



BP Creative Workshop

Briefing Document

14th January 2020



team energy



Welcome



team **energy**

Welcome to our extended team of creative thinkers

AKQA

set creative.

MINDSHARE 

 VMLY&R

PURPLE

Ogilvy

Tortoise.

WPP | team energy

Landor



**To deliver the best creative thinking of
WPP and partner agencies**



**A new CEO, a new ambition
and new style.**

BP Creative workshop: agenda

DAY ONE: TUESDAY 14 JANUARY

WHEN	WHAT	WHO
9.30AM – 10.00AM 10.00AM – 12.30PM	Creative Workshop Welcome BP Welcome & Context The Brief Q&A	Team Energy - Heather MacPherson, Global Lead BP – Geoff Morrell, Group Head Communications, external Affairs BP - Duncan Blake, Director of Brand Team Energy - Paul Kenny, Global Strategy Lead All
12.30PM - 1.30PM	Lunch	
1.30PM – 2.30PM	Tortoise Debrief	Tortoise – Katie Vanneck-Smith
2.30PM- 3.00PM	BP New Look and Feel Update	Landor - Carl Halksworth/Melissa Estevez
3.00PM – 3.30PM	Final Briefing Q&A	All
3.30PM-4.00PM	Ideation commences	All

BP corporate creative workshop: Agenda

WEDNESDAY 15 JAN, 9.00AM	9.00AM – ARRIVE; IDEATION CONTINUES 9.30AM – GUEST SPEAKER: RORY SUTHERLAND – The role of behaviour change in addressing the BP challenge (TBC) 11AM – OPT-IN BP RETAIL OVERVIEW CORPORATE & STRATEGY CONSULTATION AVAILABLE ON DEMAND
THURSDAY 16 JAN, 9.00AM	9.00AM – ARRIVE; IDEATION CONTINUES 4PM – INFORMAL CHECK-IN WITH CLIENT (DUNCAN BLAKE) CORPORATE & STRATEGY CONSULTATION AVAILABLE ON DEMAND 6PM: EVENING: DRINKS/NIBBLES - TBD
FRIDAY 17 JAN, 9.00AM	9.00AM – ARRIVE; IDEATION CONTINUES 4PM – CLIENT CHECK IN (DUNCAN BLAKE/GEOFF MORRELL) CORPORATE & STRATEGY CONSULTATION AVAILABLE ON DEMAND
SATURDAY 18 JAN, 9.00AM	IDEATION CONTINUES – TODAY'S AGENDA AT DISCRETION OF EACH TEAM
SUNDAY 19 JAN, 9.00AM	IDEATION CONTINUES – TODAY'S AGENDA AT DISCRETION OF EACH TEAM
MONDAY 20 JAN, 9.00AM	9.00AM – ARRIVE; IDEATION CONTINUES 12.00PM - CLIENT CHECK IN 4.00PM – DECISION ON IDEAS TO MOVE FORWARD FOR CEO PRESENTATION
TUESDAY 21 JAN, 9.00AM	9.00AM – ARRIVE; IDEATION CONTINUES/FINALISE ASSETS FOR CEO PRESENTATION 2.00PM – WPP TEAM ENERGY INTERNAL REVIEW/PRESENTATION WALK THROUGH 5.00PM – FINAL CLIENT REVIEW 6.00PM – ACTION AND FINALISE CLIENT FEEDACK
WEDNESDAY 22 JAN, 9.00AM	9.00AM – 12.00 – FINAL PREP OF ASSETS 1.00PM – FINAL WALK THROUGH WITH CLIENTS 2.30PM – CEO PRESENTATION 5.00PM – DEBRIEF/NEXT STEPS
THURSDAY 23 JAN, 9.00AM	9.30AM – 11.30AM: WRAP UP/NEXT STEPS 12.00PM - HOMEWARD BOUND



Briefing

Rules of the workshop

1.

NO
JUDGEMENTS -
DON'T DISCARD
ANYTHING

2.

BUILD UPON
IDEAS, DON'T
BREAK THEM
DOWN

3.

