

Message

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Sent: 3/12/2019 7:05:08 PM
To: Crowe, Jan G [REDACTED]@exxonmobil.com]; Hansen, Bennett P [REDACTED]@exxonmobil.com]
CC: Langlands, Cynthia G [REDACTED]@exxonmobil.com]; Jeffers, Alan T [REDACTED]@exxonmobil.com];
Subject: New US Advertisement + Brand Guideline Revisions

Jan/Bennett

Next week we will be launching our newest U.S. advertisement focusing on how ExxonMobil is advancing carbon capture technology to help lower emissions at industrial settings. We are also planning to use a similar version for our European ad campaign this fall.

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” – tested very well with groups representing the U.S. general population and opinion leaders, and European opinion leaders. The analogy proved 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. Participants also came away with a more positive impression of ExxonMobil, knowing we are working on this technology.

We will launch the ad in the U.S. across TV, social and digital platforms during the NCAA college basketball tournament and it will 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.

Below is a link to the 30-second ad, along with a sample of a digital/social application

- (TV): <https://www.filecargo.ca/message/gYfHpn30nA5HK07gKu9Ss>
- (Digital Banner) <https://www.filecargo.ca/message/NvG17f9UglZvfJZHArFufQ>



In addition, some adjustment have been made to the Brand Guidelines which I wanted to make you aware of – I hope this will allow for some added flexibility for your purposes:

ExxonMobil
Advertising Addendum for Corporate Brand Guidelines
V.4, Rev. 02.27.19

- 1) In social media, there are instances in which the social platforms or uploading technology does not accept custom fonts (i.e. EMprint). In these cases, Arial or the closest available sans-serif font should be used.
- 2) Deviations from standard sentence case, punctuation and other elements of brand guidelines can be made in the case of social media, Energy Factor and advertising when the tone of the subject or creative execution requires flexibility.
- 3) If voiceover and/or visual placement for *Energy lives here* is better utilized to support the core message of the paid asset, the tagline may appear separately from the ExxonMobil logo or omitted entirely. However, in either case, no other tagline should be used in its place.

HCOR