

Message

From: Allman, Gemma T [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]
Sent: 7/9/2019 8:16:33 PM
To: Meyer, Jayme L [REDACTED]@exxonmobil.com]
CC: Langlands, Cynthia G [REDACTED]@exxonmobil.com]
Subject: RE: GTA input: Kids series on CCS

Jayme – let's hold on this for next week, and potentially deploy on a larger scale during our integrated CCS push September - December.

In the meantime, would really like to test this creative, and have asked Cynthia to help us get this into Moring Consult testing.

Happy to discuss.

From: Meyer, Jayme L
Sent: Monday, July 8, 2019 10:05 AM
To: Allman, Gemma T [REDACTED]@exxonmobil.com>
Subject: RE: GTA input: Kids series on CCS

Gemma: I'm confirming if you are good to move forward with this. We planned to go live next week, and we still have EMRE reviews. Are you good with going forward?

From: Meyer, Jayme L
Sent: Friday, July 5, 2019 1:33 PM
To: Allman, Gemma T [REDACTED]@exxonmobil.com>
Subject: RE: GTA input: Kids series on CCS

Gemma,

Per your request, below is a quick and dirty on the numbers from our last kids campaign (algae). (It was quicker, but I missed the email Wednesday. My fault there.)

In short: Kids is an over-performer in terms of our content. It humanizes ExxonMobil and is in an unexpected format.

Recommendation: Continue with the series, keeping a close eye on performance.

- **Twitter:** The algae kids highlight video had a 8% view-through rate (VTR), performing at *double* our VTR benchmark of 4%.
- **Facebook:** The algae kids highlight video performed slightly below our 18% benchmark, at 16% VTR.
 - **Analysis:** This post includes a link to the full video – something we typically avoid including on Facebook. This could have contributed to the slightly lower VTR. However, FB has the highest number of clicks of any platform out to the full video on YouTube.
 - **Learning:** While the VTR is lower than benchmark, because it was such a huge driver to the FULL video on YouTube, we'd strongly recommend to keep the placement.
- **LinkedIn:** The full length algae kids video had a 19% VTR, performing right at benchmark.
 - **Analysis:** LinkedIn is more about professional development, so we wouldn't expect this to go viral there. It's a positive sign that it is at benchmark.
- **Instagram:** IG story had a completion rate of 79%, *strongly outperforming* our 58% benchmark.

Are you comfortable with us moving forward with this series?

Jayme Meyer
Digital and Social Media Manager
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From: Meyer, Jayme L

Sent: Wednesday, June 26, 2019 4:07 PM

To: Allman, Gemma T <[REDACTED]@exxonmobil.com>

Subject: GTA input: Kids series on CCS

Gemma,

Seeking your input on the next iteration of the Kids series piece on CCS. Looking for your "early" input, as we'll have to go back through EMRE reviews – but we wanted to make sure this met your needs before we did.

Here is the new draft.

As a reminder, this is for a gen pop audience, especially younger ones. Our previous kids post outperformed almost every metric for Young Professionals and Skeptical Independents. We also plan to share this with Gen Z.

Summary of your previous feedback:

1. **Feedback:** When Maxim asks, "Why do we need to get rid of carbon?", we wanted to change her answer.

Solution: We recorded the new line, which you approved. **See it at :59s.**

- Line you approved: "Well, carbon isn't bad, but too much carbon is. That's why we're focused on catching that carbon and taking it out of the air."
- Visuals: We needed to cover it up, since it's only audio. We used animation that matches with the video, using a smiley that we've used in the first (algae) video in the series. It's light and appropriate for a kids-related video.

2. **Feedback:** De-emphasize concept that catching carbon is difficult or hard.

Solution:

- We removed Carla responding, "It's very hard." to Maxim's question, "Is it hard?" in reference to carbon.
- We changed the messaging at the end to not focus on how catching carbon is hard. Instead, we added an end cards (red with white text at 1:54) which says, "Carbon capture and storage: Making a difference for future generations."

Jayme Meyer

Digital and Social Media Manager

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