Center for
Climate
Integrity

Big Oil's Deceptive Climate Ads

Major Corporate Advertisements
Appendices A–G

DECEMBER 2025

CONTENTS

DISCLAIMER

Information about advertisements, advertising campaigns, and advertising agencies in this Appendix was compiled using the best publicly available primary source materials, as well as secondary reporting from trusted advertising trade publications, newspapers, and magazine outlets. The Appendix does not incorporate information about advertising agencies involved in fossil fuel campaigns provided by aggregators, including iSpot.tv. In some instances, information about advertisements included in this report, including the titles of advertisements or details about advertising agencies involved in the creation of advertisements, may differ from information published on marketing intelligence platforms, such as iSpot.tv.

APPENDIX A: Overstating Actions to Reduce Greenhouse Gas Emissions

A1

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *National Geographic*, September 1, 2002, 172, https://archive.org/details/edg-ng-2001/edg%20NG%202002-09/page/n171/mode/2up, Internet Archive

A2

CAMPAIGN: Understanding Energy

SOURCE: ExxonMobil, "Understanding energy: cogeneration," television advertisement, 00:30, archived September 18, 2002, at https://web.archive.org/web/20020918111906/http://www.understanding-energy.com/tvspots.html

TRANSCRIPT:

MARK BRADLEY (Sr. Operations Supervisor, ExxonMobil) [00:00 - 00:10]: Cogeneration is the clean, efficient production of both electricity and steam. When cogeneration units are started up in refineries, we can operate them cleaner than ever before.

LAURA KRAUSE (Optimization Manager, ExxonMobil) [00:11 - 00:22]: By cogenerating here, we're able to capture heat, supplying all of the power that we need. The greenhouse gas emissions that are saved is the equivalent to taking about three-quarters of a million cars off the road.

BRADLEY, V.O. [00:23 - 00:29]: It's practical technology, used to meet the world's growing energy needs. It's not only good for the refinery, but it's good for everyone.

LOGO: ExxonMobil

Managing greenhouse gas emissions

It is our view that better scientific understanding of climate change, human influence on it, and the associated risks and possible consequences are needed. We are heavily involved in such scientific research and will describe our efforts in another editorial.

But we are also taking other actions to minimize the risks of climate change.

Taking action to minimize the risks of climate change

An important first step in approaching reductions of greenhouse gas emissions is accurately measuring them, by plant and by business, using agreed-upon and reliable methodologies.

Because no single method has been developed and accepted across industries and companies, accurate comparisons are difficult.

Therefore, ExxonMobil and others have initiated a consultation among energy companies, under the auspices of the American Petroleum Institute and the International Petroleum Industry Environmental Conservation Association, to improve reporting and reach common agreement on a measurement protocol.

But we are not waiting for wider agreement to begin our own reduction efforts.

For example, ExxonMobil operating units are implementing steps to reduce greenhouse gas emissions, consistent with safe operating practices and sound economics.

Our activities are directed toward real and measurable reductions in energy use, which we believe is a more effective approach than emission-trading schemes that are unlikely to make a worldwide difference.

We have developed a global energy-management system to identify opportunities to further reduce energy use. Energy efficiency has already improved 35 percent in our refineries and chemical plants since the 1970s. We expect to see an additional 15 percent improvement.

All business functions are reducing gas flaring and other energy losses through careful monitoring of operations, sound maintenance practices, improved equipment reliability, and smarter control technology.

Where appropriate, a judicious adoption of fuel switching will increase the use of energy with lower carbon-emitting characteristics.

Good ideas are being shared worldwide to ensure consistent approaches and to drive performance improvements.

To maintain emphasis on this multifaceted effort, we will steward results annually and publicly report them.

And we are also supporting promising new technological approaches. These will include advances that can be adopted for improving the energy efficiency of our own operations, as well as technology partnerships with other companies and universities for wider social application.

The risk of climate change and its potential impacts on society and the ecosystem are widely recognized. Doing nothing is neither prudent nor responsible, but the same may be said of rash action. Energy and the economic growth it supports are too important to be treated cavalierly.

The goal of the many activities we are undertaking is to produce practical future reductions in greenhouse gases while we improve our understanding of the science of this complex issue.

ExxonMobil™

To learn about our efforts to address greenhouse gases, log on to www2.exxonmobil.com/Corporate/Newsroom/Publications/c_cc_02/pdfs/she.pdf

Please visit our Web site at www.exxonmobil.com

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A3

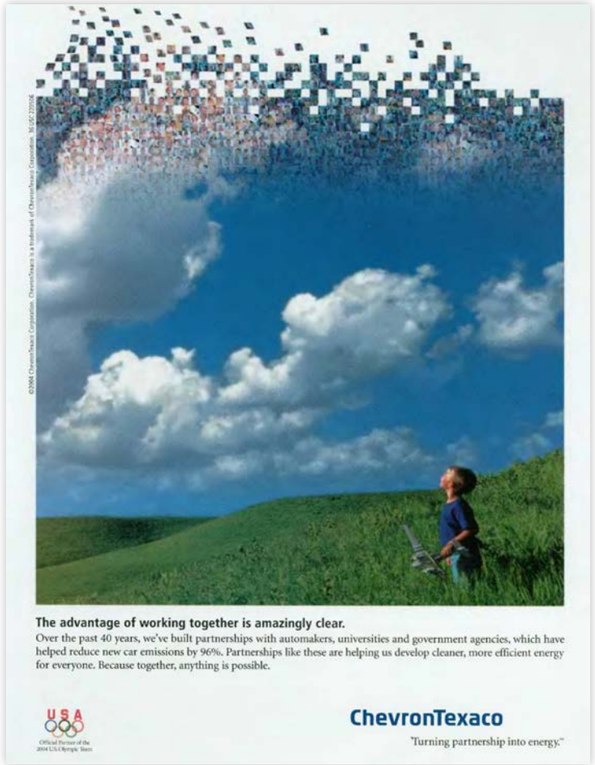
CAMPAIGN: Op-Ed Series

SOURCE: ExxonMobil, "Managing greenhouse gas emissions," print advertisement, *New York Times*, October 3, 2002, A27, archived March 12, 2006, at https://web.archive.org/web/20060312063542/http://www.exxonmobil.com/Corporate/Newsroom/OpEds/OpEdsSearch.asp#011999

A4

CAMPAIGN: Profits and Principles

SOURCE: Shell, print advertisement, *Time*, November 24, 2003, 91, https://time.com/vault/issue/2003-11-24/page/91/, archived December 1, 2025, at https://perma.cc/Y8ED-C25Y, The TIME Magazine Vault



A5

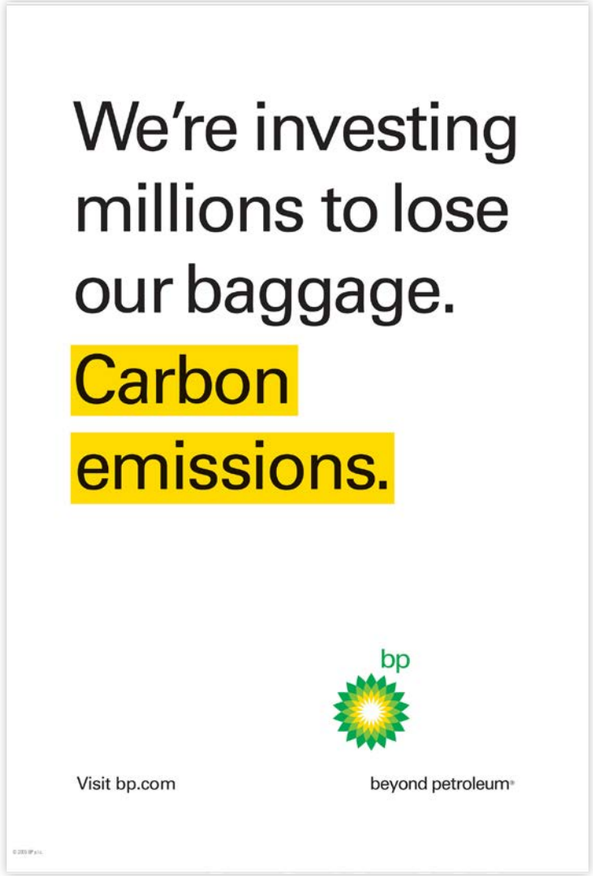
CAMPAIGN: Turning Partnership into Energy

SOURCE: Chevron, print advertisement, *New Yorker*, June 14, 2004, 67, New Yorker Archive

A6

CAMPAIGN: Turning Partnership into Energy

SOURCE: Chevron, print advertisement, *Time*, December 6, 2004, 36-37, https://time.com/vault/issue/2004-12-06/page/36/, archived December 1, 2025, at https://perma.cc/EB3K-E9ZW, The TIME Magazine Vault



A7

CAMPAIGN: BP On the Street

SOURCE: BP, outdoor advertisement, 2005, archived June 15, 2021, at https://web.archive.org/web/20210615194723/https://donmillerartdirection.com/bp-corporate

A8

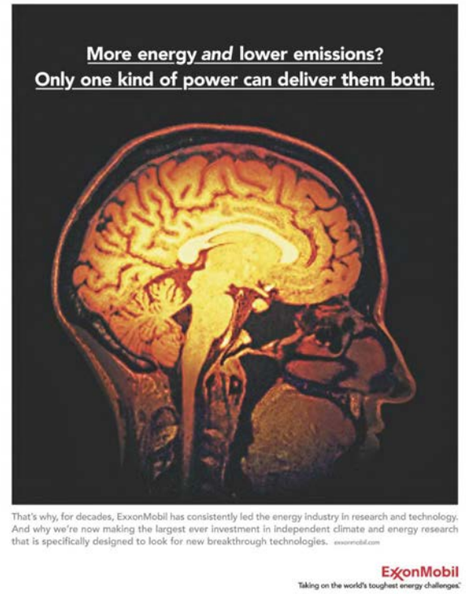
CAMPAIGN: BP On the Street

SOURCE: BP, outdoor advertisement, 2005, archived June 15, 2021, at https://web.archive.org/web/20210615194723/https://donmillerartdirection.com/bp-corporate

A9

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New Yorker*, May 2, 2005, 19, New Yorker Archive



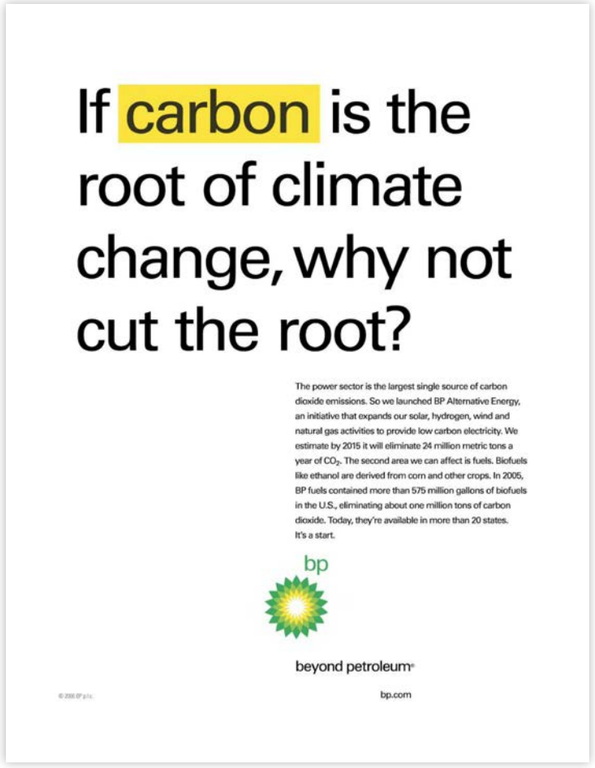
A10

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New Yorker*, May 23, 2005, 15, New Yorker Archive

