

Message

From: Nelson, Neely S [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NEELY.S.NELSON]
Sent: 4/29/2016 10:03:50 PM
To: Mizan, Tahmid I [REDACTED]; Snow, Angela K [REDACTED] Onderdonk, Todd W [REDACTED]
CC: Rodgers, Abigail L [REDACTED]
Subject: RE: Updated TV Scripts

I am fine with those.

Angela – I know you are trying to keep the lines tight. The concern on abundant is that, even though they are abundant, it will take a ton of them to make biofuels so that might create some angst with the research folks who know that.

Neely Nelson
URC & EMRE Public & Gov't Affairs Manager
[REDACTED]

From: Mizan, Tahmid I
Sent: Friday, April 29, 2016 5:01 PM
To: Snow, Angela K; Nelson, Neely S; Onderdonk, Todd W
Cc: Rodgers, Abigail L
Subject: RE: Updated TV Scripts

Could try "growing algae for biofuels" or "finding the algae that will make abundant and cheap biofuels"

Tahmid Mizan

Senior Technology Advisor
Corporate Strategic Planning, Exxon Mobil Corporation
5959 Las Colinas Boulevard, Irving, TX 75039-2298
Email: [REDACTED] **Phone:** [REDACTED]

From: Snow, Angela K
Sent: Friday, April 29, 2016 4:58 PM
To: Nelson, Neely S <[REDACTED]>; Onderdonk, Todd W <[REDACTED]>; Mizan, Tahmid I <[REDACTED]>
Cc: Rodgers, Abigail L <[REDACTED]>
Subject: RE: Updated TV Scripts

The point we wanted to make is that there is an abundance/a lot of algae...

From: Nelson, Neely S
Sent: Friday, April 29, 2016 4:38 PM
To: Snow, Angela K <[REDACTED]>; Onderdonk, Todd W <[REDACTED]>; Mizan, Tahmid I <[REDACTED]>
Cc: Rodgers, Abigail L <[REDACTED]>
Subject: RE: Updated TV Scripts

Angela – That word has some different connotations as I think what you are trying to get across is the efficiency piece (we are wanting to get more out of the algae...with photosynthesis, genetics, etc.). Could we say something like "researching ways to make algae into more efficient biofuels"?

Neely Nelson

From: Snow, Angela K
Sent: Friday, April 29, 2016 4:33 PM
To: Onderdonk, Todd W; Mizan, Tahmid I; Nelson, Neely S
Cc: Rodgers, Abigail L
Subject: RE: Updated TV Scripts

Thanks Todd.

Tahmid – on the Algae line we'd also like to add "researching ways to turn abundant algae into biofuels." Is it ok to also capture it that way? (Neely ccing you in on this too – ok to add abundant?)

Also, for the added engine efficiency line we'd like to also capture "Engines with far greater efficiency" and wanted to ensure that is ok.

Thanks

From: Onderdonk, Todd W
Sent: Friday, April 29, 2016 2:23 PM
To: Snow, Angela K <[REDACTED]>
Cc: Mizan, Tahmid I <[REDACTED]>; Landuyt, William <[REDACTED]>
Subject: Re: Updated TV Scripts

Angela -
Some comments/suggestions below for consideration as noted by (TWO:). Todd

Sent from my iPad

On Apr 29, 2016, at 6:52 PM, Snow, Angela K <[REDACTED]> wrote:

Todd/Tahmid/Billy,

Attached are the updated scripts for our shoot that starts Monday.

Todd/Tahmid these are in keeping with what you reviewed a couple of weeks ago. What has mainly changed here is really just the addition of several alternate lines so we have more editorial options when we build the spots in edit. Sometimes we might need more ExxonMobil identity and you will see we've added that in more. Also we have added context on the Unexpected Jobs so in some of the examples what we are talking about is more closely aligned to our business.

For CCS we have added an alt section that mentions the fuel cell technology. Don't know if we will use it but we wanted to capture it.

The intent here is to keep all these alt lines as we go into the shoot - so I wanted to run them by you to ensure no exception. The bold text is the previously endorsed scripts that were an outcome of the earlier reviews you did.

I'd be most appreciative to confirm no exception as soon as you are able today.

Thank you

“UNEXPECTED JOBS”

Improving energy efficiency

Mapping the oceans

[ALT] Mapping the oceans where we (may) explore.

Defeating malaria

[ALT] Helping prevent malaria in the communities (countries) where we operate.

[ALT] Helping prevent malaria in the communities (countries) where we work.

Monitoring marine wildlife

[ALT] Monitoring marine wildlife near our operations.

Increasing opportunity for women

[ALT] Increasing opportunity for women in the developing world.

Protecting biodiversity

[ALT] Protecting the biodiversity around our operations.

[ALT] Protecting biodiversity in areas where we operate.

Supporting local communities

[ALT] Supporting local communities where we work

[ALT] Supporting local communities where we work and live

Researching algae biofuels

[ALT] Turning algae into biofuels. (TWO: maybe "Using algae for biofuels")

[ALT] Making biofuels from algae.

[ALT] Exploring biofuels made from algae. (TWO: "Researching biofuels made from algae")

Supporting math and science education.