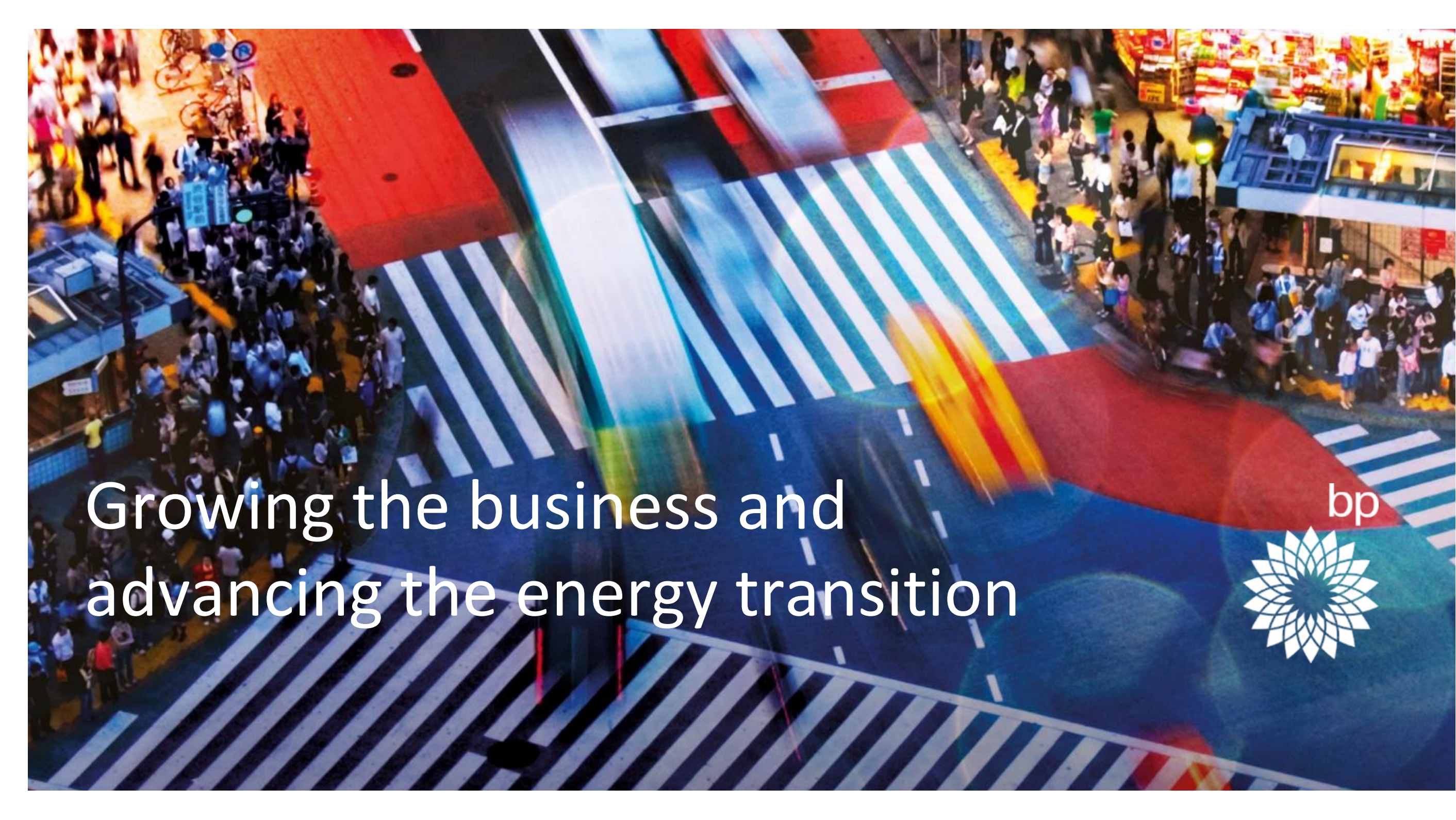
NOTHING OUT
OF BOUNDS –
THINK FREELY

4.

LOOK FORWARD
NOT BACKWARDS
– WHAT DOES
THE FUTURE
LOOK LIKE?



1. Context & state of the nation



Growing the business and
advancing the energy transition

bp



BP at a glance



78

countries



73,000

employees



\$12.7bn

underlying
replacement cost
profit



63,000 km²

new exploration access



18,700

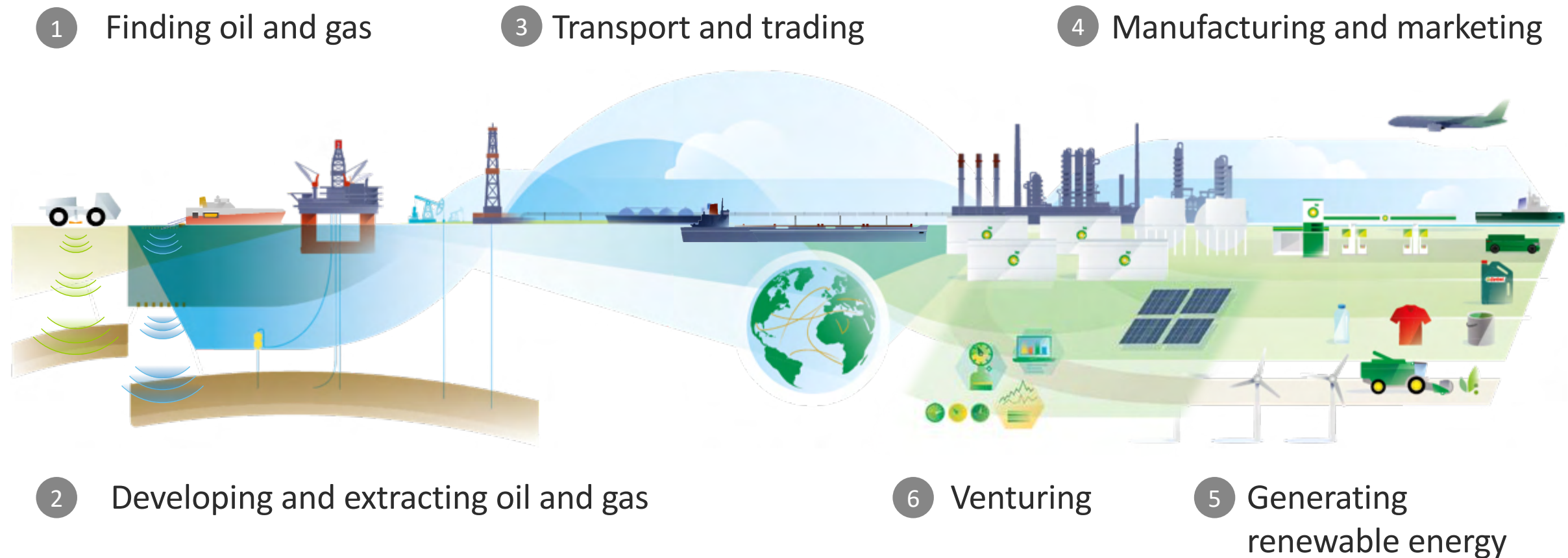
retail sites



3.7

million barrels of oil
equivalent per day –
hydrocarbon
production

How we run our business



Our strategy



Growing advantaged oil and gas in the upstream

Invest in more oil and gas, producing both with increasing efficiency.



Market-led growth in the downstream

Innovate with advanced products and strategic partnerships.



Venturing and low carbon across multiple fronts

Pursue new opportunities to meet evolving technology, consumer and policy trends.



Modernizing the whole group

Simplify our processes and enhance our productivity through digital solutions.

Our values



Safety



Respect



Excellence



Courage



One team

Our brands



Upstream business model



Exploration



Wells and projects



Global operations
organization

The Upstream segment is responsible for our activities in oil and natural gas exploration, field development and production.

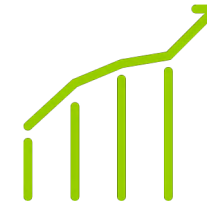
Upstream strategy



**Quality
execution**



**Growing advantaged oil
and gas**



**Returns-led
growth**



Downstream business model



Fuels



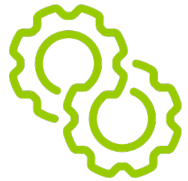
Lubricants



Petrochemicals

The Downstream segment has global marketing and manufacturing operations. It is the product and service-led arm of BP, made up of three businesses.

Downstream strategy



**Safe and
reliable
operations**



**Profitable
marketing
growth**



**Advantaged
manufacturing**



**Simplification
and efficiency**



**Transition to a
lower carbon
and digitally
enabled future**



Alternative energy



Wind energy



Biofuels



Biopower



Solar energy



**Renewable
products**

Global energy trading



We connect BP to the world's traded markets for oil, gas, power, refinery and chemical feedstock and currencies. Our combination of unique expertise in physical supply and trading, innovative financial structures and world-class analytics delivers long-term value – from wellhead to end customer.