A11

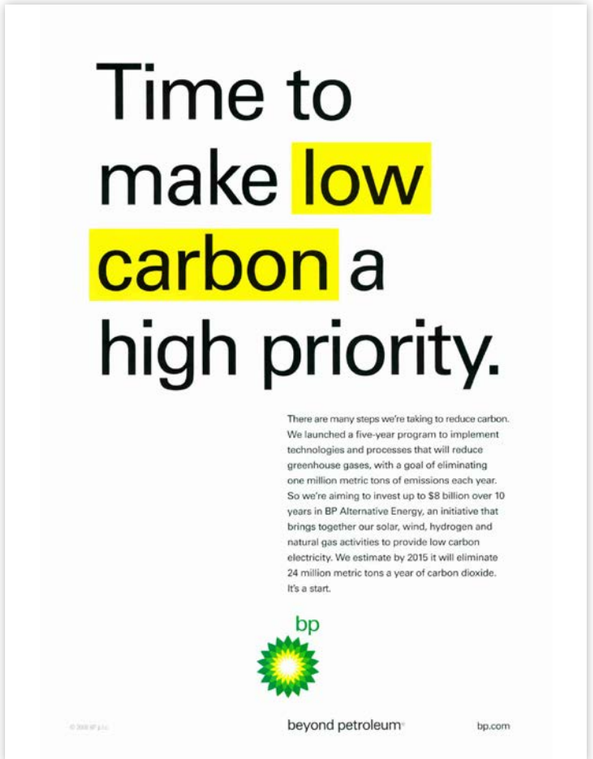
SOURCE: Shell, print advertisement, *Time*, April 24, 2006, 69, https://time.com/vault/issue/2006-04-24/page/69/, archived December 1, 2025, at https://perma.cc/J67B-UH2D, The TIME Magazine Vault



A12

CAMPAIGN: BP On the Street

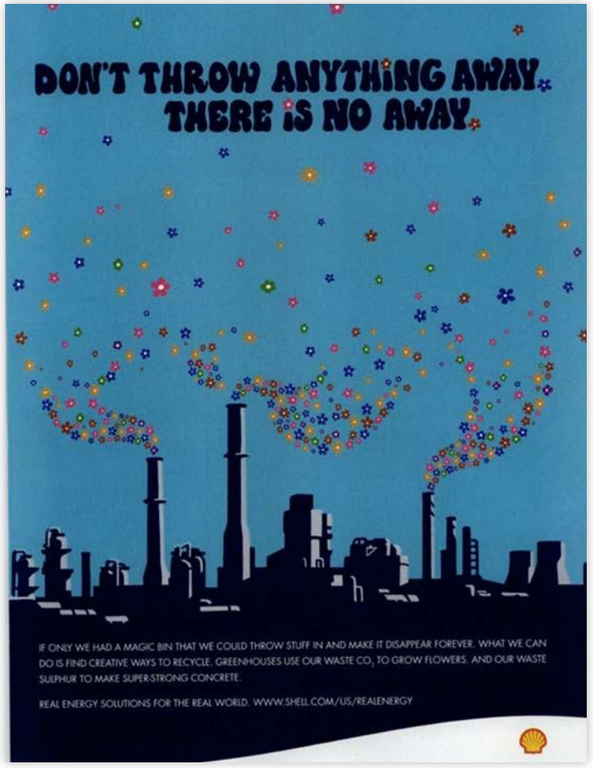
SOURCE: BP, print advertisement, *New Yorker*, June 26, 2006, 20, New Yorker Archive



A13

CAMPAIGN: BP On the Street

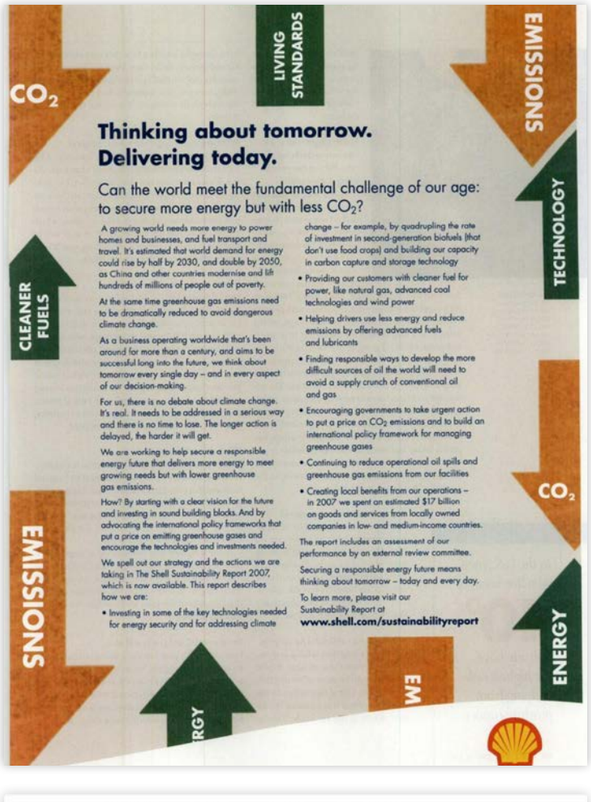
SOURCE: BP, print advertisement, *National Geographic*, September 1, 2006, 193, https://archive.org/details/edg-ng-2001/edg%20NG%202006-09/page/n191/, Internet Archive



A14

CAMPAIGN: Real Energy

SOURCE: Shell, print advertisement, *Outside*, August 1, 2007, 61, MediaRadar



A15

CAMPAIGN: Real Energy

SOURCE: Shell, print advertisement, *Fortune*, June 23, 2008, 109, MediaRadar

A16

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New York Times*, January 27, 2009, cover, https://archive.nytimes.com/www.nytimes.com/indexes/2009/01/27/pageone/scan/index.html, archived December 1, 2025, at https://perma.cc/VMP3-MTVK, New York Times Archive

A17

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New York Times*, October 13, 2009, cover, https://archive.nytimes.com/www.nytimes.com/indexes/2009/10/13/pageone/scan/index.html, archived December 1, 2025, at https://perma.cc/7DCC-L6V2, New York Times Archive

A18

CAMPAIGN: Energy Mix

SOURCE: BP, print advertisement, *The Hill*, February 23, 2010, 16, MediaRadar

A19

SOURCE: BP, print advertisement, *Politico*, October 15, 2015, 3, MediaRadar

A21

SOURCE: BP, print advertisement, *New York Times*, April 24, 2018, A19, MediaRadar

A23

CAMPAIGN: Make the Future

SOURCE: Shell, print advertisement, *New York Times*, December 13, 2018, B7, MediaRadar

A20

SOURCE: Shell, print advertisement, *Canadian Geographic*, September 1, 2018, 47, MediaRadar

A22

SOURCE: Shell, digital advertisement, *New York Times*, December 11, 2018, MediaRadar

A24

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, print advertisement, *The Economist* (US), April 27, 2019, 6-7, MediaRadar

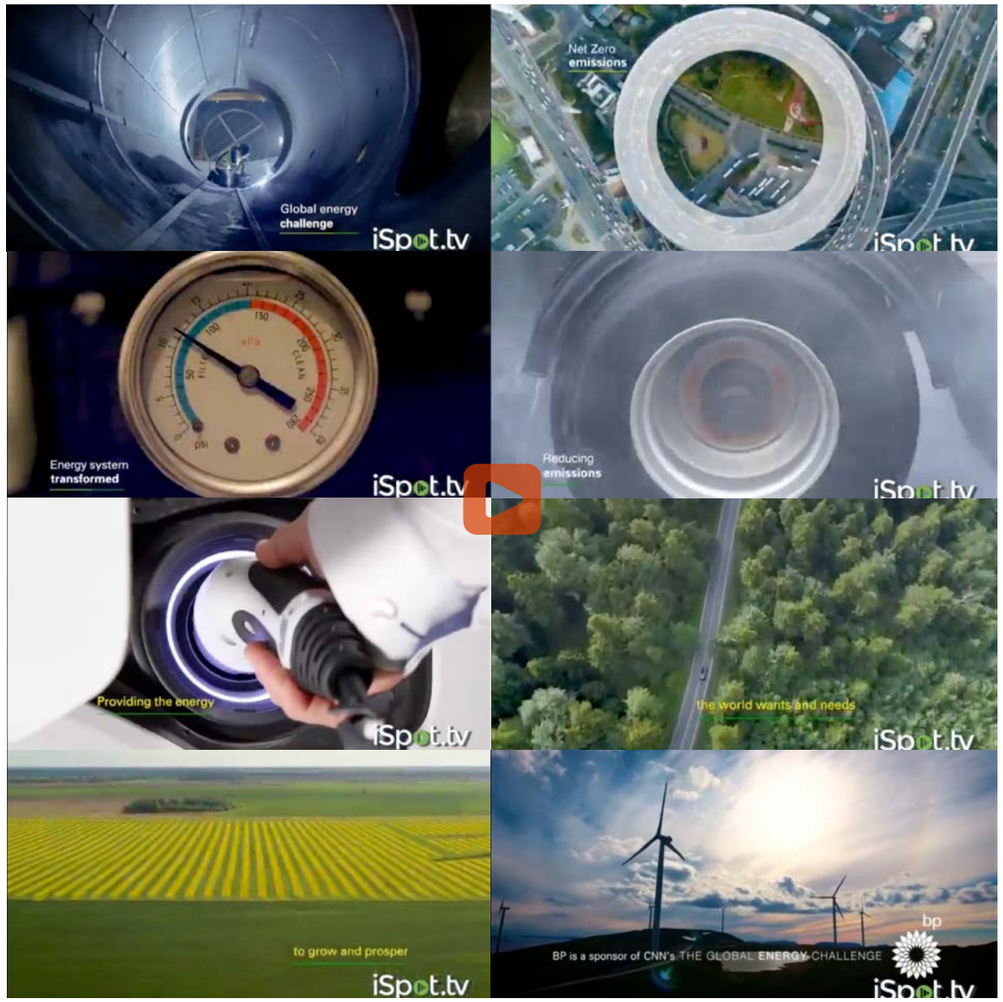
A25

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, print advertisement, *The Economist (US)*, May 25, 2019, 8-9, MediaRadar

A26

SOURCE: BP, social media post, *X/Twitter*, February 12, 2020, 6:08 A.M., https://x.com/bp_plc/status/1227549949950382082, archived December 1, 2025, at https://perma.cc/C47G-ZUKZ



A27

SOURCE: BP, "Huge Challenge," digital advertisement, *Facebook, X/Twitter, YouTube*, May 1, 2020, 00:29, https://www.ispot.tv/ad/nteN/bp-huge-challenge, archived December 1, 2025, at https://perma.cc/974E-XJ2A

TRANSCRIPT:

V.O. [00:01 - 00:03]: The world is facing a huge challenge.

