



Narrative campaign qualitative research

Executive summary – April 2017

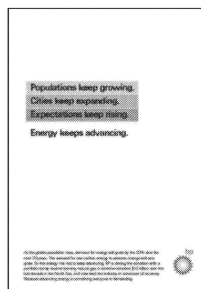
Three narrative “positions” tested, alongside the *Advancing Low Carbon* kite mark



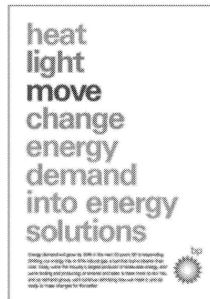
Research took place in London and Washington DC with Opinion Formers and Opinion Leaders in March 2017

Advancing low carbon

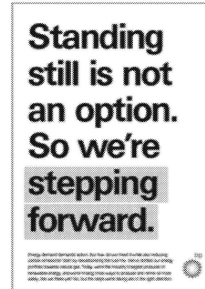
Keep Advancing



Heat, Light, Move, Change



Stepping Forward



Advancing Low Carbon kite mark is positive and can be imbued with meaning over time and with context



Advancing low carbon

Initial associations are positive

- ↓
'Advancing low carbon' = active and progressive
- ↓
Visually simple and clean
- ↓
Colors speak to environmental associations
- ↓
Blue is associated with sky, sea, ice, cool temperatures, calm

Where meaning needs to be developed

- ↓
Although no gross negatives, doesn't evoke high energy response
- ↓
The petal itself is not recognized as part of the Helios. If shown alone, i.e., without explicit BP reference, will need a stronger link to BP
- ↓
The color blue is fitting and positive but isn't yet intrinsically linked to low carbon

“Keep Advancing” is a powerful idea and the recommended theme for the brand (used with Advancing Low Carbon)



Key take-out: the world is moving forward and BP is leading the charge

What's working: The idea

- **Future focused:** A strong sense of movement. 'Advancing' linked to innovation, technology and progression.
- **Meaningful:** Powerful on its own as a line, as well as in context. Intuitive link to 'advancing low carbon' platform.

What's working: The execution

- **Action-focused:** Vivid examples ('wells that talk') provide tangibility and credibility
- **Straight-talking:** Confident and active tonally
- **Engaging:** Real examples and rhythmic 3-line structure engage
- **Holistic:** Positions BP as part of a bigger movement. This makes it relatable, relevant and outward-looking, rather than too BP-focused. Shows that BP 'gets' the issues
- **Innovative:** Examples and language speak to innovation and tech

Watch-outs:

- **A need to clarify BP's role:** The holistic/ outward-looking tone doesn't insert BP into its center, unless people read the body copy (which they don't in the current design). Stronger link required to demonstrate BP's active role, rather than one as a narrator/ observer.
→ *embed BP's role more clearly into the message*
- **Avoid jargon:** e.g. 'A natural fit to lead our portfolio' and 'venture to power ideas' – they evoke cynicism, undermining the message and credibility
→ *stick to tangible actions and straight-talking language*

Optimising “Keep Advancing”



Keep Advancing is the right positioning but needs some work to optimize.

Three key areas for optimization:

1. There is a need to build BP's role more integrally into the ads to give it an active role, e.g. via headlines/ visuals
2. Make it visually surprising, either via evocative imagery or a typographic approach with personality and warmth
3. Be clear on the messaging hierarchy – people will only engage briefly, so don't rely on body copy for key messages

The other two routes miss the mark



Heat, Light, Move, Change does a good job of evoking change, but is ultimately unintuitive and cryptic – it requires the reader to work too hard to decipher it, and the risk is that it gets cynically dismissed as marketing-speak. The idea of 'change' prompts a binary comparison to the BP of the past

Stepping Forward has an honesty to it, but is too tentative, and anchored in the past. Tonally it crosses over into humble and apologetic, and as a campaign it lacks a central thought behind it.

Heat, Light, Move, Change

- ✓ **Pacy:** 'HLMC' conveys movement, modernity, dynamism
- ✓ **Catchy:** A memorable mnemonic that engages and intrigues
- ✓ **Message of change:** Via language and pace
- ✓ **Tells a story:** When understood, it speaks to BP's core business areas
- ✓ **Visually strong:** youthful, modern, clean, friendly, dynamic

- X **Unintuitive:** Messaging hierarchy/ order trips people up. HLMC is disjointed from the rest of the headline
- X **Cryptic:** 'HLMC' lacks meaning and no link with headline. Grey text coloring compounds issue
- X **Effortful:** Takes effort to untangle, a lot going on visually
- X **Text heavy:** A lot to read; people don't get to the body copy
- X **Mismatch to BP:** Heat/light = a utilities company, not BP
- X **Anchored in past:** 'change' is binary – then vs. now

Stepping Forward

- ✓ **Honest and realistic:** Recognizes the challenges – not shying away
- ✓ **Bold:** Definitive, confident, simple statements and attention-grabbing visuals

- X **Anchored in past:** 'Forward' implicitly references past
- X **Small steps:** 'Stepping forward' = baby steps
- X **Lacks campaignability:** Not strong enough of a central thought behind it
- X **Apologetic:** Starting with the problem is defensive
- X **Serious:** Boldness + problem-focus = serious/ corporate
- X **Inward:** Very BP-focused, especially safety execution and 'we' language
- X **Visually aggressive:** shouts and feels corporate