2,500+

people worldwide

in **23** countries



12,000

customers

in **140** countries



280

traders across the globe

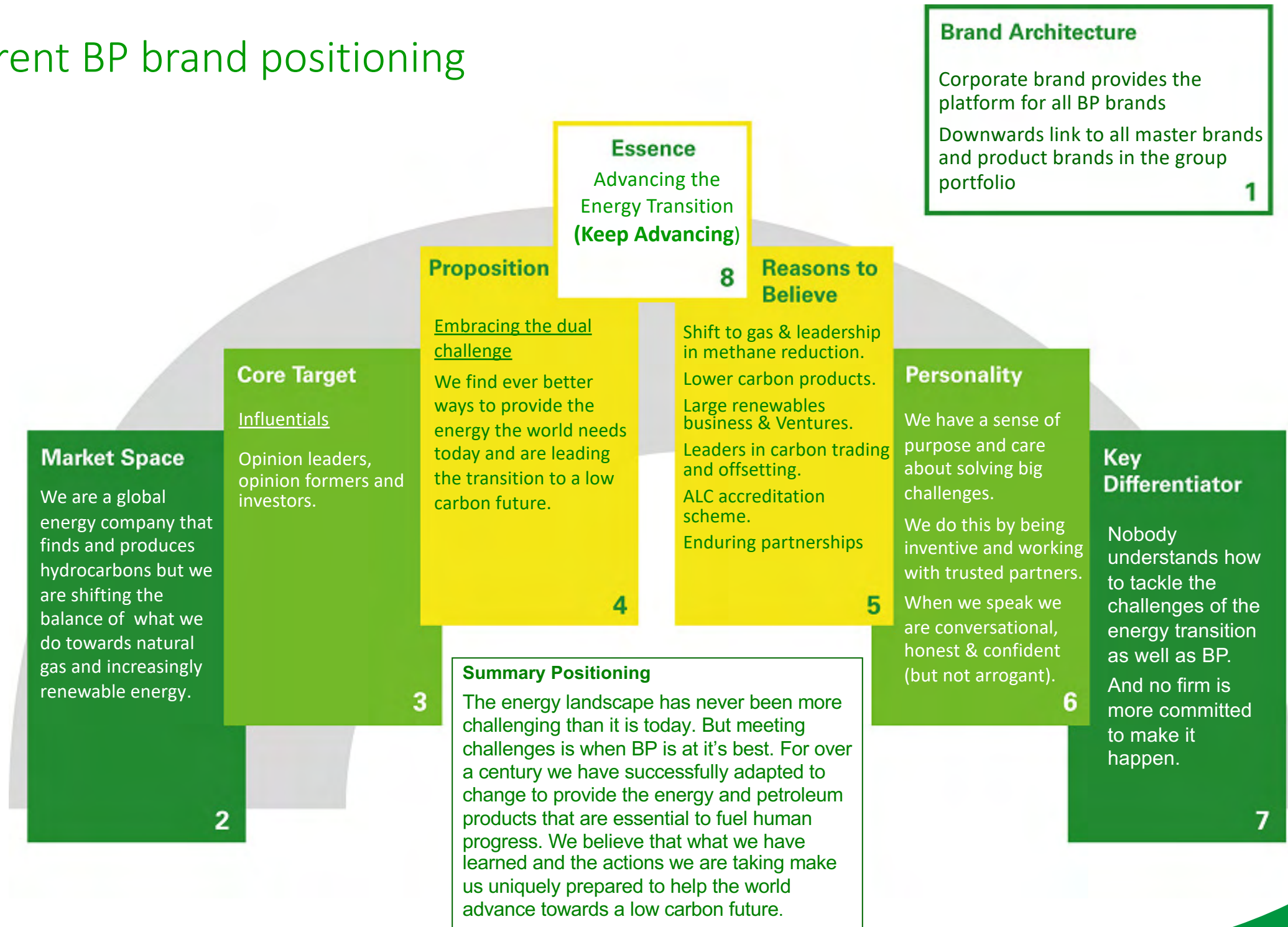
in **4** trading locations

Our changing strategy & vision

Re-imagining energy for people and our planet

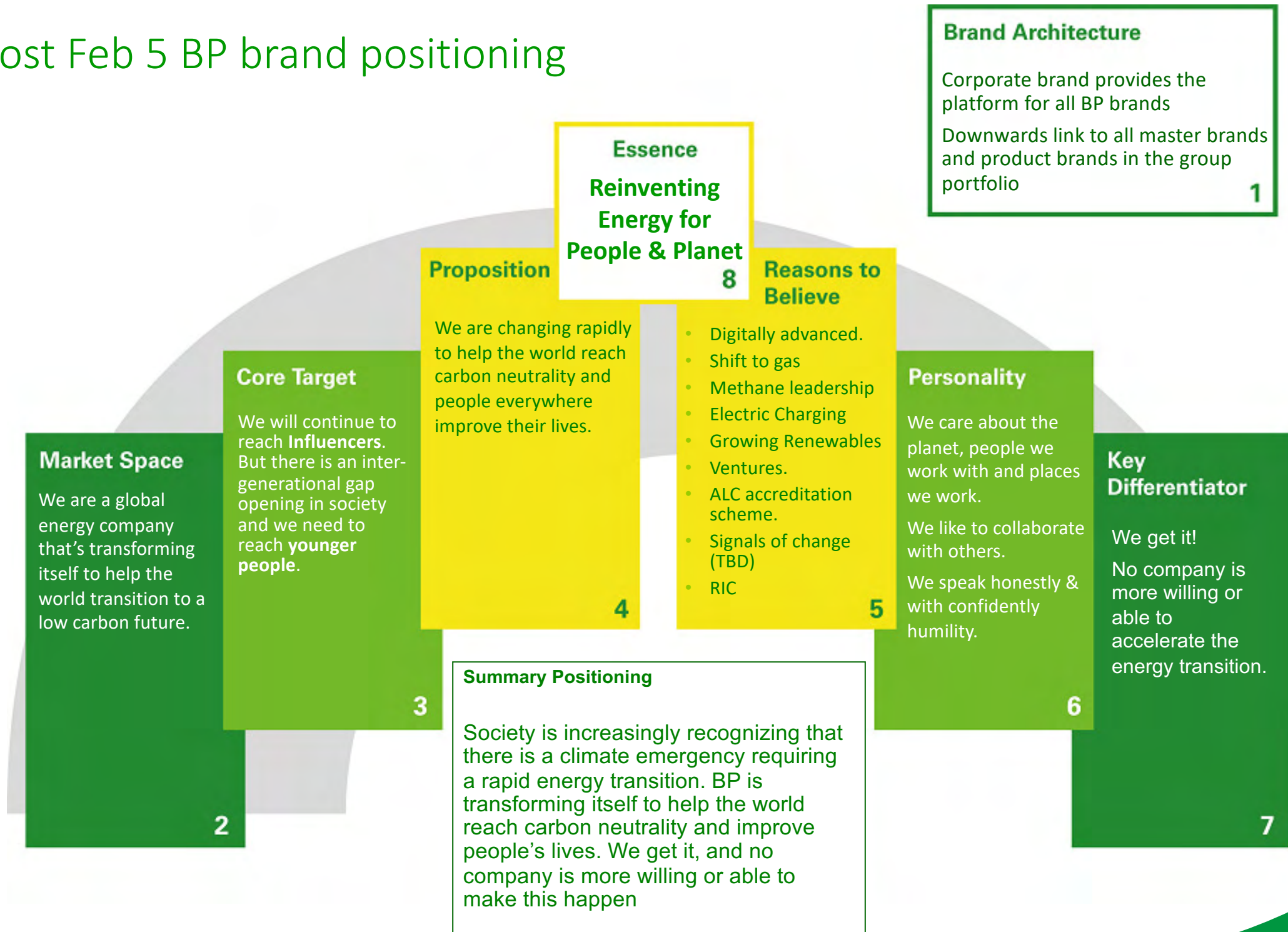


Current BP brand positioning





Post Feb 5 BP brand positioning





2. Stepping back - the challenge

A large crowd of children is gathered for a climate protest. In the center, a boy holds a megaphone. To his right, a girl with glasses and a blue shirt has her arms raised in a gesture of protest. The background is filled with numerous handmade signs. A prominent sign in the upper center reads "YOU'RE DESTROYING OUR FUTURE!" with a drawing of a globe. Other visible signs include "PLASTIC IS WORSE THAN ☺", "IT'S