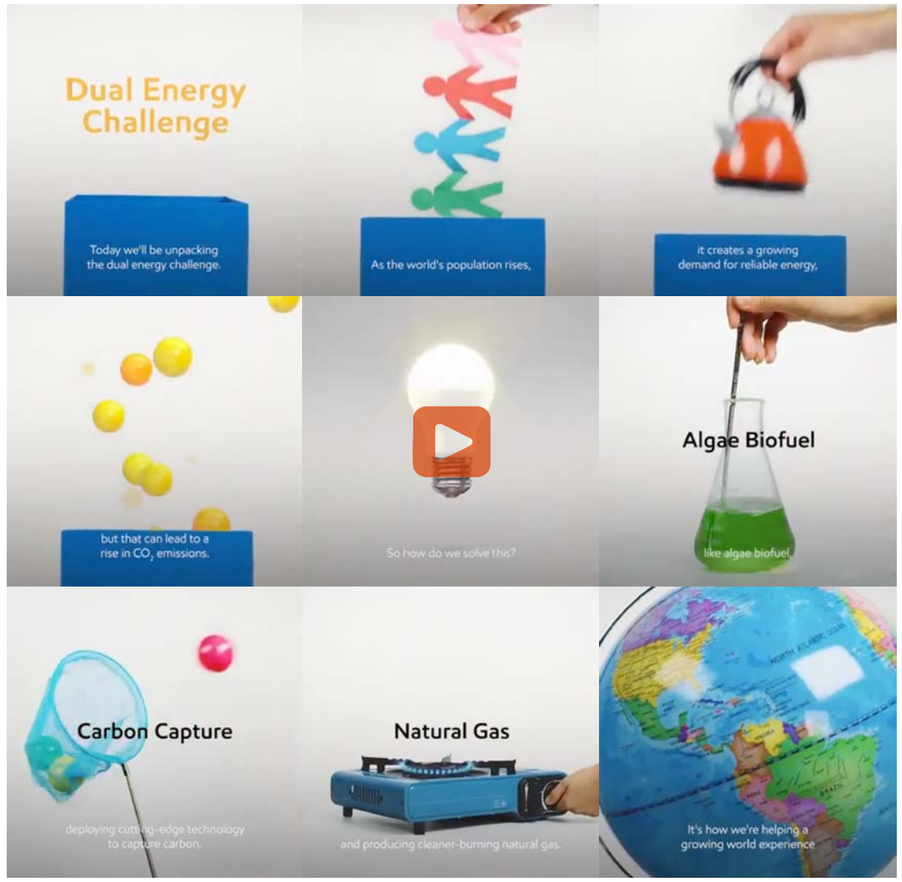
V.O. [00:05 - 00:07]: How to get to net zero emissions?

V.O. [00:08 - 00:12]: The whole energy system has to be transformed.

V.O. [00:13 - 00:17]: And everyone has a contribution to make.

V.O. [00:17 - 00:24]: Reducing emissions while still providing the energy the world wants and needs to grow and prosper.

V.O. & SUPER [00:25 - 00:30]: BP is a sponsor of CNN's THE GLOBAL ENERGY CHALLENGE



A28

SOURCE: ExxonMobil, "Unboxing the Dual Energy Challenge," social media post, *Facebook*, October 12, 2020, 00:38, https://www.facebook.com/watch/?v=279580332736692 9, archived December 1, 2025, at https://archive.ph/cAB8a

TRANSCRIPT:

V.O. & SUPER [00:01 - 00:05]: Today, we'll be unpacking the "dual energy challenge."

V.O. & SUPER [00:06 - 00:15]: As the world's population rises, it creates a growing demand for reliable energy, but that can lead to a rise in CO2 emissions.

V.O. & SUPER [00:16 - 00:28]: So how do we solve this? We're researching alternative fuel sources, like algae biofuel, deploying cutting-edge technology to capture carbon, and producing cleaner-burning natural gas.

V.O. & SUPER [00:29 - 00:33]: It's how we're helping a growing world experience a world of progress.

LOGO: ExxonMobil

TRANSCRIPT:

V.O. [00:00 - 00:07]: Shell's ambition is to be a net zero emissions energy business by 2050 or sooner, in step with society.

V.O. & SUPER [00:08 - 00:15]: Our current business plans won't get us there, so our business plans must change as society progresses towards a lower carbon world.

LOGO: Shell

HASHTAG: #MakeTheFuture

A29

CAMPAIGN: Make the Future

SOURCE: Shell, digital advertisement, *Facebook*, November 16, 2020, 00:17, https://www.facebook.com/ads/library/?id=380209796509734, Meta Ad Library

TRANSCRIPT:

SUPER [00:00 - 00:02]: We have a plan

SUPER [00:03 - 00:05]: that is expected to reduce our absolute upstream greenhouse gas emissions by ~30%

SUPER [00:06 - 00:08]: by 2025

SUPER [00:09 - 00:10]: ADVANCING CLIMATE SOLUTIONS

LOGO: ExxonMobil

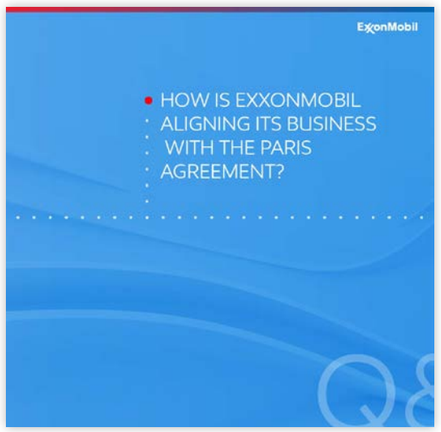
A30

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, digital advertisement, *Wall Street Journal*, May 18, 2021, 00:12, MediaRadar

A31

SOURCE: ExxonMobil, social media post, *Facebook*, February 22, 2021, https://www.facebook.com/share/p/1LB4UJvVU4/, archived December 1, 2025, at https://archive.ph/IvATk



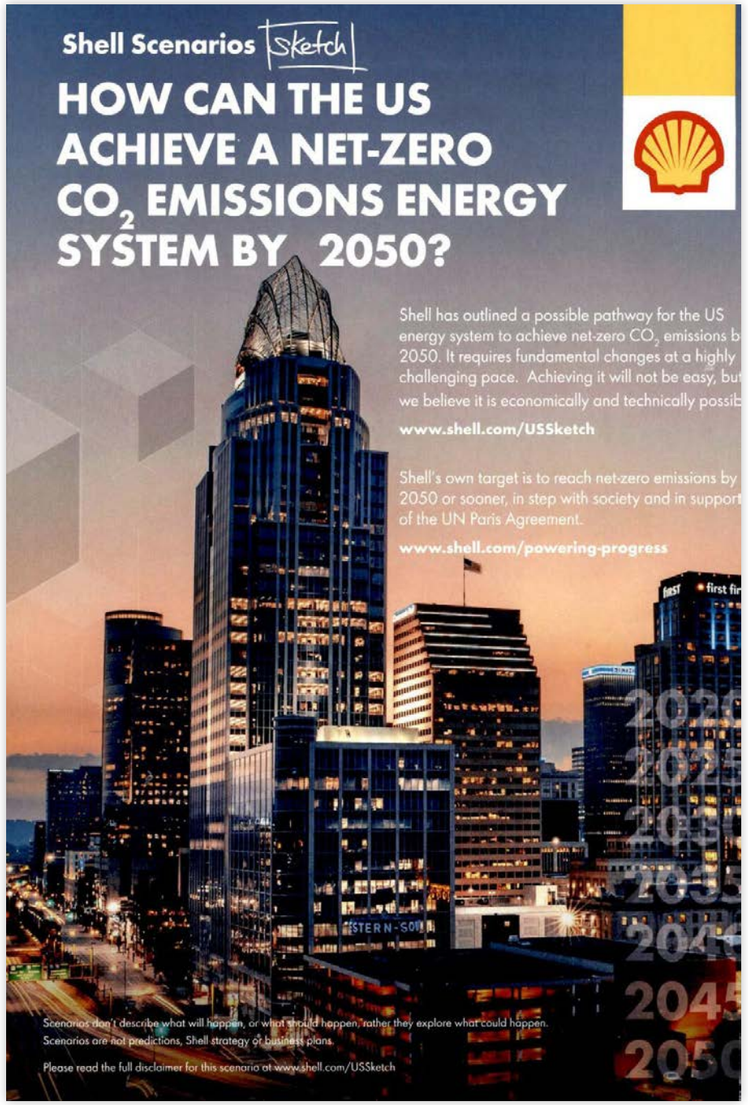
A32

SOURCE: ExxonMobil, social media post, *Facebook*, June 29, 2021, https://www.facebook.com/share/p/1AySVVXHPn/, archived December 1, 2025, at https://archive.ph/03N4I

A33

CAMPAIGN: Only Human

SOURCE: Chevron, print advertisement, *Foreign Affairs*, July 1, 2021, cover 4, MediaRadar

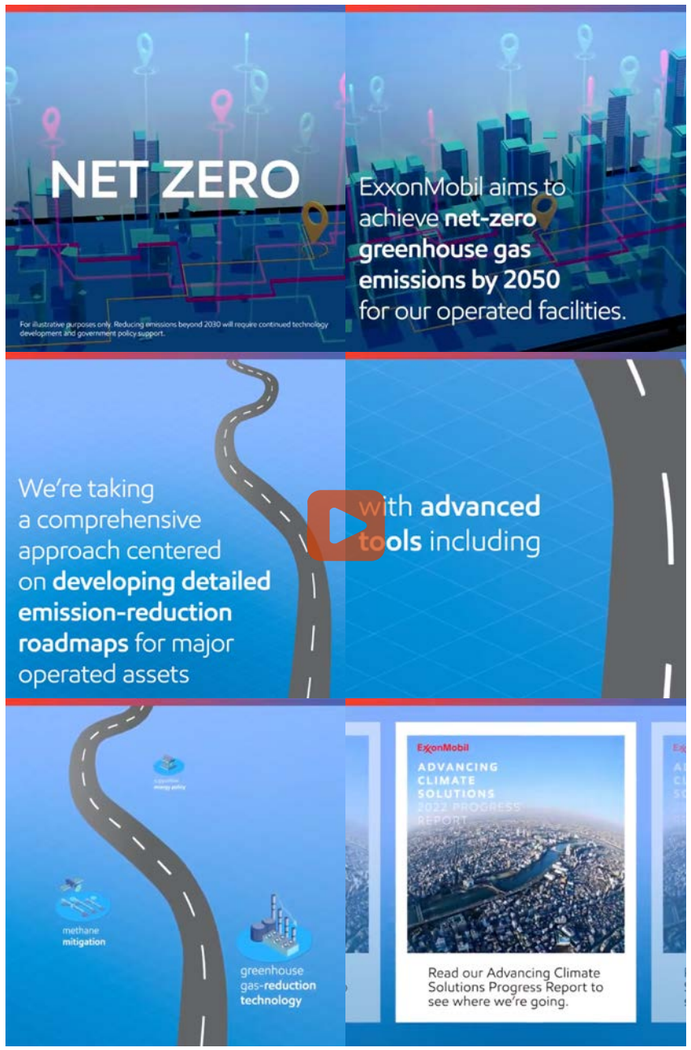


A34

SOURCE: Shell, print advertisement, *Foreign Affairs*, November 1, 2021, cover 4, MediaRadar

A35

SOURCE: Shell, "Creating a Net-Zero World," *The Atlantic*, https://www.theatlantic.com/sponsored/shell-2022/creating-a-net-zero-world/3758/, archived December 1, 2025, at https://perma.cc/NTC7-T73M



A36

SOURCE: ExxonMobil, social media post, *X/Twitter*, July 26, 2022, 10:54 A.M., 00:37, https://x.com/exxonmobil/status/1551944047245369347, archived December 1, 2025, at https://perma.cc/9Z6L-T6SN

TRANSCRIPT:

SUPER [00:00 - 00:02]: Net zero

SUPER [00:02 - 00:07]: ExxonMobil aims to achieve net-zero greenhouse gas emissions by 2050 for our operated facilities.