Reducing energy poverty in the developing world.

[ALT] Reducing energy poverty in developing nations.

Fueling the global economy.

Developing more cleaner-burning natural gas. (TWO: suggest we say "Producing clean-burning natural gas"...)

[ALT] Capturing carbon. (TWO: maybe add "... emissions")

[ALT] Reducing emissions from power plants. (helping to reduce instead???) (TWO: yes, "helping reduce....")

[ALT] Providing cleaner-burning natural gas. (TWO: again, suggest we make it "clean-burning" to avoid confusion that might suggest this natural gas is different from some other type of natural gas)

Making cars go further with less.

TITLE: Providing energy is one of our jobs.

But the most surprising things we do are the other things we do.

Energy
Lives
Here

HCOR

"CARS"

Cars that get many more miles per gallon.

[ALT] How is ExxonMobil helping cars get a lot more miles per gallon?

[ALT] At ExxonMobil we see a future where cars could get many more miles per gallon.

It's going to take a lot of things to get there.

[ALT] At ExxonMobil, we know it's going take a lot of things to get there.

Like advanced plastics that make cars lighter...

... make cars stronger.

Improved engine efficiency.(this line is a new addition)

[ALT] Engines with greater efficiency.

[ALT] Engines with increased efficiency.

The liners for your tires.

The lubricants for your engine.

We're working on all of these things.

[ALT] At ExxonMobil we are working on all these things.

[ALT] At ExxonMobil, we work on all of these things.

[ALT] At ExxonMobil, we've put a lot of work into all these things.

To help cars go further with less.

Which could save billions of gallons of gas a year.

Saving a lot of money.

Reducing a lot of emissions.

And you thought we just made the gas.

[ALT 1] And you thought at ExxonMobil we just made the gas.

[ALT 2] A lot of people think we just make the gas. When you work at ExxonMobil, you get a lot of that. (Two: hmmm... Supposed to be funny I know but don't want to suggest that a lot of people are ignorant.)

[ALT 3] A lot of people think ExxonMobil just makes the gas. We get a lot of that.

Energy lives here.

“CCS”

Curiosity.

Determination.

Confidence.

It's important to reduce emissions.

[ALT] At ExxonMobil, we believe it's important to reduce emissions.

It will take our brightest minds to find answers. (TWO: suggest we say "more answers" since we have been finding ways to reduce various sources/types of emissions for quite some time)

I'm working on ways to address it.

[ALT] We've been working for years on ways to address it. (TWO: suggest "for years to improve our options/technology")

Carbon Capture technology.

We can capture the carbon emissions before they're released into the atmosphere.

I want to make that technology better.

Affordable.

So it can be used around the world.

That's what I want to do.

Solve problems that haven't been solved before.

Make the next big breakthrough.

[ALT] Potentially make the next big breakthrough.

[ALT SECTION ADD]

[ALT] Like special fuel cell technology that separates carbon dioxide from power plant emissions.

[ALT] Like special fuel cell technology that separates carbon from power plant emissions. (TWO: seems we should be consistent in saying "carbon" or "carbon dioxide".... I prefer we use what in fact we expect to capture)

[ALT] That's what we're working on.

I want to push the possibilities.

[ALT] I want to find new possibilities.

[ALT] I want to see what's possible.

Ready.

Set.

Go.

In addition to "Ready. Set. Go" we want to have employees cover a few other words that could be used in this spot, for example:

[ALT] Ideas.
[ALT] Ingenuity.
[ALT] Action.
(etc.)

Energy
Lives
Here

HCOR

"WOMEN IN TECH"

TITLES OR VO: BIOCHEMIST
PHYSICIST
[ALT:] GEOPHYSICIST

BIOLOGIST

RELENTLESS

GEOSCIENTIST
[ALT] GEOLOGIST

DOCTOR

CURIOUS

OCEANOGRAPHER

LEADER

MATHMETICIAN

ENGINEER

FEARLESS

ENDING OPTION 1 (WORK-IN-PROGRESS SUMMATION LINE – DOES NOT AFFECT SHOOT, OFF CAMERA VO):

FEMALE VO: It takes a lot of different skills to power the world responsibly.

Join the women of ExxonMobil in our efforts to launch more girls into careers in math and science.

FEMALE EMPLOYEE: (TO CAMERA) Don't let anyone tell you you can't.

ENDING OPTION 2 (WORK-IN-PROGRESS SUMMATION LINE – DOES NOT AFFECT SHOOT, OFF CAMERA VO):

FEMALE VO: It takes a lot of different talents to power the world responsibly.

Join the women of ExxonMobil in supporting young women pursuing careers in STEM.

FEMALE EMPLOYEE: (TO CAMERA) Don't let anyone tell you you can't.

ENDING OPTION 3 (AIMED AT OL PARENTS WHO HAVE DAUGHTERS):

FEMALE VO: It takes a lot of different talents to power the world responsibly.

Join the women of ExxonMobil in supporting young women pursuing careers in STEM.

FEMALE EMPLOYEE: (TO CAMERA) Don't let anyone tell your daughter she can't.

Energy
Lives
Here

(Here)
(Here)
(Here)

HCOR