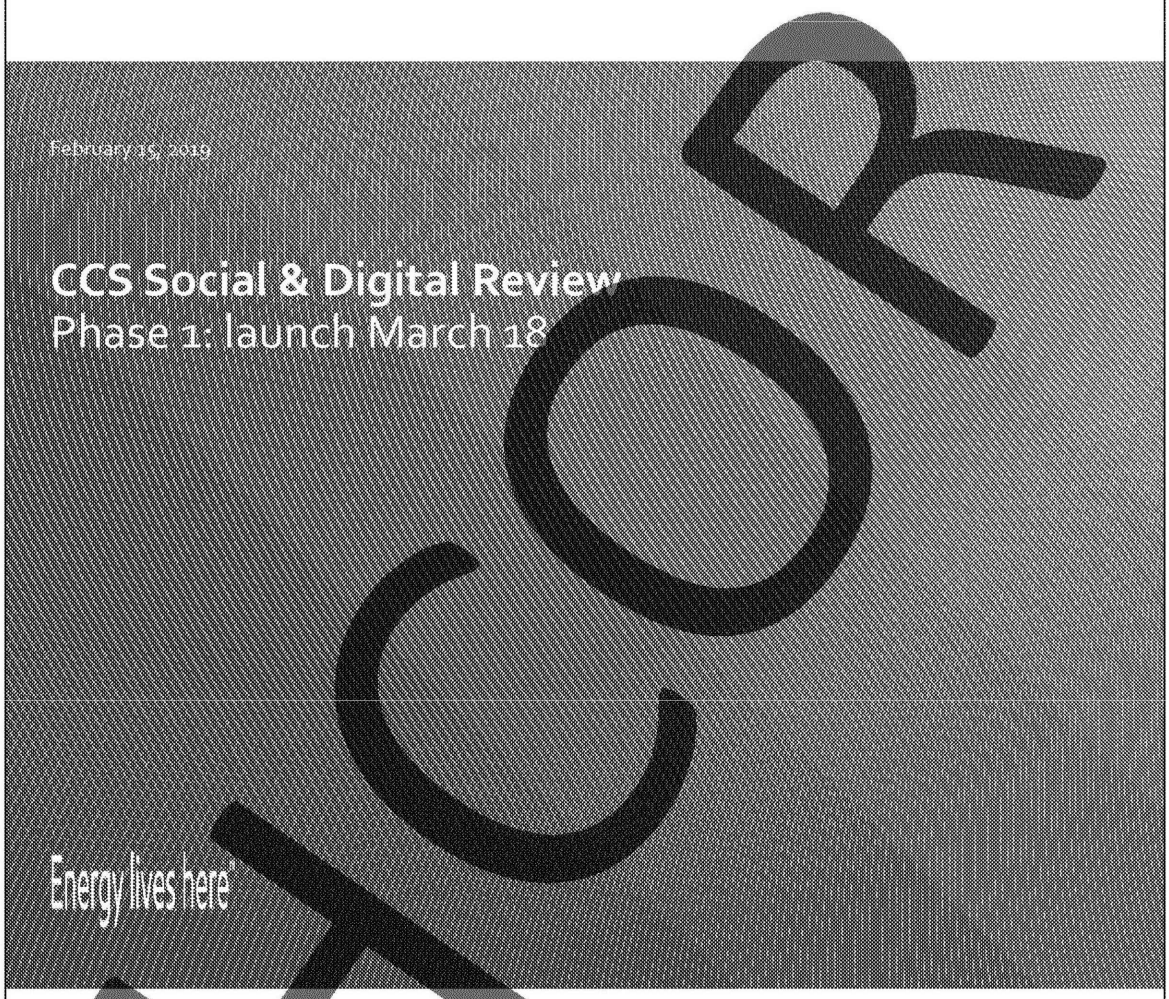
ExxonMobil

February 15, 2019

CCS Social & Digital Review
Phase 1: launch March 18



HCOR

GIFs: Facebook/Instagram

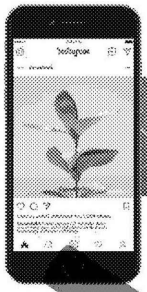
Camera moves around transparent "less" with CO2 balls.

Post Copy:
Less CO_2 is our goal – and we're researching ways to reduce CO_2 emissions from industrial plants.
#UnexpectedEnergy

Link Headline:
Carbon Capture Technology

Link Description:
Reducing CO_2 by capturing it

Links to EF story: TBD (pending new)



Cut down of TVC imagery

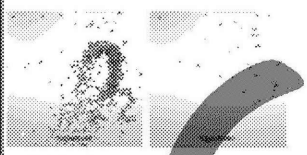
Post Copy:
Plants capture CO_2 naturally. We're researching ways industrial plants can do it with technology.
#UnexpectedEnergy

Link Headline:
Industrial CO_2 Capture

Link Description:
Capturing carbon to reduce CO_2
Links to EF story: TBD (pending new)

HCOR

GIFs: Facebook/Instagram



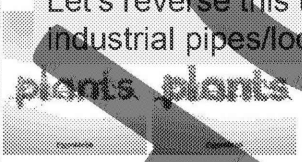
CO2 balls in shape of molecular formula begin to fall/disappear to signify reduction

Post Copy:
Lowering CO_2 emissions by capturing them at one of their biggest sources: industrial plants. That's what we're researching.

Link Headline:
Industrial Strength CCS

Link Description:
Carbon Capture to reduce CO_2

Links to EF story: TBD (pending new)



The word plants is first animated with industrial pipes and elements and then morphs in to green plants enveloping the type

Post Copy:
Plants capture CO_2 naturally. We're researching ways industrial plants can do it with technology

Let's reverse this to make it green plants at beginning and industrial pipes/look at the end to match the script

Link Description:
Could all plants capture CO_2?