SUPER [00:08 - 00:14]: We're taking a comprehensive approach centered on developing detailed emission-reduction roadmaps for major operated assets

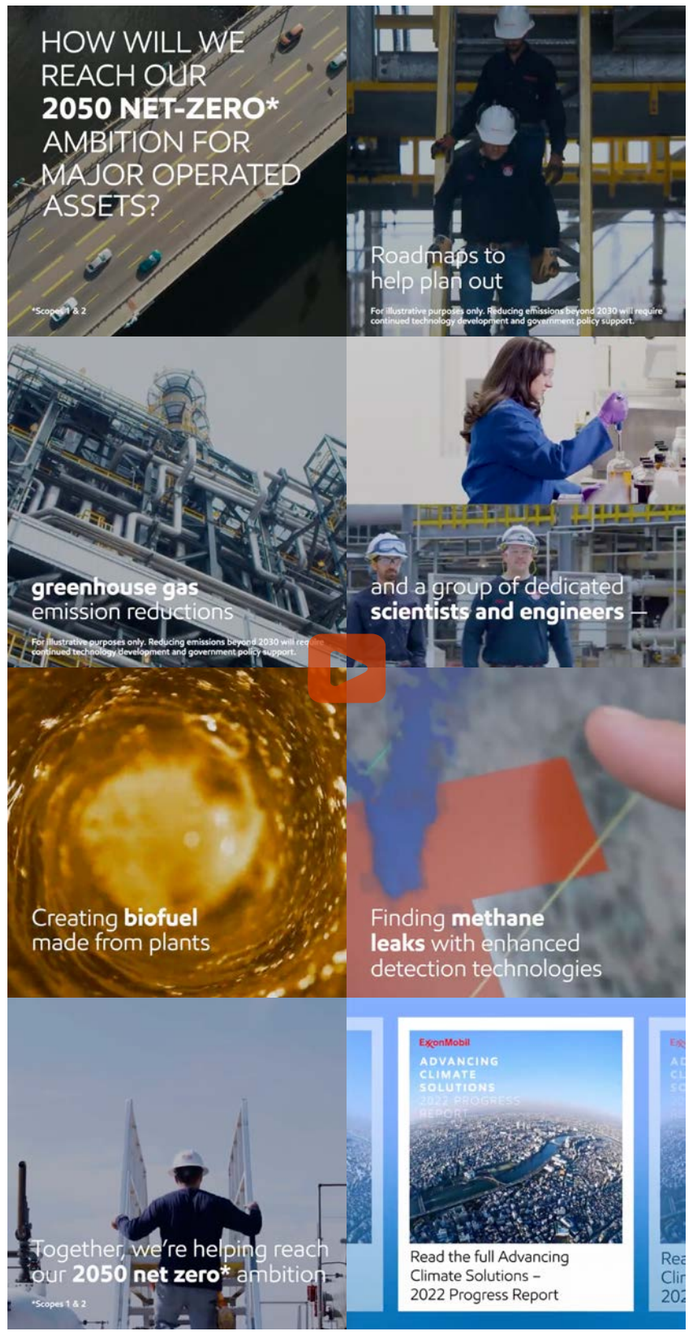
SUPER [00:15 - 00:17]: with advanced tools including

SUPER [00:17 - 00:19]: greenhouse gas-reduction technology

SUPER [00:20 - 00:21]: methane mitigation

SUPER [00:22 - 00:23]: supportive energy policy

SUPER [00:33 - 00:36]: Read our Advancing Climate Solutions Progress Report to see where we're going.



A37

SOURCE: ExxonMobil, social media post, *X/Twitter*, September 7, 2022, 12:00 P.M., 00:36, https://x.com/exxonmobil/status/1567543232170541058, archived December 1, 2025, at https://perma.cc/6ESS-H5RV

TRANSCRIPT:

SUPER [00:00 - 00:04]: HOW WILL WE REACH OUR 2050 NET-ZERO* AMBITION FOR MAJOR OPERATED ASSETS?

SUPER [00:05 - 00:07]: Roadmaps to help plan out

SUPER [00:07 - 00:09]: greenhouse gas emission reductions

SUPER [00:10 - 00:13]: and a group of dedicated scientists and engineers —

SUPER [00:13 - 00:17]: Creating biofuel made from plants

SUPER [00:18 - 00:20]: Decarbonizing

SUPER [00:20 - 00:23]: Finding methane leaks with enhanced detection technologies

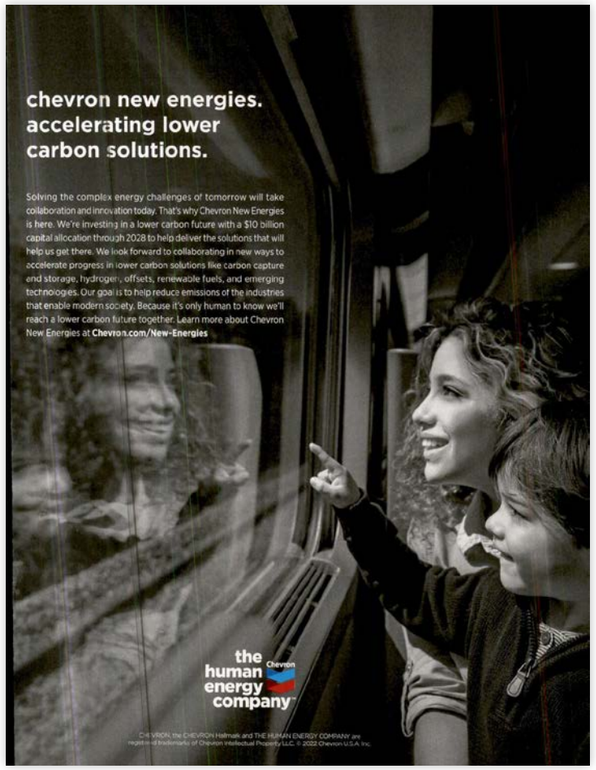
SUPER [00:24 - 00:29]: Together, we're helping reach our 2050 net zero* ambition

LOGO: ExxonMobil

SUPER [00:32 - 00:35]: Read the full Advancing Climate Solutions - 2022 Progress Report

A38

SOURCE: Chevron, print advertisement, *Fortune*, October 1, 2022, 52, MediaRadar



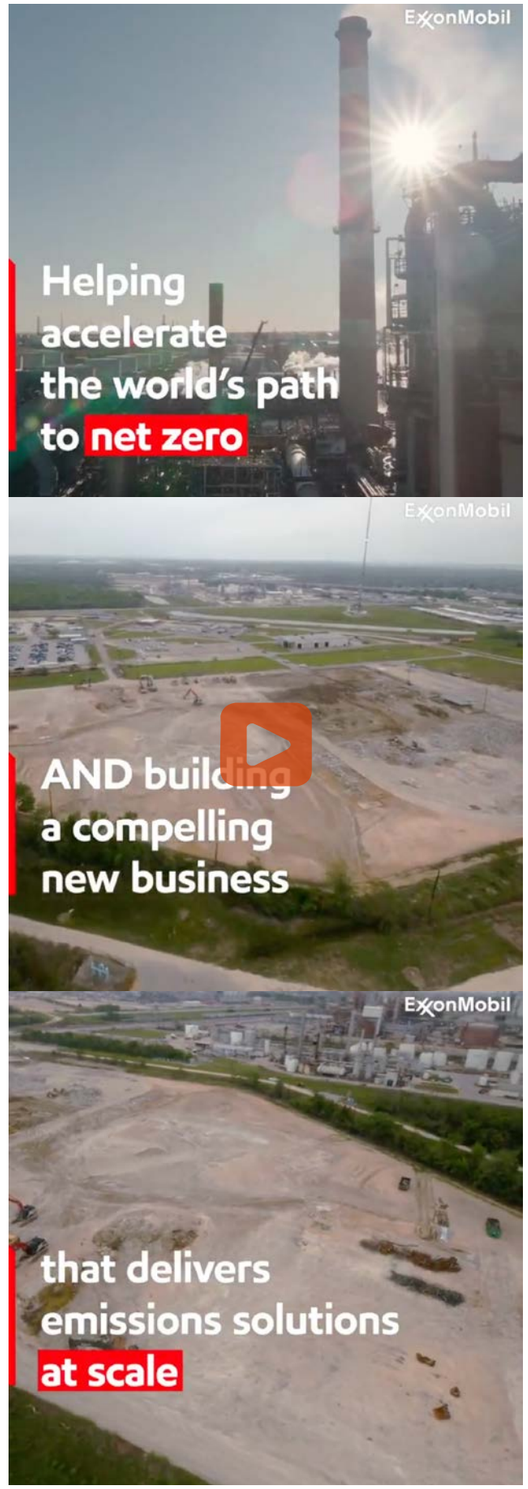
A39

CAMPAIGN: Only Human

SOURCE: Chevron, print advertisement, *Forbes*, October 1, 2022, 79, MediaRadar

A40

SOURCE: Shell, digital advertisement, *Whittier Daily News*, November 18, 2022, MediaRadar