MELTING", "SAVE OUR", "No Hope", "CLIMATE", "1600", "you this", "If you don't act now it's too late", "We will", "THIS IS", and "ARCH YOUR FUTURE". The entire image has a green tint.

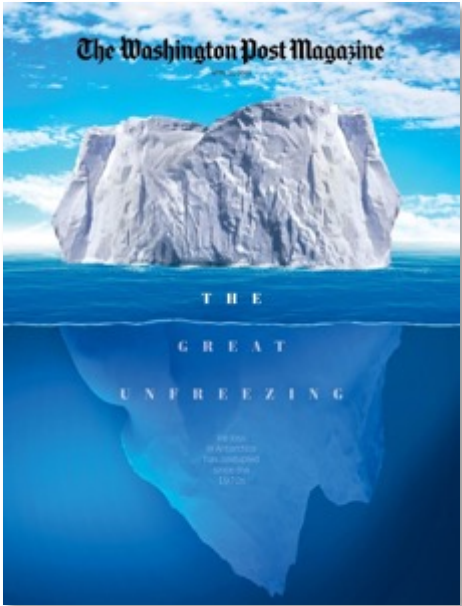
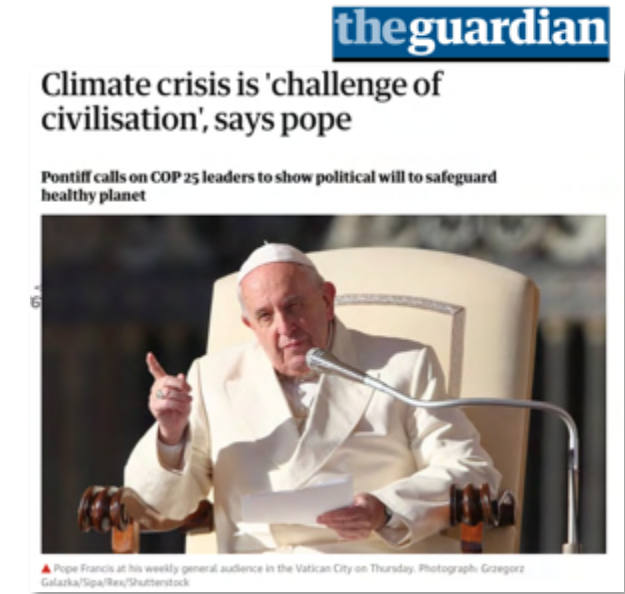
THE WORLD CHANGED FOREVER IN 2019

‘Climate Emergency’

The Oxford English Dictionary’s word of the year is chosen to **“reflect the ethos, mood, or preoccupations of the passing year”** and should have **“lasting potential as a term of cultural significance”**.



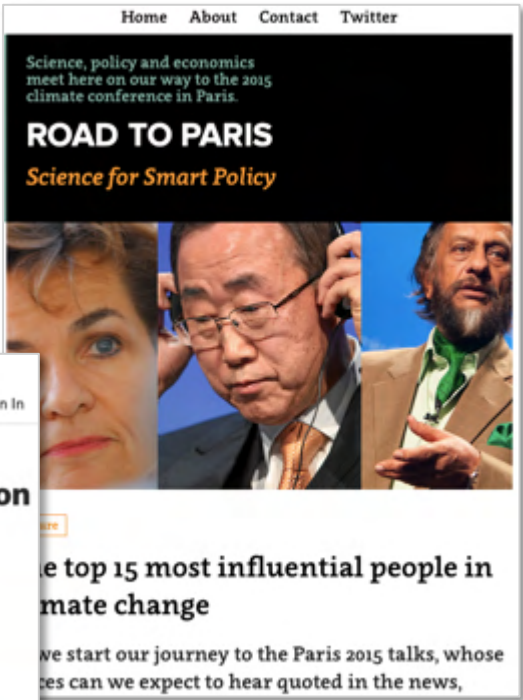
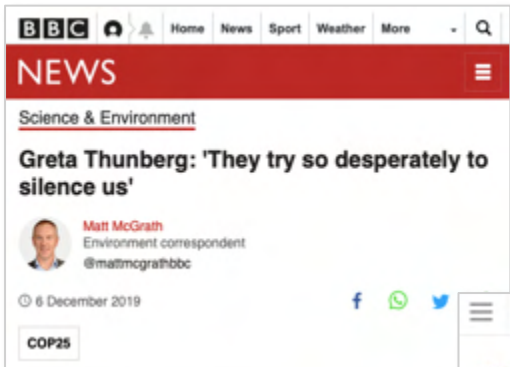
The climate crisis took centre stage as the biggest social, political, and economic questions of the next century



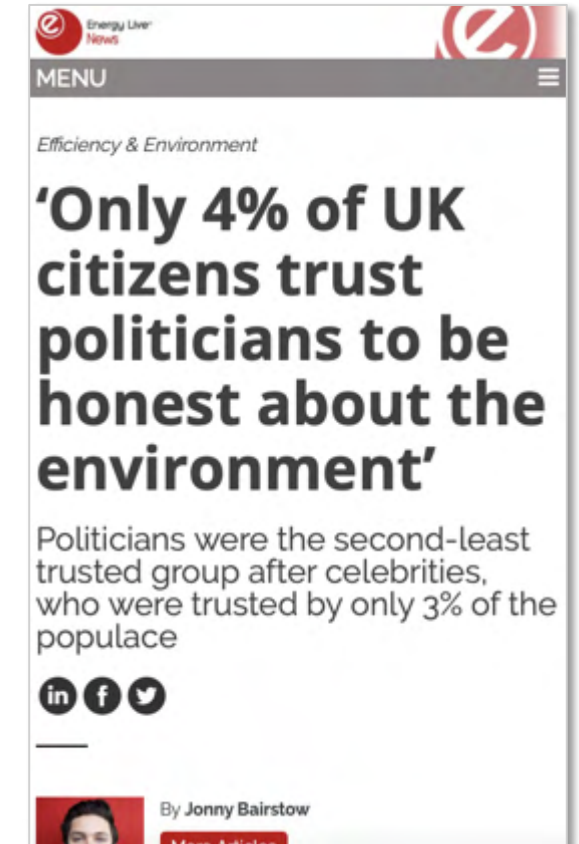
Across the globe millions joined biggest climate protests for change



