18%20v3.wmv
2. Current edit CC 30 TV: <https://www.filecargo.ca/message/Epe6snlpQAk5D51tl2ThGz>
3. Research highlights
 - a. Qualitatively tested against GP-Chicago; OLs/Elites-DC; OLs/-Berlin, Brussels
 - b. Overall message that we are working to reduce CO2 emissions was effectively conveyed
 - c. Learnings we addressed with current edit: ensuring we convey it's not a natural process but rather technology; no rhyme
 - d. In the end, treatment seen as focused, strong metaphor, appealing creative with strong visuals
 - e. For reference, below is a side-by-side of the tested script versus the current edit
4. Key dates:
 - a. Need to finalize media buy on March 5th; current plan has our major lift for Spring with a presence in the NCAA tournament based on its match rate against both OL and Gen Pop audiences. Launch scheduled for March 18th; ship TV no later than March 7th
5. Back-up media options:
 - a. Same media plan/different creative: Launch media as planned and run Algae/Tiny Organism creative; determined there is no wear-out (off air for nine months); did heavy lifting for us in 2018
 - b. Launch CCS creative/push media: Launch with Plants but push media launch to later in Spring; agency would need time to develop plan around alternative tent pole activation, maybe NBA.

TESTED ANIMATIC SCRIPT :36 (extended edit length for research needs)	2/28/19 SCRIPT :30
<p>Capturing CO2 is a thing plants can do.</p> <p>Imagine if other plants started capturing it too?</p> <p>If we could help power plants do it as well as trees,</p> <p>We could lower emissions much lower indeed.</p> <p>Carbon capture is a thing we research each day.</p> <p>It's no easy task, but we're leading the way.</p> <p>Other scientists also think there is a very good chance,</p>	<p>Plants capture CO2.</p> <p>What if other kinds of plants captured it too?</p> <p>If these industrial plants had technology that captured carbon like trees</p> <p>we could help lower emissions.</p> <p>Experts agree: this is important technology.</p> <p>That's why we're working on ways to improve it.</p>

It can help all plants...

...be a little more like plants.

Energy Lives Here

So plants...

can be a little more...like plants.

Cynthia

Note: New telephone (SKYPE) [REDACTED]

HCOR