A41

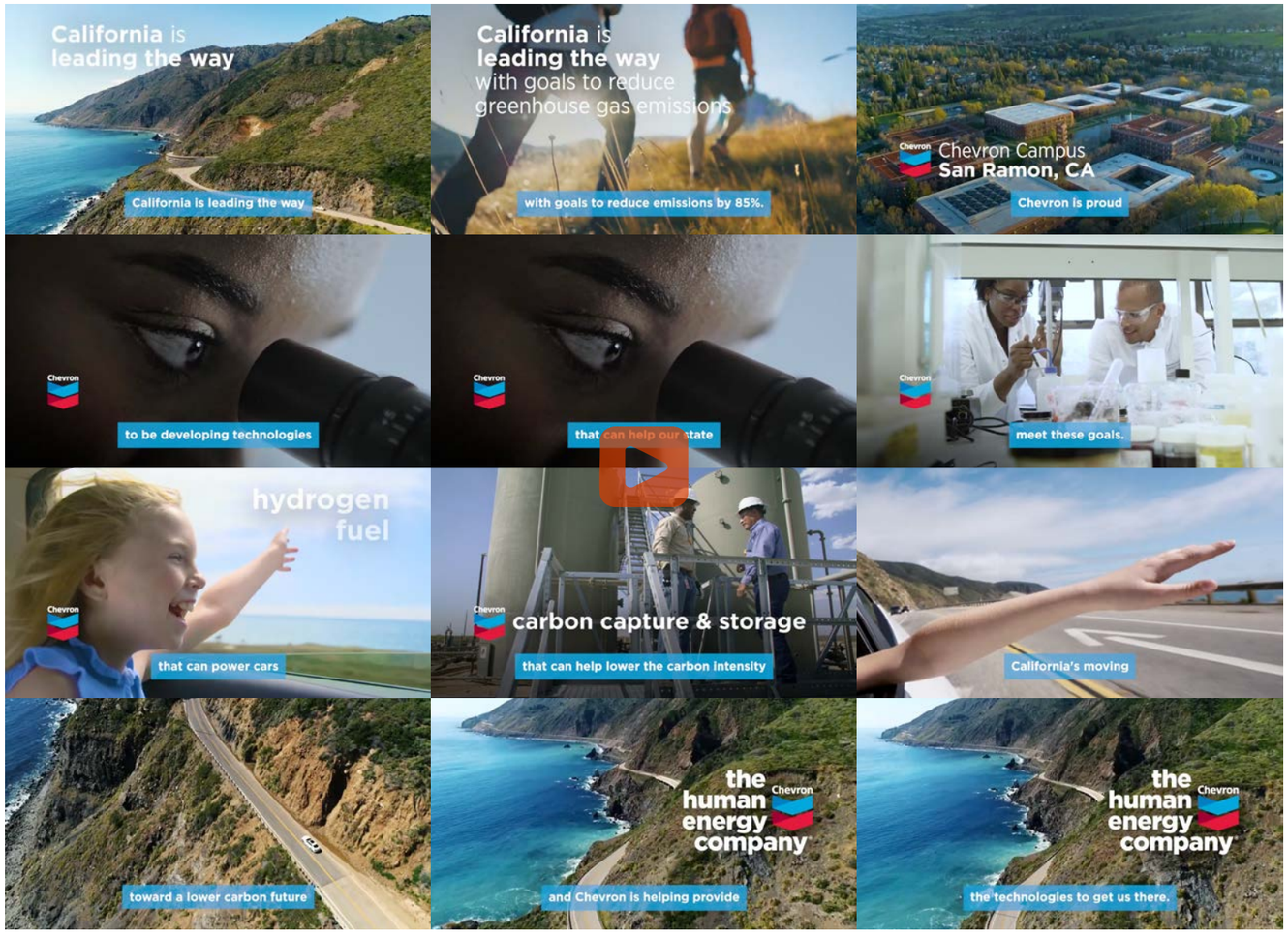
SOURCE: ExxonMobil, social media post, *X/Twitter*, April 4, 2023, 1:10 P.M., 00:12, https://x.com/exxonmobil/status/1643299904922476562, archived on December 1, 2025, https://perma.cc/5YZD-PQFS

TRANSCRIPT:

SUPER [00:00 - 00:04]: Helping accelerate the world's path to net zero

SUPER [00:05 - 00:07]: AND building a compelling new business

SUPER [00:07 - 00:12]: that delivers emissions solutions at scale



A42

SOURCE: Chevron, digital advertisement, *YouTube*, April 14, 2023, 00:30, MediaRadar

TRANSCRIPT:

V.O. & SUPER [00:00 - 00:04]: California is leading the way with goals to reduce emissions by 85%.

V.O. & SUPER [00:05 - 00:12]: And as a California company, Chevron is proud to be developing technologies that can help our state meet these goals.

V.O. & SUPER [00:13 - 00:22]: From investments in hydrogen fuel that can power cars that only emit water, to innovations in carbon capture that can help lower the carbon intensity of the industries we rely on.

V.O. & SUPER [00:23 - 00:30]: California's moving toward a lower carbon future and Chevron is helping provide the technologies to get us there.

LOGO: Chevron

A43

CAMPAIGN: Energy In Progress

SOURCE: Chevron, "Global Net Zero," digital advertisement, *Facebook, X/Twitter, YouTube*, July 10, 2023, 00:29, https://www.ispot.tv/ad/18OQ/chevron-global-net-zero, archived December 1, 2025, at https://perma.cc/C62X-YVSG

TRANSCRIPT:

V.O. [00:00 - 00:04]: Progress toward global net zero will take big thinking put into even bigger action.

V.O. [00:05 - 00:19]: It starts with us developing and deploying carbon capture and storage to help lower our carbon intensity, while also developing partnerships to create world-class storage hubs to help other industries, like cement, reduce their emissions too.

V.O. [00:20 - 00:25]: Innovating toward lower-carbon solutions today, while helping others do the same for the future.

V.O. [00:26 - 00:28]: That's energy in progress.

LOGO: Chevron

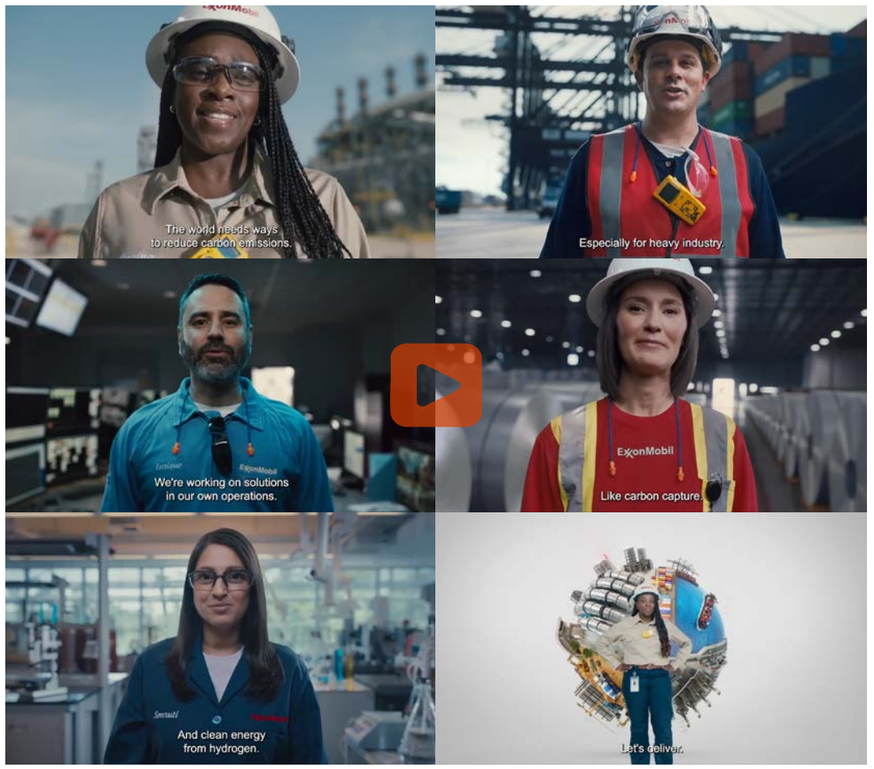
A44

SOURCE: ExxonMobil, digital advertisement, *Instagram*, April 21, 2023, 00:10, MediaRadar

A45

CAMPAIGN: Let's Deliver

SOURCE: ExxonMobil, digital advertisement, *Barron's*, November 14, 2023, MediaRadar



A46

CAMPAIGN: Let's Deliver

SOURCE: ExxonMobil, "Let's Deliver Lower Emissions for Heavy Industries & Business," YouTube video, October 18, 2023, 00:30, https://www.youtube.com/watch?v=sYNhUg7mmnU, archived December 1, 2025, at https://perma.cc/TSN8-FCBQ

TRANSCRIPT:

V.O. [00:00 - 00:02]: The world needs ways to reduce carbon emissions.

V.O. [00:03 - 00:04]: Especially for heavy industry.

V.O. [00:05 - 00:07]: We're working on solutions in our own operations.

V.O. [00:08 - 00:09]: Like carbon capture.

V.O. [00:09 - 00:11]: And clean energy from hydrogen.

V.O. [00:11 - 00:12]: So, who are we?

V.O. [00:13 - 00:15]: Believe it or not, ExxonMobil.

V.O. [00:16 - 00:18]: And these solutions could help businesses like yours...

V.O. [00:19 - 00:19]: or yours...

V.O. [00:20 - 00:20]: or yours.

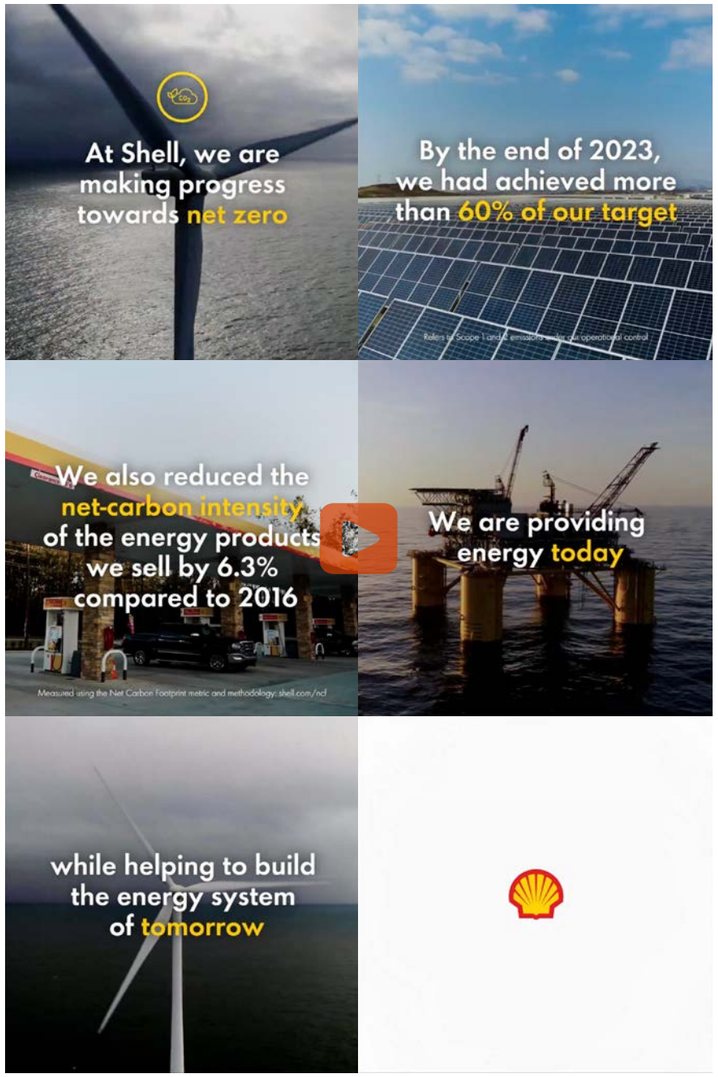
V.O. [00:21 - 00:23]: Heavy industry with low emissions.

