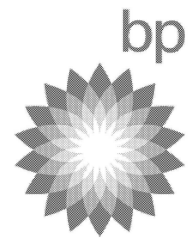


Possibilities Everywhere

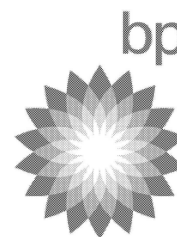
Status Update | 30 Nov



Workstream	RAG status	Achievements / Progress	Open Risks & Issues	Next Steps	Upcoming milestones
Overall plan & budget		<ul style="list-style-type: none"> Looking to front load costs where possible to 2018 (e.g. Germany adaptations) Received creative deadlines for UK and US 	<ul style="list-style-type: none"> Potential to go over budget in 2019 US media currently over budget 	<ul style="list-style-type: none"> Marika to share creative fees for 2019 Lakshmii to understand US costs with Dave 	
Stakeholder engagement		<ul style="list-style-type: none"> ETM meeting arranged with Brand on agenda C&EA exec meeting went well with good feedback Started drafting Q&A document 	<ul style="list-style-type: none"> Risk that there is pushback to the campaign 	<ul style="list-style-type: none"> Lakshmii / Claire to agree process to develop Q&A across relevant BP teams 	3-13 – Lamar, Helge, Bernard
bp.com		<ul style="list-style-type: none"> Received initial creative ideas Ensured that ideas are being shared across Team Energy (incl social and 360) 	<ul style="list-style-type: none"> Limited time to deliver Ensure that we are happy with the concept before going into implementation 	<ul style="list-style-type: none"> Ben to develop priority ideas with AKQA Ben to share concept output with Duncan, Mark and Rachel Ben to share user journey thinking with country leads Marika to share photography 	4 – review creative ideas
Social media		<ul style="list-style-type: none"> Provided social teams with asset list Shared feedback on social roadmap US social media budget approved and content plan being developed 	<ul style="list-style-type: none"> No big ideas for social media activation - need to be able to start implementing in March/April with launch ideas incorporated for January 	<ul style="list-style-type: none"> Lakshmii to set up call to confirm global hashtag, user journeys and CTAs Dave to confirm when Team Energy will get back to us with 'big social ideas' and timelines Kelley/ Mark to develop response matrix 	7- global social media planning call
Activation ideas incl. sponsored content		<ul style="list-style-type: none"> Meeting set up for 12 Dec with Geoff to review options Dave shared Davos options 	<ul style="list-style-type: none"> Issue of delayed meeting with Geoff to agree approach to move forward with 	<ul style="list-style-type: none"> MS to pull out core ideas from the other proposals Mark to share latest 360 ideas with Chris Team Energy to develop 360 ideas further 	12- Geoff
Other activations (recruitment, etc)		<ul style="list-style-type: none"> Engaged with each business area to identify video candidates for recruitment 		<ul style="list-style-type: none"> Lakshmii to understand timescales for recruitment video delivery from Paul 	
Earned media		<ul style="list-style-type: none"> Confirmation that breakfast 'get to know you' meetings between Geoff and editors can be set up pre-launch 		<ul style="list-style-type: none"> Claire and David to determine who to send invites Define how magazine weekly and PR weekly will be included 	
Internal engagement		<ul style="list-style-type: none"> Agreed specific sites for UK and Germany. Most site C&EA leads have responded on their channels and types of comms assets required 'Possibilities Everywhere' the focus on employee comms in Feb (under the 'strategy' theme of the Annual Operating Plan) 	<ul style="list-style-type: none"> Unsure as to whether plan for campaign through the ages and 90 second video is best thing to precursor advertising launch 	<ul style="list-style-type: none"> Brand team to agree approach for teaser videos Claire to speak to Sarah about engagement on OneBP and Yammer Claire to confirm specific sites in US Jo to develop the Brand deck 	
Creative (Master, UK and US)		<ul style="list-style-type: none"> Good feedback from C&EA Exec meeting 	Redacted - Privilege	<ul style="list-style-type: none"> Marika to share photography with Ben and Landor Pim to complete development of KA guidelines 	4- Share photography

Possibilities Everywhere

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Workstream	RAG status	Achievements / Progress	Open Risks & Issues	Next Steps	Upcoming milestones
		<ul style="list-style-type: none"> Reviews with business areas (incl. legal, comms): Wind, AirBP, Solar, Fuels, AMU 		Redacted - Privilege	
US Media		<ul style="list-style-type: none"> Signed off TV costs PO raised for OOH DC & TV 	<ul style="list-style-type: none"> US media potentially over budget 	<ul style="list-style-type: none"> Dave to finalise print, social and digital media plans MS to provide timescales for Politico across regions 	
UK Media		<ul style="list-style-type: none"> TV spot and OOH for Q1 booked Most of print media finalised 		<ul style="list-style-type: none"> MS to finalise format for FT Brand team to review social deck and agree concepts to move forward with 	3- Digital media plan
International Media & Adaptations		<ul style="list-style-type: none"> Booked international spots in Singapore, London, Brussels, Frankfurt, Mumbai Further site visits completed: Dulles, JFK, La Guardia, Beijing and Turkey Agreed Economist media Landor developed mock up for Abu Dhabi 	<ul style="list-style-type: none"> Risk of missing sites due to lacking pressure on deadlines for booking 	<ul style="list-style-type: none"> Lakshmii to find out all international deadlines MS to negotiate Economist price Mark to book priority sites 	3- Book Dulles
Berlin Media & Adaptations		<ul style="list-style-type: none"> Agreed first round of media plan for Berlin 	<ul style="list-style-type: none"> Limited time to get creative, complete adaptations and launch by 22 Jan 	<ul style="list-style-type: none"> Mark to visit team to agree adaptations required and prioritise for 22 Jan Stefanie to speak with business areas to agree proofpoints Mark to receive SoW from Ogilvy for adaptations 	w/c 3 or 10 – Mark to visit Germany 14 Dec – book media
Brussels Media		<ul style="list-style-type: none"> Agreed media plan and booked for 2019 	<ul style="list-style-type: none"> Large number of creative components needed for Politico 	<ul style="list-style-type: none"> MS to negotiate maximum impact spots within the FT 	
China Media & Adaptations		Redacted - Privilege		Redacted - Privilege	
Research		<ul style="list-style-type: none"> Agreed broad reputation research for US and UK markets Qualitative testing set up 		<ul style="list-style-type: none"> Dave to set up tests with Unruly Media for the 1 UK ad 	6/7 Dec – qual testing
Ad tracking				<ul style="list-style-type: none"> Dave to send tracking update to Duncan and David Dave to update on additional measurement via Andrew 	

Budget vs planned spend

