

Message

From: Rodgers, Abigail L [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/[REDACTED]]
Sent: 8/10/2016 8:33:14 PM
To: Jeffers, Alan T [REDACTED]@exxonmobil.com]; Kerr, Lauren A [REDACTED]@exxonmobil.com]
Subject: FW: Might you have interest in writing about some new work for ExxonMobil?

Abigail Rodgers
Corporate Brand Manager

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[REDACTED]

Spring, Texas 77389
Office: [REDACTED]
Mobile: [REDACTED]

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From: Elvove, Roy [REDACTED]@bbdo.com]
Sent: Wednesday, August 10, 2016 3:29 PM
To: Rodgers, Abigail L [REDACTED]@exxonmobil.com>
Cc: Albertelli, Sarah <[REDACTED]@bbdo.com>
Subject: FW: Might you have interest in writing about some new work for ExxonMobil?

Fyi...

From: Shirley Brady (IB Group) [REDACTED]@interbrand.com]
Sent: Wednesday, August 10, 2016 4:29 PM
To: Elvove, Roy <[REDACTED]@bbdo.com>; SBrady (Brandchannel) <[REDACTED]@brandchannel.com>
Cc: [REDACTED]@exxonmobil.com
Subject: Re: Might you have interest in writing about some new work for ExxonMobil?

Thanks, Roy, and hi Alan! We're definitely interested in writing a story and ideally, running a Q&A on this -- who's available to chat from ExxonMobile? We'd ideally do this tomorrow or top of next week (I'm out on Friday).

Best,
Shirley

Shirley Brady
Editor-in-Chief, brandchannel

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From: Elvove, Roy <[REDACTED]@bbdo.com>
Sent: Wednesday, August 10, 2016 3:27 PM
To: Shirley Brady (IB Group); SBrady (Brandchannel)
Cc: [REDACTED]@exxonmobil.com
Subject: Might you have interest in writing about some new work for ExxonMobil?

Shirley:

Thanks so much for your interest in the latest work from ExxonMobil.

By copy of this email, connecting you with Alan Jeffers at ExxonMobil. Please feel free to reach out to Alan directly to discuss/coordinate next steps.

Call if any questions. And thanks, again.

Roy

From: Shirley Brady (IB Group) [REDACTED]@interbrand.com]
Sent: Wednesday, August 10, 2016 3:13 PM
To: Elvove, Roy [REDACTED]@bbdo.com>; SBrady (Brandchannel) [REDACTED]@brandchannel.com>
Subject: Re: Might you have interest in writing about some new work for exxonmobil?

Hi Roy! Yes please -- apologies for not replying sooner!

thanks,
Shirley

Shirley Brady
Editor-in-Chief, brandchannel

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Interbrand's
Jez Frampton
discusses the
the inaugural
Breakthrough
Brands report

From: Elvove, Roy [REDACTED]@bbdo.com>
Sent: Wednesday, August 10, 2016 3:03 PM
To: SBrady (Brandchannel)
Cc: Shirley Brady (IB Group)
Subject: RE: Might you have interest in writing about some new work for ExxonMobil?

Shirley:

Writing to see if you might have interest in covering the newest work in ExxonMobil's "Energy Lives Here" campaign. Debuted during the Olympic Games.

The campaign focuses on all the different skills and people it takes to help ExxonMobil power the world responsibly. So many, in fact, that the campaign actually features real ExxonMobil employees (as many as 46) talking about a range of challenges, from protecting biodiversity to turning algae into biofuels and capturing carbon emissions.

This is an important advertising initiative for ExxonMobil, as demonstrated by the fact that the company has chosen to launch the campaign within the highly visible media environment of the Rio Olympic Games. So we thought news of ExxonMobil's latest work would be both timely and of interest to your readers. If you agree, we would be happy to put you in touch with the appropriate people from Exxon.

Here are links to three of the new films:

To Do List: https://www.youtube.com/watch?v=iqQq984RY_k

Carbon Capture Technology: <https://www.youtube.com/watch?v=8Ij-HWslPwM>

Cars (Auto Efficiency): <https://www.youtube.com/watch?v=t9vaTYzIYuM>

Just let me know.

Thanks in advance,

Roy

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Winner, WARC 100 rankings 2014, 2015

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