V.O. [00:24 - 00:25]: Let's deliver.

LOGO: ExxonMobil

A47

SOURCE: ExxonMobil, digital advertisement, *Wall Street Journal*, December 7, 2023, MediaRadar



A48

SOURCE: Shell, social media post, X/*Twitter*, March 14, 2024, 3:19 A.M., 00:37, https://x.com/Shell/status/1768175136660771135, archived December 1, 2025, at https://perma.cc/5XVV-5JPE

TRANSCRIPT:

SUPER [00:00 - 00:03]: At Shell, we are making progress towards net zero

SUPER [00:04 - 00:08]: By the end of 2023, we had achieved more than 60% of our target

SUPER [00:09 - 00:13]: to halve emissions from our operations by 2030 compared with 2016

SUPER [00:14 - 00:20]: We also reduced the net-carbon intensity of the energy products we sell by 6.3% compared to 2016

SUPER [00:21 - 00:23]: We are providing energy today

SUPER [00:23 - 00:25]: while helping to build the energy system of tomorrow

LOGO: Shell

A49

SOURCE: Chevron, "Love Letter to Colorado," YouTube video, February 7, 2025, 00:30, https://www.youtube.com/watch?v=q3mkxGtAeyY, archived December 1, 2025, at https://perma.cc/4U4R-UAEG

TRANSCRIPT:

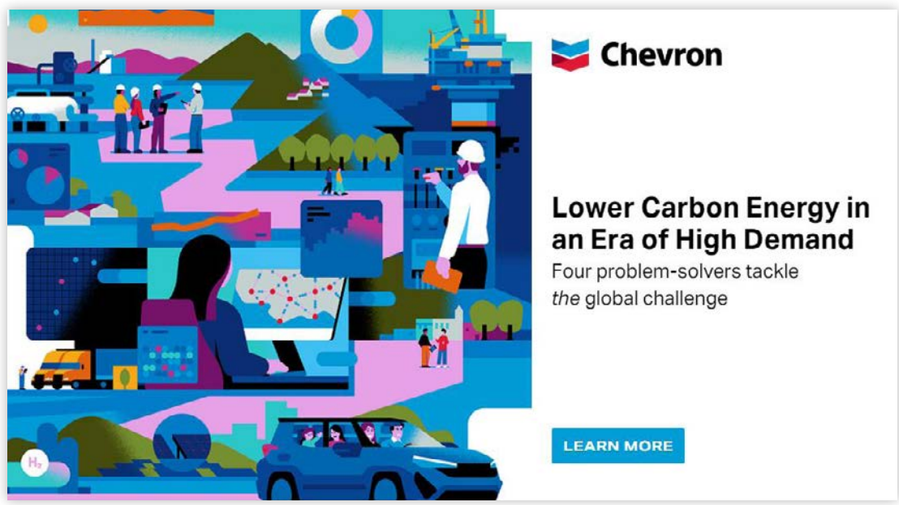
V.O. [00:00 - 00:02]: We love the open roads here in Colorado.

V.O. [00:04 - 00:07]: We love our neighbors, even those with horns.

V.O. [00:08 - 00:12]: And how the charm of cozy towns meets the rush of big cities.

V.O. [00:13 - 00:24]: So we're putting our energy here at Chevron into preserving what we love about our home, from less greenhouse gas emissions from our operations to fewer trucks on the road.

LOGO: Chevron



A50

CAMPAIGN: Meet the Problem Solvers

SOURCE: Chevron, digital advertisement, *New York Times*, September 17, 2025, MediaRadar

APPENDIX B: Exaggerating Commitments to Renewable Energy

TRANSCRIPT:

DAMIAN MILLER [00:00 - 00:02]: I have a great respect for the sun. I believe in the sun.

V.O [00:09 - 00:16]: He also has a thing about trees. And in the embers of a wood-burning stove, he sees a power plant of the future.

MILLER [00:17 - 00:19]: Fossil fuels on their own can't be the answer.

V.O. [00:20 - 00:31]: He believes that almost half our energy can one day come from renewable sources, like solar panels and sustainable forests. He's been called a dreamer and a crank.

MILLER [00:33 - 00:34]: And I've been called a hippie.

V.O. [00:40 - 00:43]: And more recently, a project manager for Shell.

SUPER [00:45 - 00:47]: Damian Miller works for Shell Renewables.

SUPER [00:48 - 00:51]: What was once just a small research project, is now a major business.

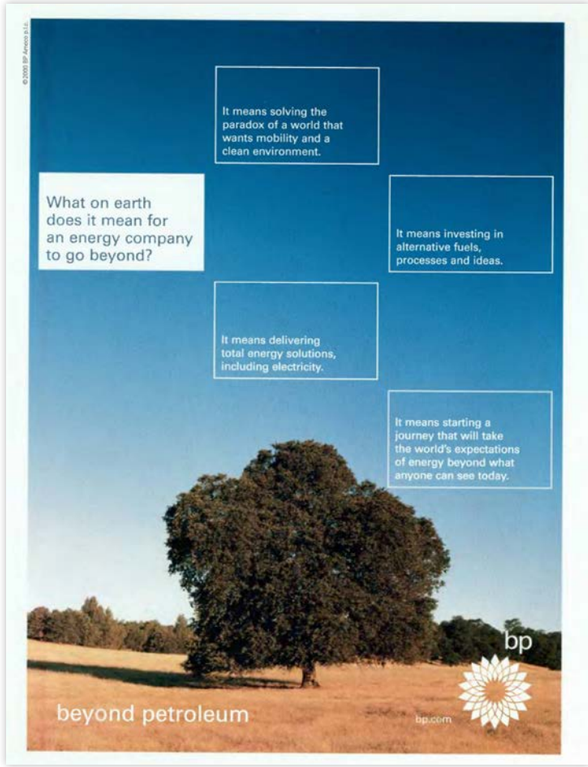
SUPER [00:53 - 00:55]: One day, it could be our biggest business.

LOGO: Shell

B1

CAMPAIGN: Living the Values

SOURCE: Shell, "Dreamer," television advertisement, 01:01, archived March 2, 2000, at https://web.archive.org/web/20000302145050/http://www3.shellus.com/stream/pxx/99182/home.htm



B2

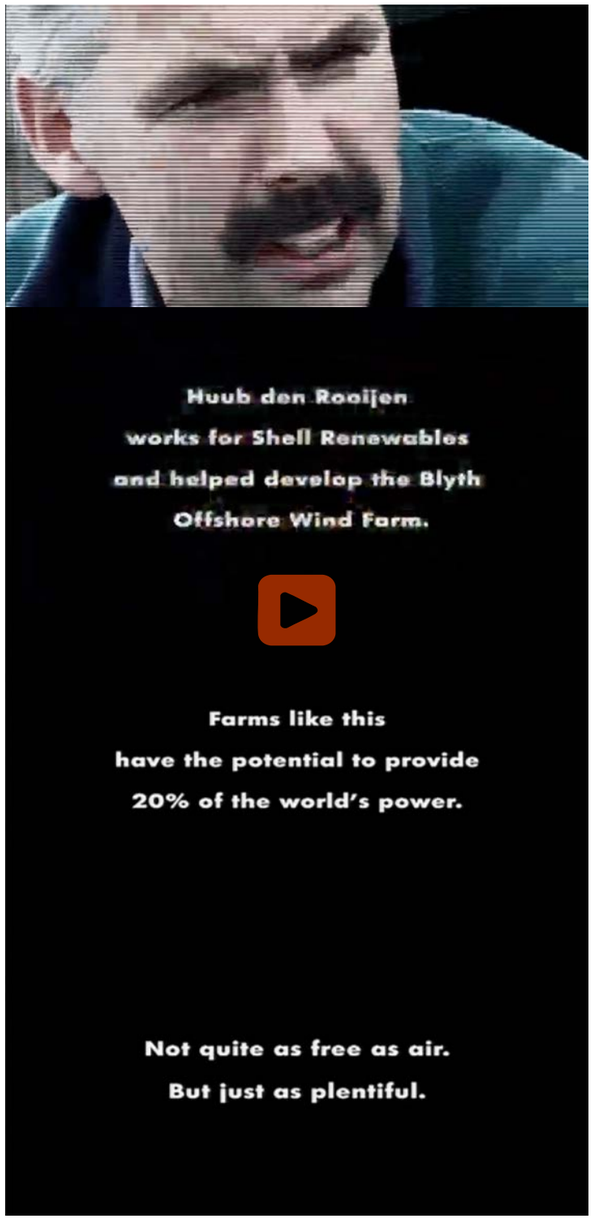
CAMPAIGN: Beyond Petroleum

SOURCE: BP, print advertisement, *New Yorker*, November 6, 2000, 39, New Yorker Archive

B3

CAMPAIGN: Living the Values

SOURCE: Shell, print advertisement, *Scientific American*, November 1, 2001, 13, https://archive.org/details/eu_SciAm_2001-11_OCR/page/n13/mode/2up, Internet Archive



B4

CAMPAIGN: Living the Values

SOURCE: Shell, television advertisement, 01:00, https://vimeo.com/32031022

TRANSCRIPT:

HUUB DEN ROOIJEN [00:00 - 00:03]: Just feeling the wind in my hair sends a tingle down my spine.

V.O. [00:04 - 00:26]: You could call this man a modern-day Don Quixote, forever tilting at windmills. He's intrigued by what he believes is a never-ending source of power. A source of power which is pollution-free, which can be harnessed without harming the environment or hurting traditional ways of life.

DEN ROOIJEN [00:28 - 00:32]: I think that for this small island at least, there is a future above the waves as much as below them.

V.O. [00:33 - 00:41]: When he tells you this power could supply one third of the UK's electricity needs, you might well think there's a name for people like this.

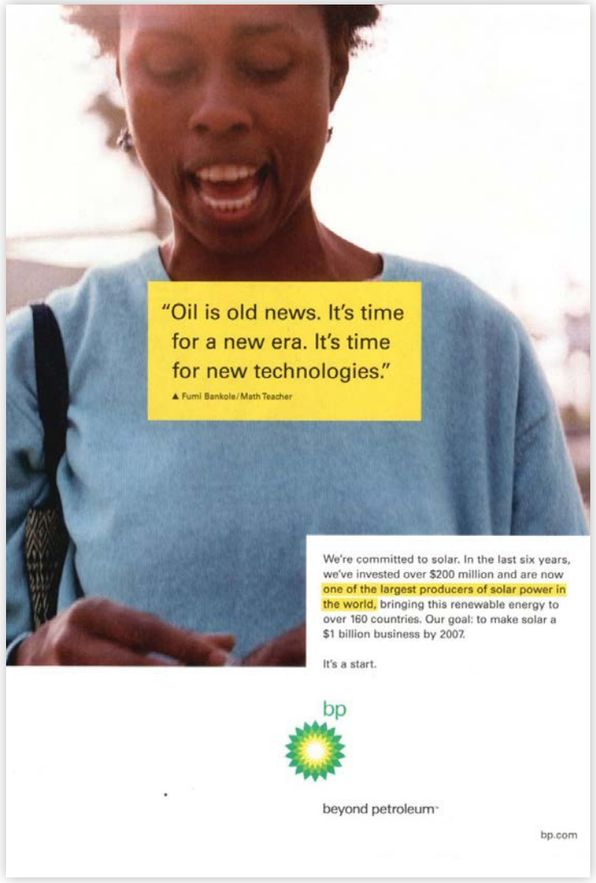
V.O. [00:42 - 00:45]: And you'd be right, there is. It's Shell Renewables.

