

Message

From: Walton, Gantt H [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/[REDACTED]]
Sent: 9/22/2017 10:23:03 PM
To: Mitchell, Jeanne O [REDACTED]@exxonmobil.com]; McCoy, Keith W [REDACTED]@exxonmobil.com]; Easley, Daniel C [REDACTED]@exxonmobil.com]; Roman, Michael J [REDACTED]@exxonmobil.com]; Nolan, Robert M [REDACTED]@exxonmobil.com]; Banaszak, Sara J [REDACTED]@exxonmobil.com]; Freeman, Kenneth J [REDACTED]@exxonmobil.com]; Raymond, Tim C [REDACTED]@exxonmobil.com]; OBryant, Kat M [REDACTED]@exxonmobil.com]; Linker, Jennifer D [REDACTED]@exxonmobil.com]; Dashwood, John R [REDACTED]@exxonmobil.com]; Ligh, David [REDACTED]@exxonmobil.com]
Subject: Fwd: Fall Advertising Campaign

Update below on the fall advertising campaign

Begin forwarded message:

From: "Soper, Steven W" [REDACTED]@exxonmobil.com>
Date: September 22, 2017 at 5:18:08 PM CDT
To: "Walton, Gantt H" [REDACTED]@exxonmobil.com>
Subject: FW: Fall Advertising Campaign

From: Soper, Steven W
Sent: Friday, September 22, 2017 5:15 PM
To: Worrall, Daniel [REDACTED]@exxonmobil.com>; Bishop, Nathan [REDACTED]@exxonmobil.com>; Rodgers, Abigail L [REDACTED]@exxonmobil.com>; Stuckwisch, Kurt D [REDACTED]@exxonmobil.com>; Nelson, Neely S [REDACTED]@exxonmobil.com>; Spitler, Todd M [REDACTED]@exxonmobil.com>; Kerr, Lauren A [REDACTED]@exxonmobil.com>; Perry, Michael R [REDACTED]@exxonmobil.com>
Cc: Rzakulieva, Leyla [REDACTED]@exxonmobil.com>; Jeffers, Alan T [REDACTED]@exxonmobil.com>
Subject: Fall Advertising Campaign

Good afternoon,

I wanted to provide you an update on our fall advertising campaign which will launch on Sept. 30 after a brief delay due to Hurricane Harvey.

The campaign will consist of three different creative assets across television, social and digital platforms which will be targeted to our three key segments – Enthusiasts, Professionals and Independents. A rotation of various creative executions will be targeted towards specific audiences based on the message and ad testing that has been conducted.

Our broadcast strategy is built around high-profile appointment programs – namely football – which indexes well across our segments, along with specific prime time shows and cable networks. We will rely on television to obtain a broad reach, however half of our media investment is allocated to social, digital, and addressable television which will provide the message frequency for the campaign.

Below are general descriptions of each advertisement and where they will appear from a television perspective, however we will be tracking the performance of each by measuring digital and social engagement and will adjust our advertising placement – including television – accordingly as the campaign progresses.

- *America's Energy*, which features our employees and facilities to drive a message of energy abundance and the benefits to America through job creation, lower energy costs and reduced emissions. This campaign will primarily run during college and NFL football. We also created a version featuring Jimmy Hendrix's version of the *Star Spangled Banner* which will be used as a one of the campaign's digital properties. In addition, we have produced a special version of *America's Energy* that acknowledges the impact of Hurricane Harvey on the Gulf Coast and reaffirms our commitment to the area and support for relief and rebuilding efforts. This ad will run for a short time on Houston-area television.
- *CCS – This is Big*, which features our very own EMRE scientist, Tim Barckholtz, and our work with FuelCell Energy on carbon capture technology to help reduce emissions. This campaign will run on programs such as *Meet the Press*, and on cable news channels.
- *Tiny Organism*, which highlights our research into algae as a future energy source, will appear across network prime time shows and cable entertainment channels watched by our independents segment. This ad was initially produced for social media, but has been modified for television.

Here is a link to a presentation which provides a sample of the TV, digital and social executions along with some additional details about the overall media buy: https://mysite.na.xom.com/personal/na_rtshult/Shared%20Documents/2017%20Fall%20Campaign%20Summary/2017%20Fall%20Ad%20Campaign%20Preview_092117.pptx

Please let me know if you have any questions, and thanks to everyone who helped make this possible.

Steven