

Message

From: Shirley Brady (IB Group) [REDACTED]@interbrand.com]
Sent: 8/10/2016 9:54:04 PM
To: Jeffers, Alan T [REDACTED]@exxonmobil.com]
CC: Blose, Kimberly L [REDACTED]@exxonmobil.com [REDACTED]@bbdo.com
Subject: Re: Energy Lives Here

No delay and no worries, Alan. I'm free to discuss from 12:15 on.

Thanks!
Shirley

Shirley Brady
Editor-in-Chief, brandchannel

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From: Jeffers, Alan T [REDACTED]@exxonmobil.com>
Sent: Wednesday, August 10, 2016 5:50 PM
To: Shirley Brady (IB Group)
Cc: Blose, Kimberly L; [REDACTED]@bbdo.com
Subject: Re: Energy Lives Here

Hi Shirley
Sorry for the delay responding.
We appreciate the interest. Would it be ok if I give you a call tomorrow to discuss?
Let me know a good time.
Thanks
Alan

Alan T. Jeffers
Media Relations Manager
Exxon Mobil Corporation
Phone: [REDACTED] Fax: [REDACTED]
[REDACTED]@exxonmobil.com

Visit [ExxonMobil's Energy Factor](#), an online resource covering the cutting-edge technology and innovations that are helping to meet tomorrow's energy needs.

From: Shirley Brady (IB Group) [REDACTED]@interbrand.com]
Sent: Wednesday, August 10, 2016 4:34 PM
To: Media /SM [REDACTED]@exxonmobil.com>
Subject: Energy Lives Here

Hello! Roy Elvove at BBDO reached out and asked us to cover this campaign on brandchannel, Interbrand's Webby Award-winning media website about all things branding, which of course we'd love to do.

This could make a great "5 Questions With" Q&A if we could discuss with a senior executive on your end, and I'm happy to send over questions. You can see our "5 Questions With" series at: <http://www.brandchannel.com/category/5-questions>

As for timing, tomorrow (Thursday 8/11) after 3pm would work best pm or early next week, and we can arrange a conference dial-in.

Thanks in advance!
Shirley

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From: Shirley Brady (IB Group)
Sent: Wednesday, August 10, 2016 4:28 PM
To: Elvove, Roy; SBrady (Brandchannel)
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

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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 indeed -- thanks for reaching out!

Shirley

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Editor-in-Chief, brandchannel

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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=t9vaTYzFYuM>

Just let me know.

Thanks in advance,

Roy

ROY ELVOVE



EVP, DIRECTOR WORLDWIDE COMMUNICATIONS
BBDO

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Winner, WARC 100 rankings 2014, 2015
Campaign Network of the Year 2015
Adweek U.S. Agency of the Year 2015

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