The new voices of global influence are changing – from governments, NGO’s & Corporates...to the people



Trust to change is at an all time low including energy providers



The time is **NOW**

We need to start laying the foundations NOW for the future 2020 strategy - a low carbon world for all

2030

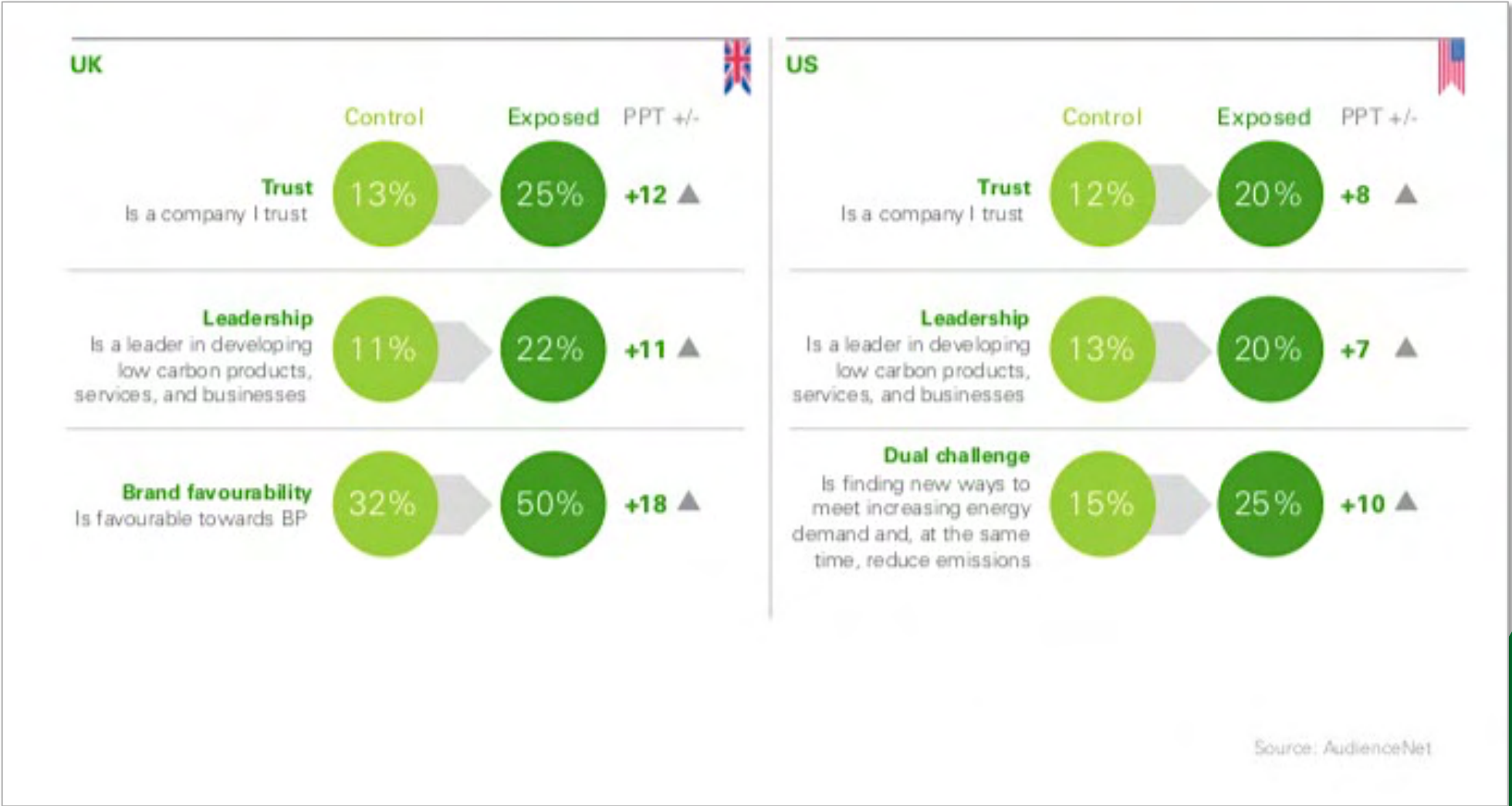
There are just ten years left to deliver on the UN's Sustainable Development Goals.

2020



We're continuing to build reputation and trust with **Key Opinion Formers & Keep Opinion Leaders**

CAMPAIGN MESSAGING



We're continuing to build reputation and trust with **Key Opinion Formers & Keep Opinion Leaders**

KEY MESSAGES ABOUT MOBILITY AND GAS ARE CUTTING THROUGH



BP ranked as the top contributor to the future of mobility (from a defined list) in our September study – a significant positive uplift.

Top 5 contributors			Jul-Sep change
01		41%	+8
02	TESLA	35%	-9
03		35%	+6
04	Uber	23%	-2
05	Google	9%	-2