SUPER [00:47 - 00:49]: Huub den Rooijen works for Shell Renewables and helped develop the Blyth Offshore Wind Farm.

SUPER [00:50 - 00:54]: Farms like this have the potential to provide 20% of the world's power.

SUPER [00:55 - 00:57]: Not quite as free as air. But just as plentiful.

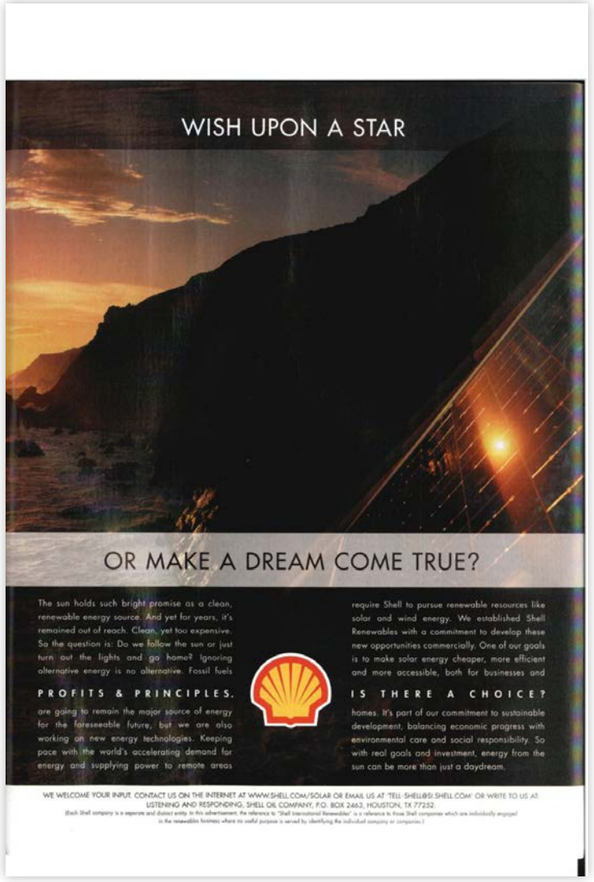
LOGO: Shell



B5

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *Time*, August 26, 2002, 63, https://time.com/vault/issue/2002-08-26/page/63/, archived November 30, 2025, at https://perma.cc/WG2K-4MR9, The TIME Magazine Vault



B6

CAMPAIGN: Profits and Principles

SOURCE: Shell, print advertisement, *Time*, October 13, 2003, 101, https://time.com/vault/issue/2003-10-13/page/101/, archived December 1, 2025, at https://perma.cc/8FU6-JRBW, The TIME Magazine Vault

B7

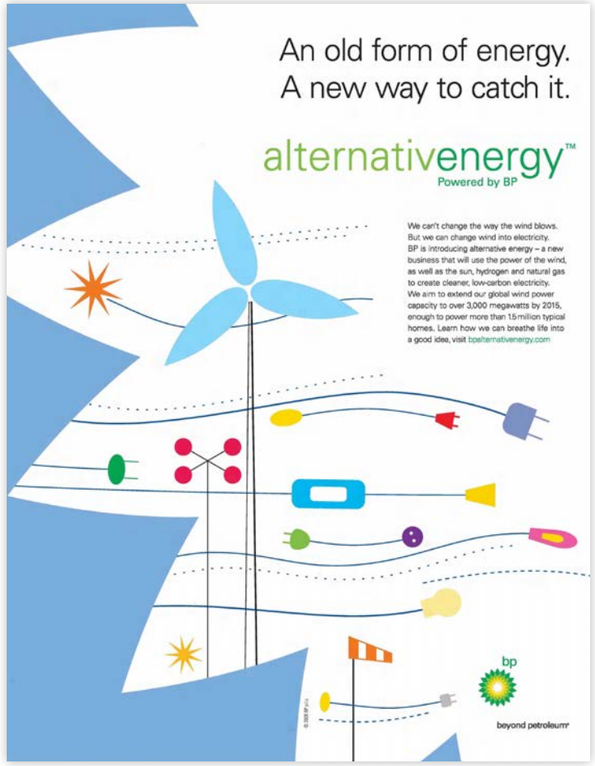
CAMPAIGN: Living the Values

SOURCE: Shell, print advertisement, *Time*, May 17, 2004, 129, https://time.com/vault/issue/2004-05-17/page/129/, archived December 1, 2025, at https://perma.cc/D9T8-HLZ6, The TIME Magazine Vault

B8

CAMPAIGN: BP Alternative Energy

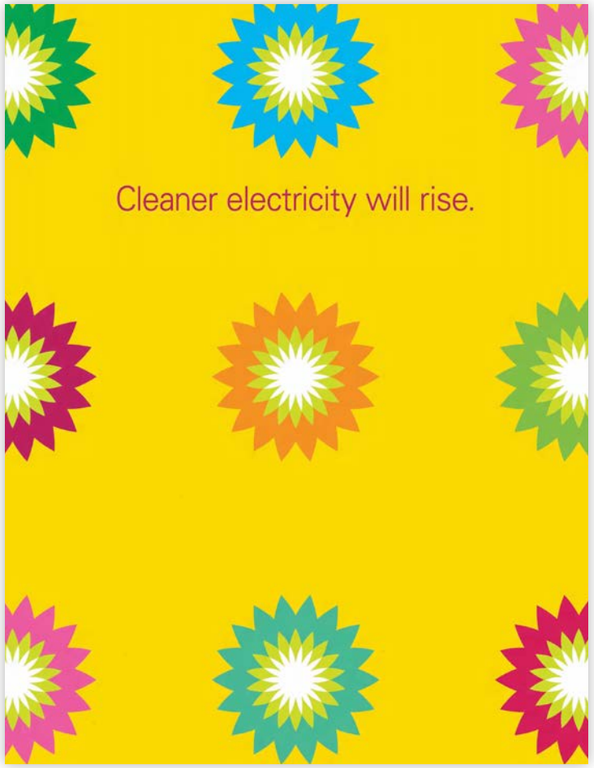
SOURCE: BP, print advertisement, *The Independent (UK)*, December 11, 2005, 19, Newspapers.com



B10

CAMPAIGN: BP Alternative Energy

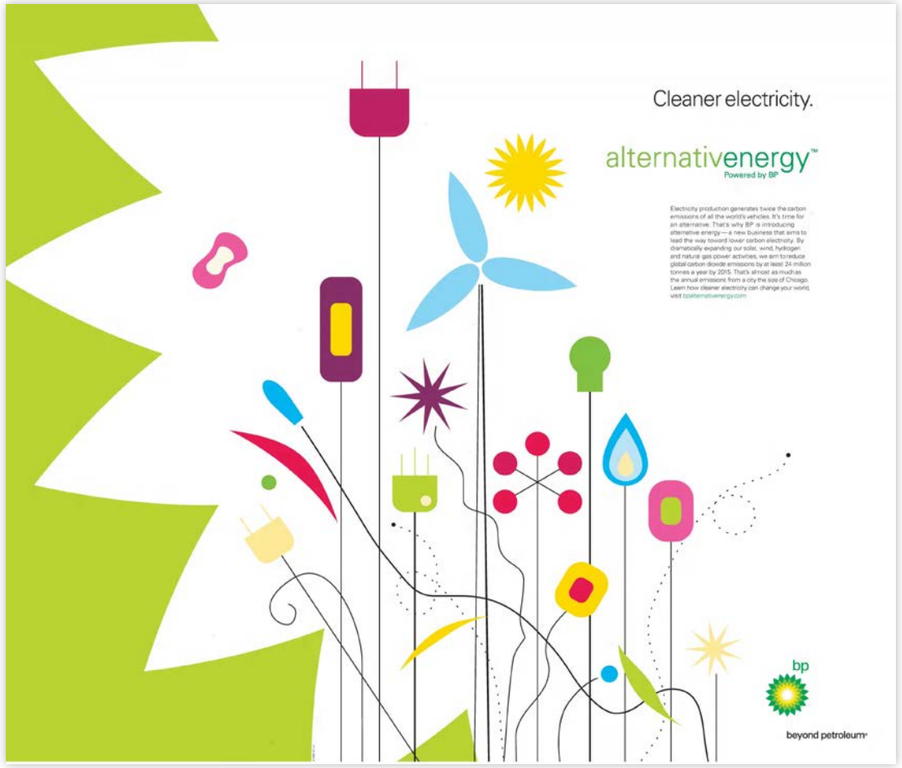
SOURCE: BP, print advertisement, *The Independent (UK)*, February 13, 2006, 29, Newspapers.com



B9

CAMPAIGN: BP Alternative Energy

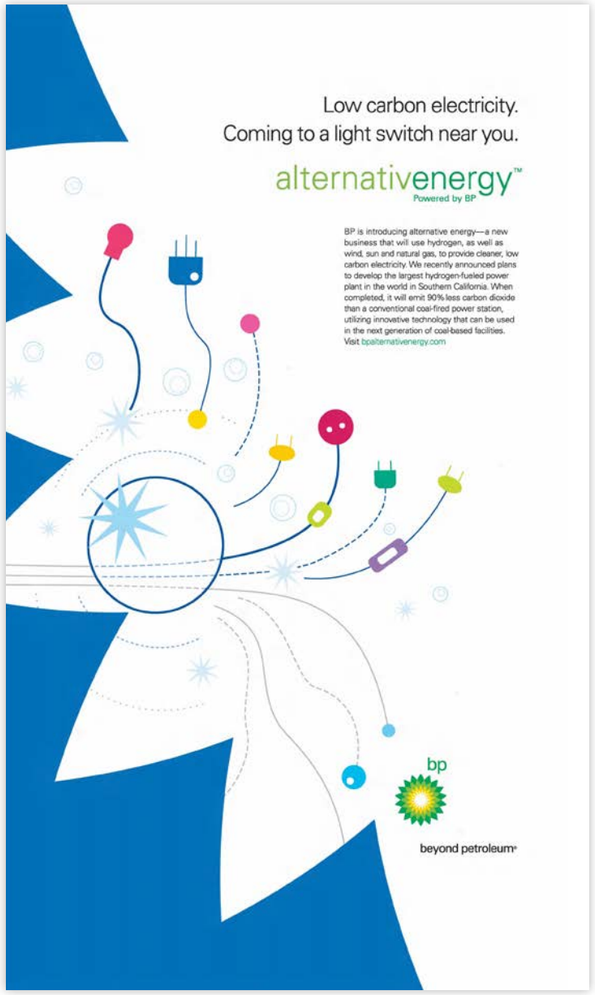
SOURCE: BP, print advertisement, *The Independent (UK)*, December 11, 2005, 17, Newspapers.com



