

Brand	ExxonMobil	Product	CCS Technology	Job No.
Task	CCS creative idea	Success Criteria	Favorability	Date 7.12.18

Situation - What is going on? We need to create a new idea for CCS without using the fuel cell technology.

Background: Two scientific organizations have released reports/statements that CCS is a critical technology for reducing CO2 emissions.

Strategy: Use third party validation to add credibility to the importance of our work on CCS technology

Target: Who are we talking to and what do we know about them?

General Population – who think of ExxonMobil primarily as a maker of fuel.

Opinion Leaders – involved and aware of energy and industry issues. They are generally more favorable to ExxonMobil, but often skeptical of our environmental efforts.

Get: People who see ExxonMobil as part of the problem of rising emissions, rather than part of the solution

To: Believe ExxonMobil is actively working on effective ways to reduce the world's CO2 levels

By: Showing CCS has been deemed critical to significantly reducing CO2 emissions by independent science organizations and that ExxonMobil has long running experience in Carbon Capture.

Support points – What proof do we have?

- Carbon Capture technologies [[HYPERLINK "https://energyfactor.exxonmobil.com/science-technology/fuel-cell-carbon-capture-work-2/"](https://energyfactor.exxonmobil.com/science-technology/fuel-cell-carbon-capture-work-2/)] of CO₂ at the source before it enters the atmosphere.
- Two independent science organizations have found that CCS is critical in significantly reducing emissions.
- ExxonMobil is world wide a leader in Carbon Capture

Are there any executional considerations or mandatories we need to know about?

- These executions are part of the unexpected energy campaign
- #UnexpectedEnergy

CTA: Learn more at energyfactor.com

Mandatories:

- Links to relevant articles must be available on Energy Factor

Channels: Holistic approach to creative development: Digital/social, film :30 and :15, possibly experiential