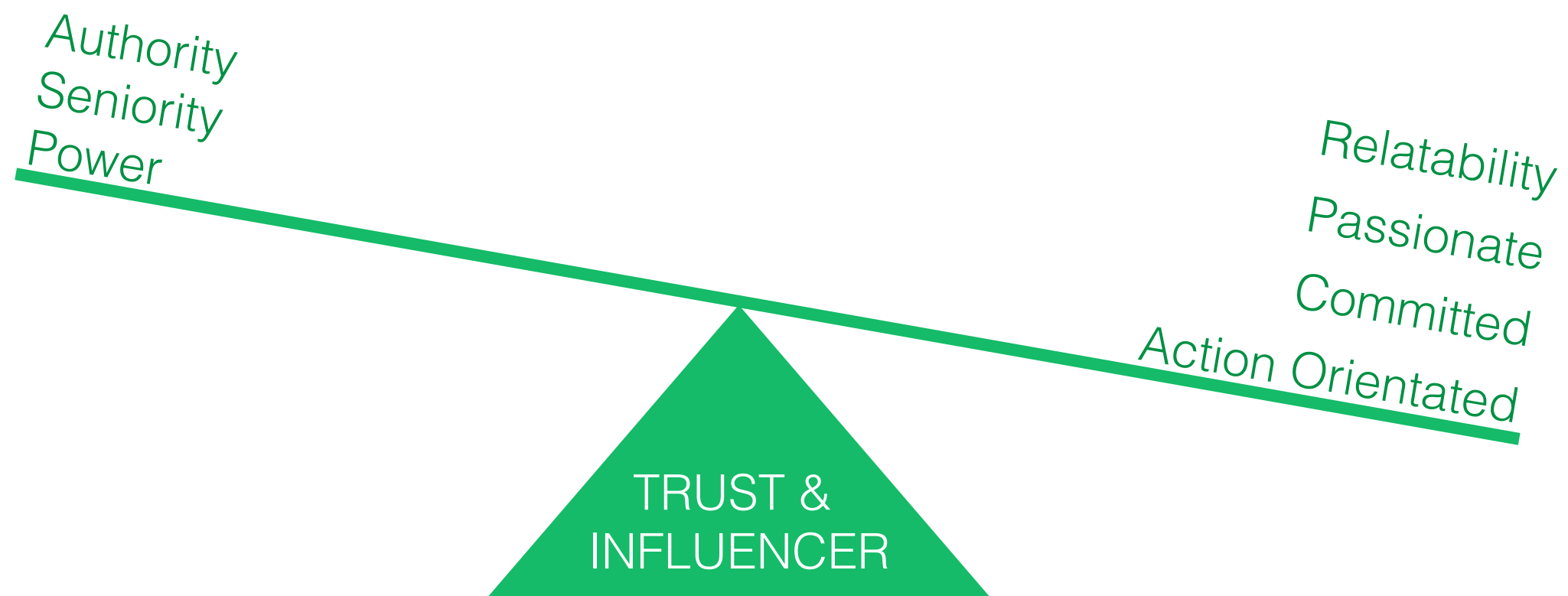
59% of respondents in September thought BP was leading the introduction of EV charging points (vs. Shell & Exxon) in the UK.



60% now consider gas as a partner to renewable, up 4 points.

Source: AudienceNet

However, the voice of trust and influence is has also shifted to more **relatable changemakers.**



Can we become more **relatable**, **passionate**, and **authentic** beyond our current center of influence to become a bigger part of the solution

“SHE’S INSPIRATIONAL, SHE’S ISN’T BULL SHITTING LIKE THE PEOPLE IN POWER & SHE HAS THE KNOWLEDGE TO KNOCK THOSE PEOPLE DOWN.”

Power to the People – MINDSHARE (Nov 2019)



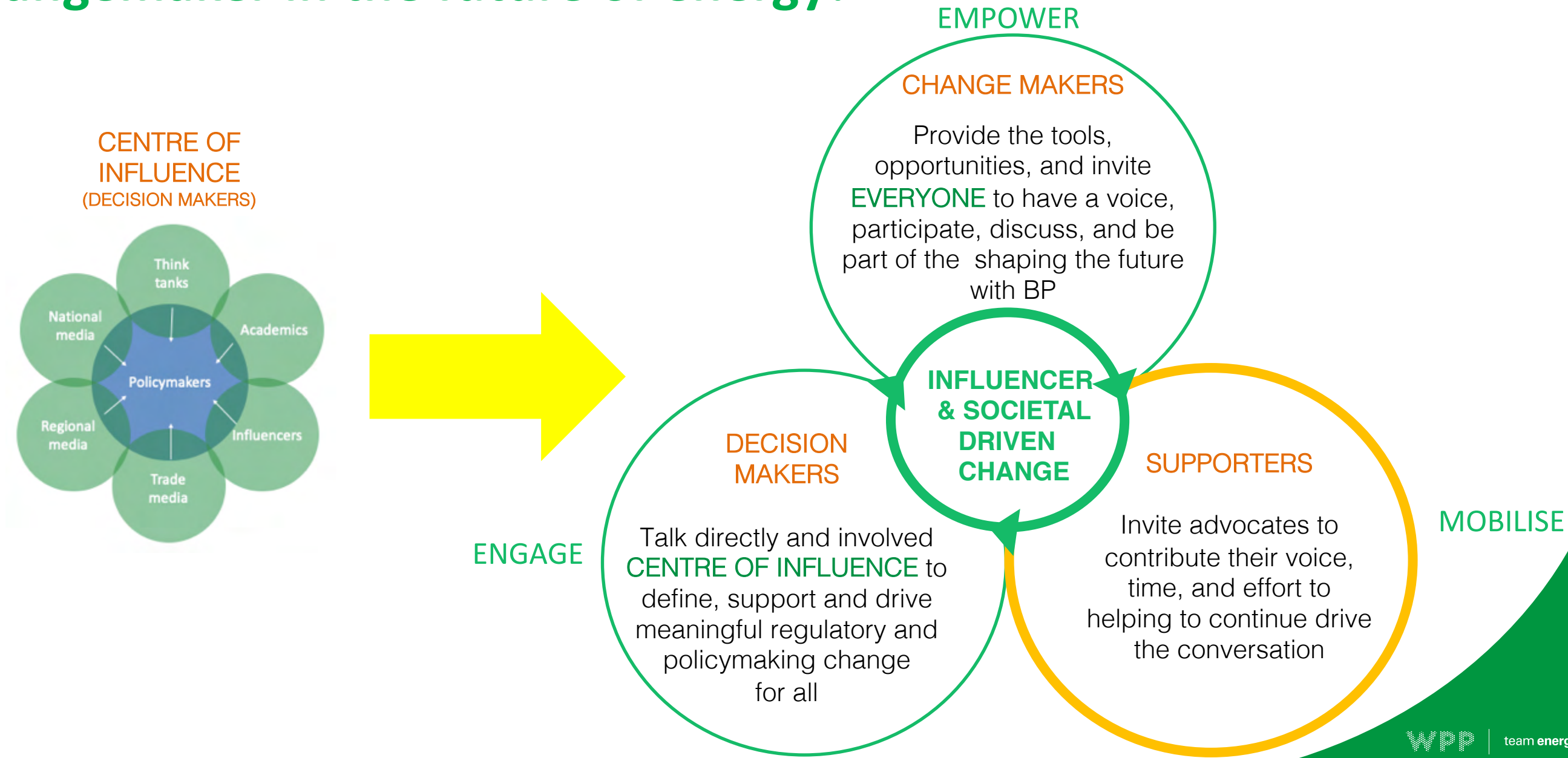


AND WE NEED TO ENGAGE AND **WINBACK THE TRUST**
OF THE PEOPLE WITH THE BIGGEST VOICE, AND THAT MATTER
MOST IN THE FUTURE?