Links to EF story: TBD (pending new)

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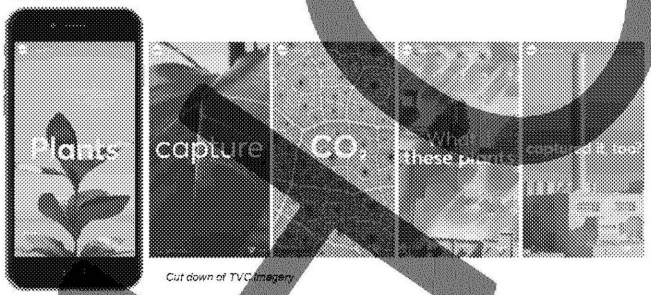
Videos 9x16: Instagram & SnapChat

Animated Copy:
Plants can capture CO_2 so why can't other plants →

Continual word scroll on repeat; purposely no punctuation as words continue to animate

Plays in-feed, swipe up to EF story/TBD

This animation is a continuous scroll – word repeat.



Cut down of TVC imagery

Animated Copy:
Plants capture CO_2...
What if these plants captured it too?

Plays in-feed, swipe up to EF story/TBD

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OLV :10 & :15

- For content partnerships on social and digital pre-roll
  - Edits will be lifts of final :30 unit with and without supers, dependent upon sound opt-ins

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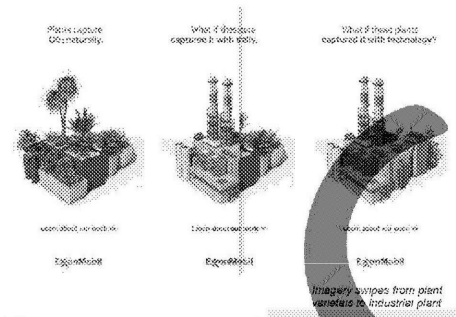
Animated digital banners



Imagery swipes from plant varietals to industrial plant

Animated Copy:
Plants capture CO_2 naturally. What if these plants captured it with technology?

Learn more about our work >>

Links to EF story: TBD (pending new)

Let's reverse this to make it green plants at beginning and industrial pipes/look at the end to match the script

plants

could capture CO_2?

Learn more about our work >>

ExxonMobil

ExxonMobil

ExxonMobil

Learn more about our work >>

Links to EF story: TBD (pending new)

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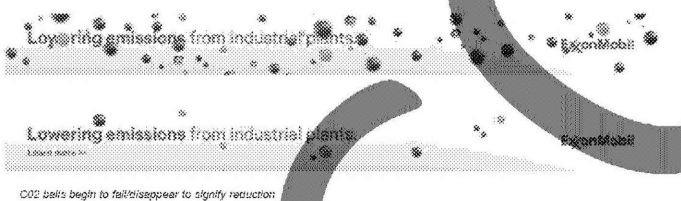
Animated digital banners

Small space digital and mobile placements



CO2 bells begin to fall/disappear to signify reduction

Animated Copy:
Lowering emissions from industrial plants?

We're researching it >>

Links to EF story: TBD (pending new)

Animated Copy:
Plants can capture CO2 so why can't other plants

Learn more >>

Links to EF story: TBD (pending new)

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Static digital banners (mobile or small scale web banner)

Change EM logo to red

Static Copy:
Plants can capture CO_2 so why can't other plants

~~Learn more >>~~
Learn more about our work >>

[meant to be statement not a question]

Links to EF story: TBD (pending new)

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Podcast/Terrestrial/Streaming Radio

CCS Plants 30A (Gen-Pop)

Update with new script

Plants capture CO_2.

What if we could help industrial plants capture it too?

Think how low emissions could go.

More and more scientists think Carbon Capture is key to reducing CO_2 emissions globally.

It's one way ExxonMobil is helping industrial plants...be more like plants.

ExxonMobil

CCS Plants 30B (Opinion Leaders)

World needs energy – but it also needs to lower emissions. ExxonMobil believes that Carbon Capture technologies are one way to help lower global CO_2 emissions—and more and more scientists agree.

As a leader in capturing carbon in its own operations, ExxonMobil is working to make this technology more efficient and affordable for other industries as well.

That's the Unexpected Energy of ExxonMobil.

HCOR

Podcast/Terrestrial/Streaming Radio

CCS Plants 15A (Gen-Pop)

Plants capture CO_2.

What if we could help industrial plants capture it too?

Think how low emissions could go.

More and more scientists think Carbon Capture can help industrial plants…be more like plants.

ExxonMobil.

CCS Plants 15B (Opinion Leaders)

Update with new script

orld needs energy – but it also needs to lower emissions.

More and more scientists believe Carbon Capture technologies can help lower CO_2 emissions—and ExxonMobil is working to make this technology more efficient and affordable for industry.

HCOR

Podcast | NPR (OLs)

NPR 30 Live Read

Support for NPR and the following message comes from ExxonMobil. The company that believes that Carbon Capture technologies are critical for lowering global CO_2 emissions. And more and more scientists agree. As a leader in capturing emissions in its own operations, ExxonMobil is working on ways to make this technology more efficient and affordable for other industries as well. That's the Unexpected Energy of ExxonMobil. Find out more at energy factor dot com.

NPR 15 Live Read

Support for NPR and the following message comes from ExxonMobil. The company working to make Carbon Capture technology more efficient and affordable so it can be deployed at industrial sites worldwide. Find out more at energy factor dot com.

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