

Message

From: Langlands, Cynthia G [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/██████████]
Sent: 2/28/2019 4:08:49 PM
To: Jeffers, Alan T ██████████@exxonmobil.com]
CC: Shultz, Ryan T ██████████@exxonmobil.com]; Soper, Steven W ██████████@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/Epe6snlpQAksD51tl2ThGz>
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
Capturing CO2 is a thing plants can do.	Plants capture CO2.
Imagine if other plants started capturing it too?	What if other kinds of plants captured it too?
If we could help power plants do it as well as trees,	If these industrial plants had technology that captured carbon like trees
We could lower emissions much lower indeed.	we could help lower emissions.
Carbon capture is a thing we research each day.	Experts agree: this is important technology.
It's no easy task, but we're leading the way.	That's why we're working on ways to improve it.
Other scientists also think there is a very good chance,	

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