82% of Gen Zers say **social responsibility**
is an important characteristic of brands

41% selected **climate change**,
is the most commonly cited issue globally

We need to evolve our ecosystem of engagement to **turn BP into a leading changemaker in the future of energy?**





3. The Brief



HOW DO WE SIGNAL WE **'GET IT'** IN A
MEANINGFUL WAY SO THAT PEOPLE CAN SEE
BP IS LEADING THE CHANGE?

With behaviours that embody what it is to be an **INCLUSIVE LEADERS & ENABLERS OF CHANGE**



TELLING



LISTENING
OPEN & TRANSPARENT
AUTHENTIC
INCLUSIVE – WITH ALL
AGILE & RESPONSIVE
ACTION ORIENTATED

Our Personality



WE CARE ABOUT
THE PLANET,
PEOPLE WE WORK
WITH, AND PLACES
WE WORK

COLLABORATIVE &
INCLUSIVE

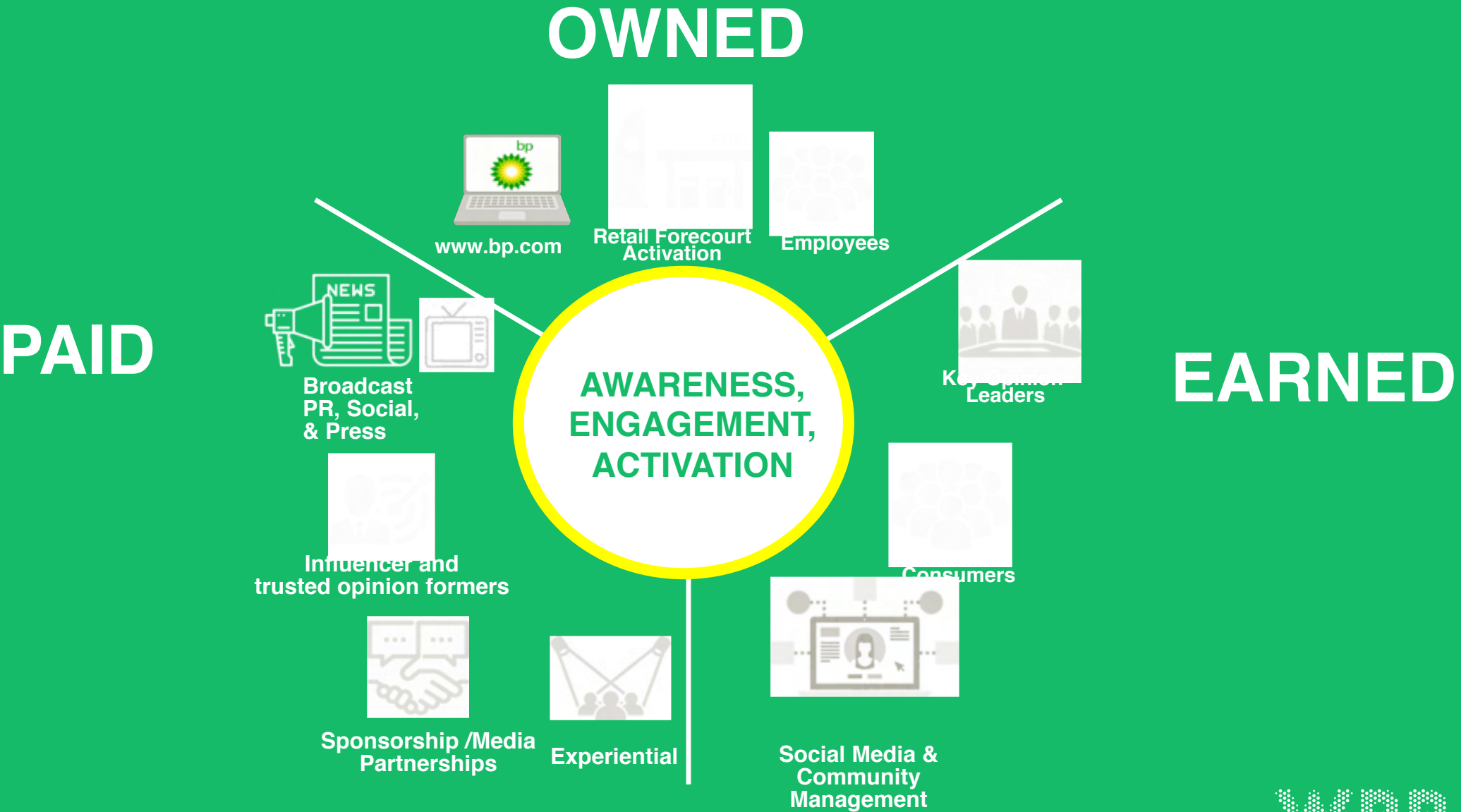
WE SPEAK WITH
CONFIDENCE &
HUMILITY

INTEGRITY &
DETERMINATION



team **energy**

To drive advocacy we need a platform idea that considers all channels to engage and empower audiences



Some provocations & considerations to take away...



1. How do we demonstrate that 'we get it' in a more meaningful, active, & inclusive way that resonates with society?
2. What is meaningful empathy in a world where we're seen as one of the bad guys?
3. Can you lead and change perceptions when we're seen being part of the problem not the future solution?
4. How do you engage and convince when you can't always control the conversation?
5. How do we win the trust of the younger generation who have the loudest voice, and that matter the most in the future?
6. The new voices of global influence are evolving – from Governments, NGO's & Corporates...etc, to more relatable and passionate individuals around the world. How do we embrace this as an opportunity for BP?

Some provocations & considerations to take away...



7. How should our new purpose effect the brand experience across both upstream and downstream – a more joined up and one BP? Our forecourts around the world are our shop windows to the world.
8. What would we do if we were starting again? How would our new purpose reframe the dual challenge and the energy transition narrative?
9. The external rhetoric and conversation are over simplified and misleading in what the world should do immediately – “...let’s simply switch all energy to renewables”. How do you be the brand the leads and educates the world on the most effective energy transition?
10. What new services or products could we create that would demonstrate change? Or what could we re-frame?
11. How will this engage and mobilise our employees around the world?

BP Creative workshop: agenda

DAY ONE: TUESDAY 14 JANUARY

WHEN	WHAT	WHO
9.30AM – 10.00AM 10.00AM – 12.30PM	Creative Workshop Welcome BP Welcome & Context The Brief Q&A	Team Energy - Heather MacPherson, Global Lead BP – Geoff Morrell, Group Head Communications, external Affairs BP - Duncan Blake, Director of Brand Team Energy - Paul Kenny, Global Strategy Lead All
12.30PM - 1.30PM	Lunch	
1.30PM – 2.30PM	Tortoise Debrief	Tortoise – Katie Vanneck-Smith
2.30PM- 3.00PM	BP New Look and Feel Update	Landor - Carl Halksworth/Melissa Estevez
3.00PM – 3.30PM	Final Briefing Q&A	All
3.30PM-4PM	Ideation commences	All



Thank you!

