

Message

From: Soper, Steven W [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN= [REDACTED]
Sent: 3/12/2019 5:10:16 PM
To: Jeffers, Alan T [REDACTED]@exxonmobil.com]
Subject: FW: Advertising Campaign CCS "Plants"

FYI.

From: Shultz, Ryan T
Sent: Tuesday, March 12, 2019 10:31 AM
To: Holguin, Margo [REDACTED]@exxonmobil.com>
Cc: Soper, Steven W [REDACTED]@exxonmobil.com>; Langlands, Cynthia G <[REDACTED]@exxonmobil.com>
Subject: Advertising Campaign CCS "Plants"

Margo,

Corporate advertising efforts will be launching in the U.S. the week of March 18.

Our newest advertisement focusing on how ExxonMobil is advancing carbon capture technology to help lower emissions at industrial settings. The advertisement is part of our "Unexpected Energy" campaign and builds on our algae bio-fuels ad to showcase another way ExxonMobil is working on future energy solutions aimed at reducing emissions.

The concept – which uses a play on words to compare organic "plants" and industrial "plants" – proved through research to be an effective way to help audiences members, most of whom are unaware of carbon capture technology, better understand the general concept of CCS.

This advertisement will run in the U.S. across TV, social and digital platforms during the NCAA college basketball tournament and continue through June. The ad will also air on cable news and Sunday morning news programming. The suite of digital and social executions will reinforce and supplement our broader message and encourage viewers to learn more on our Energy Factor site where we will have several articles, videos and infographics that provide more information on CCS technology.

Employees will be informed of the new spot via Inside ExxonMobil by the end of this week. As with prior ads, we will be sending out a note to the company presidents and corporate VPs prior to the launch.

- Following is a link to the 30-second ad: <https://youtu.be/1Cu0AZkBtD4>
(This is a private, unlisted YouTube link and not for public domain)

Regards,

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