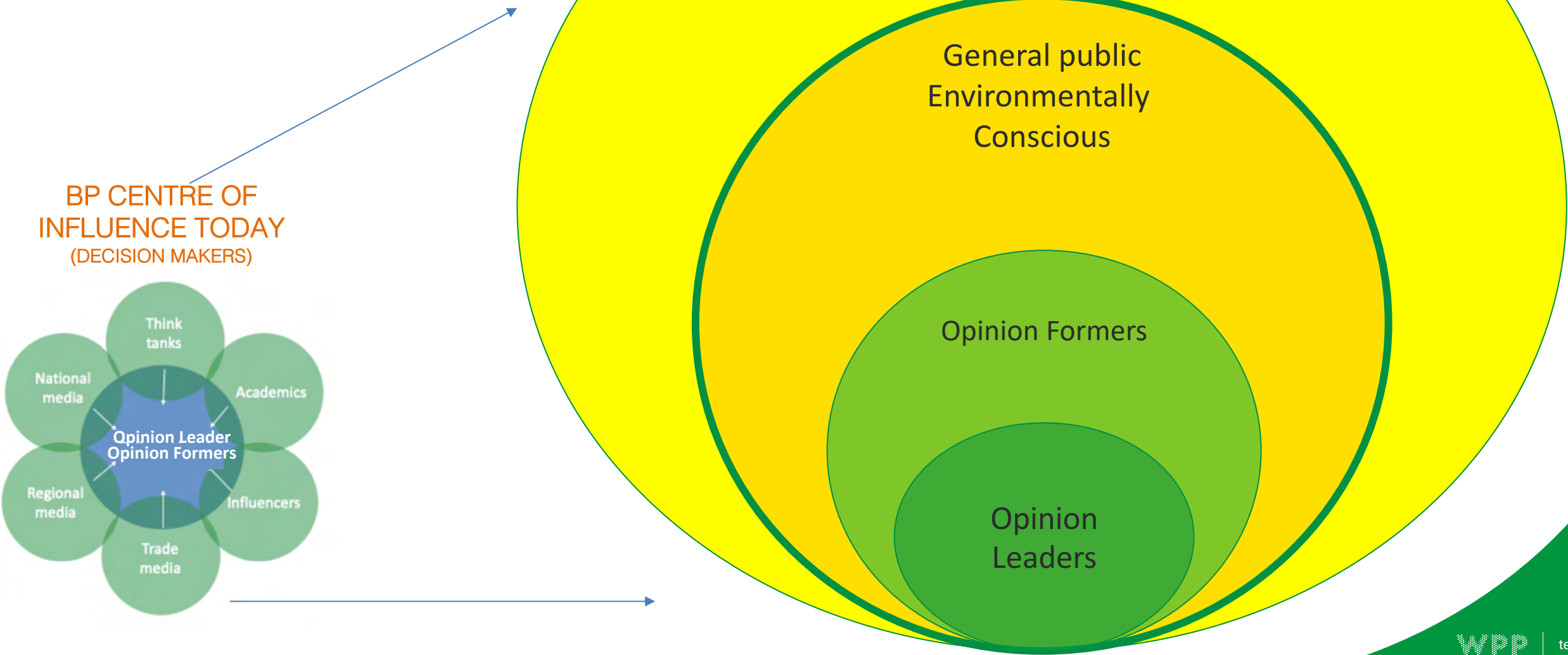


team energy

APPENDIX

Engaged Audiences are changing -

need to consider a changing audience ecosystem - from Key Opinion Formers & Keep Opinion Leaders to Environmentally conscious



Additional information is available & can be supplied

1. Target audiences - influence (Mindshare- Pat Roberto)
2. Media insight and strategies (Mindshare – Pat Roberto)
3. Possibilities Everywhere – post campaign research insights
4. Everyday, brighter – retail positioning strategy (Team Energy – Paul Kenny)
5. Energy transitions – Advancing Low Carbon Accreditation (all the relevant project underway that support the new brand purpose – <https://www.bp.com/en/global/corporate/sustainability/climate-change/low-carbon-accreditation-programme.html>)

We know already what is important to connecting in a meaningful way to future opinion leaders (Youth)...but the principles apply to everyone

10 Golden Rules for successfully connecting with Future Key Opinion Leaders
(1-5)

Implication for BP...

1. HAVE A MISSION

Future KOLs care about 'why' you are doing something far more than 'what' you're doing. We must transform "Keep Advancing" into a cause that this audience can identify with and get behind.

2. FIND THE RIGHT SPOKESPERSON

Influence is driven by: 1) **Authentic passion** about the subject matter and 2) **Relatability and Charisma**. We must find the right people to tell our story and we certainly shouldn't be telling it ourselves.

3. DON'T TRY TO WIN AN ARGUMENT

We'll never convince people to change their set beliefs. It's critical to find **common ground** – things that we agree on – and to build on that. For example, we all agree that we need to find alternatives to petrol/diesel-powered vehicles.

4. BE BRAVE & MAKE THEM TAKE NOTICE

Future Key Opinion Leaders believe that only **bold thinking and action** will genuinely change the world and they expect brands, rather than governments, to take the lead. Going safe is a recipe for anonymity.

5. STRENGTHEN THEIR SOCIAL FEEDS

Future Key Opinion Leaders are defined by their high social media engagement. But they will never share content in order to make you look better; they will only share content which makes **them look better**.

7

10 Golden Rules for successfully connecting with Future Key Opinion Leaders
(6-10)

Implication for BP...

6. SPEAK THEIR LANGUAGE

We need to adapt our communications to them. From the **language and tone** we use, to the **cultural touchpoints** we reference and the channels we use, our campaign needs to fit in their world, not ours.

7. CREATE EXPERIENCES

Experiences drive Future KOLs' social feeds and own personal brands. The core of this campaign will always be to create compelling content – but we also need to think about how we can deliver **physical experiences** that will connect more deeply.

8. FUEL THEIR AMBITION

Future KOLs have been brought up to be believe that they can be what they want to be. However, in an ever more **competitive environment**, achieving your ambitions is not as easy as it seems, so they reward brands who help them **realise their dreams**.

9. GIVE THEM 'SKIN IN THE GAME'

Our inquisitive and well-educated Future Key Opinion Leaders like having an element of **power** and the ability to have a **choice**. They like having 'skin in the game', so we need to find a way to allow them to **participate and influence** our activity.

10. CUT ACROSS NATIONS

Future KOLs don't even know a world where they haven't been connected to people around the globe. We need to effortlessly **cut across national borders** to create activations that are relevant to people around the world.

8