B11

CAMPAIGN: BP Alternative Energy

SOURCE: BP, print advertisement, *Chicago Tribune*, December 6, 2005, 10-11, Newspapers.com



B12

CAMPAIGN: BP Alternative Energy

SOURCE: BP, print advertisement, *Los Angeles Times*, February 21, 2006, A7, Newspapers.com

B13

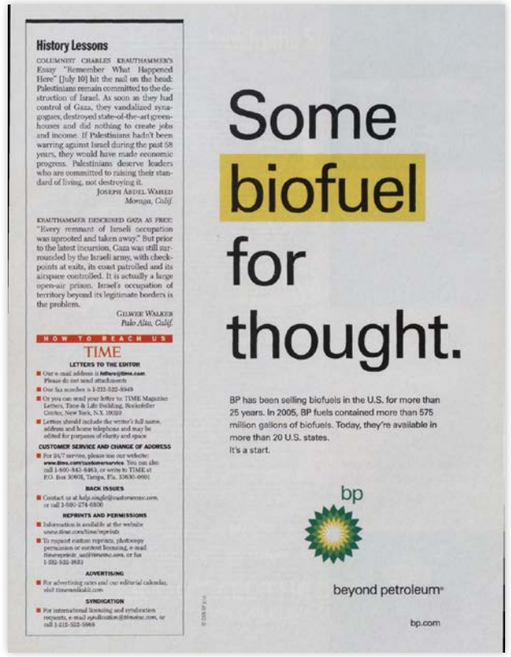
CAMPAIGN: BP Alternative Energy

SOURCE: BP, print advertisement, *Time*, April 3, 2006, 51, https://time.com/vault/issue/2006-04-03/page/51/, archived December 1, 2025, at https://perma.cc/UYK9-XV7S, The TIME Magazine Vault

B14

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *Time*, June 26, 2006, 9, https://time.com/vault/issue/2006-06-26/page/9/, archived December 1, 2025, at https://perma.cc/EH53-HF2B, The TIME Magazine Vault



B15

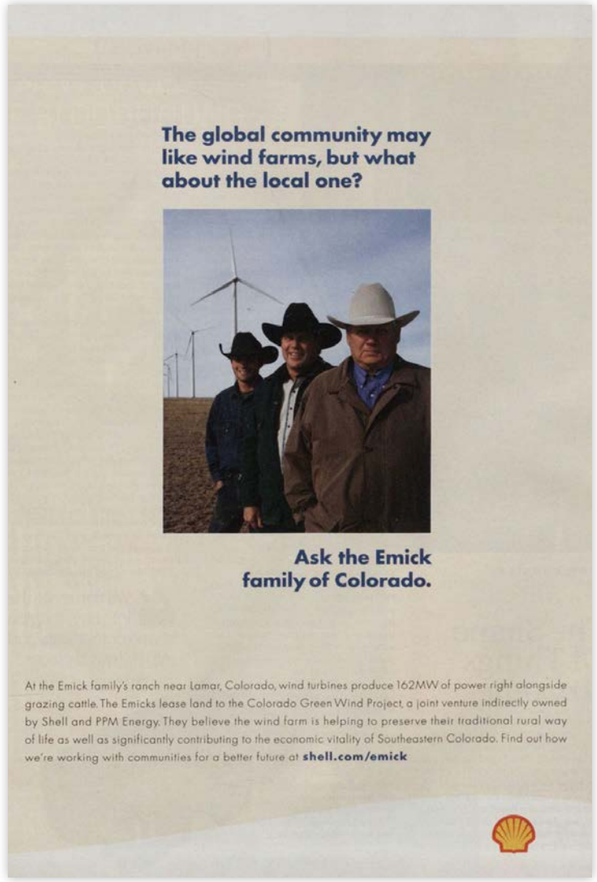
CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *Time*, July 31, 2006, 17, https://time.com/vault/issue/2006-07-31/page/17/, archived December 1, 2025, at https://perma.cc/SZ33-4T8Y, The TIME Magazine Vault

B16

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *Time*, August 7, 2006, 24, https://time.com/vault/issue/2006-08-07/page/24/, archived December 1, 2025, at https://perma.cc/X8ZZ-43JS, The TIME Magazine Vault



B17

SOURCE: Shell, print advertisement, *Time*, December 11, 2006, 91, https://time.com/vault/issue/2006-12-11/page/91/, archived December 1, 2025, at https://perma.cc/MUZ4-S7KS, The TIME Magazine Vault

B18

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *New Yorker*, February 12, 2007, 15, New Yorker Archive

B19

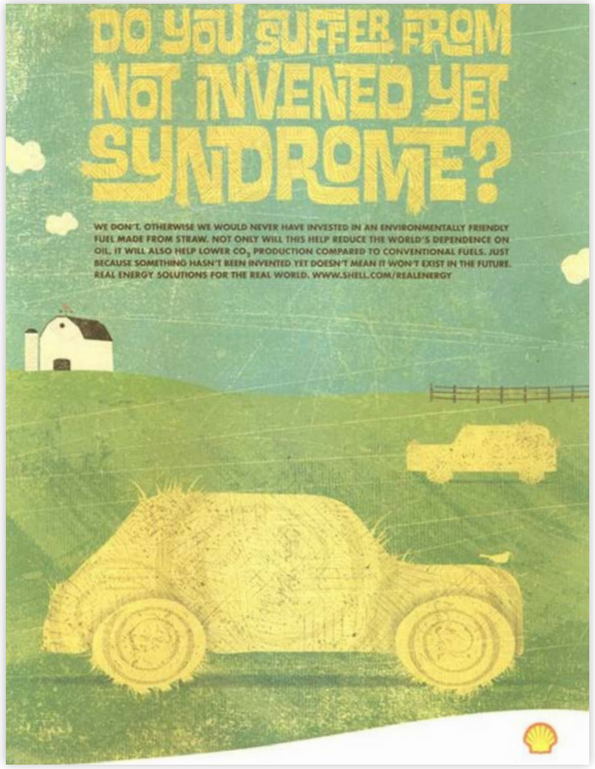
CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *New Yorker*, February 19, 2007, 83, New Yorker Archive

B20

CAMPAIGN: BP On the Street

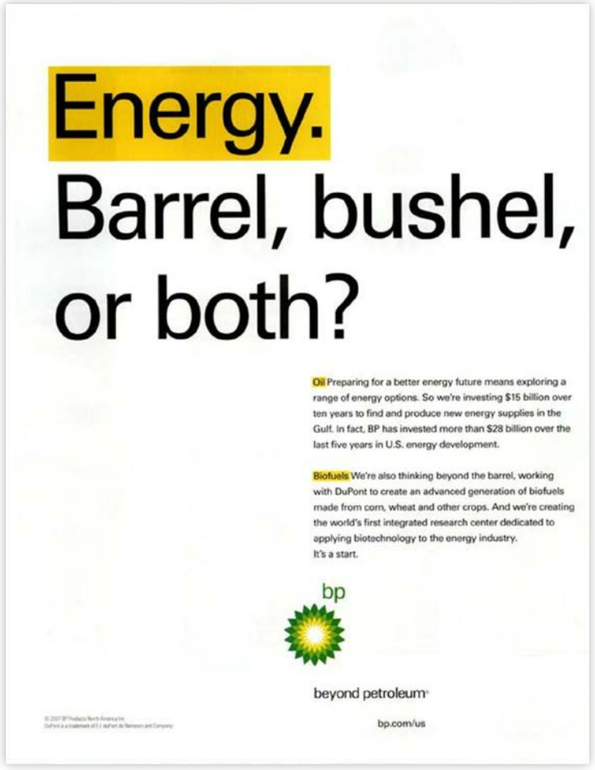
SOURCE: BP, print advertisement, *Golf Magazine*, July 1, 2007, 39, MediaRadar



B21

CAMPAIGN: Real Energy

SOURCE: Shell, print advertisement, *Scientific American*, August 1, 2007, cover 2, MediaRadar



B22

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *Real Simple*, October 1, 2007, 148, MediaRadar

B23

CAMPAIGN: The Power of Human Energy

SOURCE: Chevron, "Renewable Energy," television advertisement, September 2007, 01:02, https://adsspot.me/media/tv-commercials/renewable-energy-commitment-renewable-energy-c2c087c7dc71, archived December 1, 2025, at https://perma.cc/UA66-89QU

TRANSCRIPT:

SUPER [00:02 - 00:06]: What about today?

V.O. [00:05 - 00:13]: Everyday, it seems, in the newspaper, on the evening news, talk of oil, energy, the environment.

V.O. [00:14 - 00:18]: People talk of solutions — solar, wind, hydrogen.

V.O. [00:19 - 00:23]: But they talk of the future. What about today?

V.O. [00:24 - 00:30]: Where are the answers now in a world that demands more energy, yet demands a cleaner environment?

V.O. [00:33 - 00:37]: Right now, we're the largest producer of geothermal energy in the world.

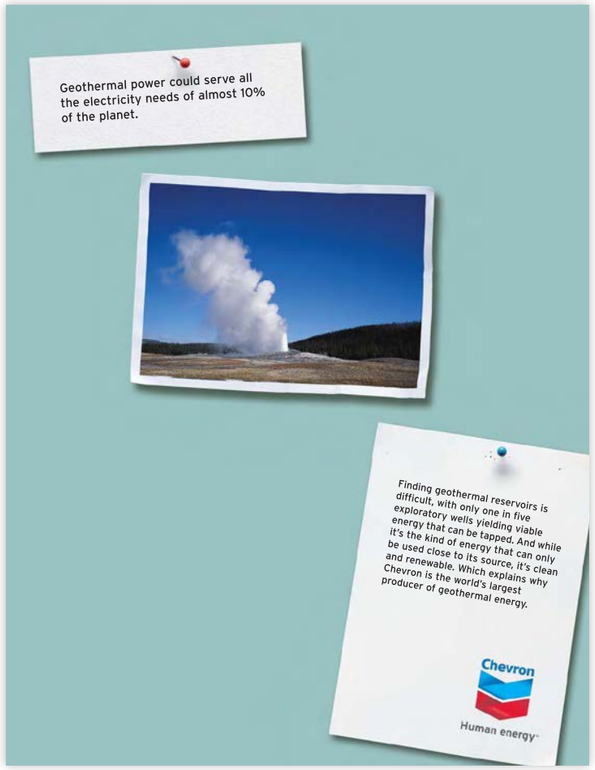
V.O. [00:38 - 00:44]: It's the earth's heat. It's clean, renewable, and we've been producing it for 40 years.

V.O. [00:45 - 00:49]: Today, we generate enough geothermal energy to power 7 million homes.

V.O. [00:51 - 00:54]: Imagine that, an oil company as part of the solution.

V.O. [00:56 - 00:58]: This is the power of human energy.

LOGO: Chevron



B24

CAMPAIGN: Real Issues

SOURCE: Chevron, print advertisement, archived October 11, 2007, at https://web.archive.org/web/20071011153328/http://www.chevron.com/documents/pdf/realissuesadenergyspectrum.pdf

B25

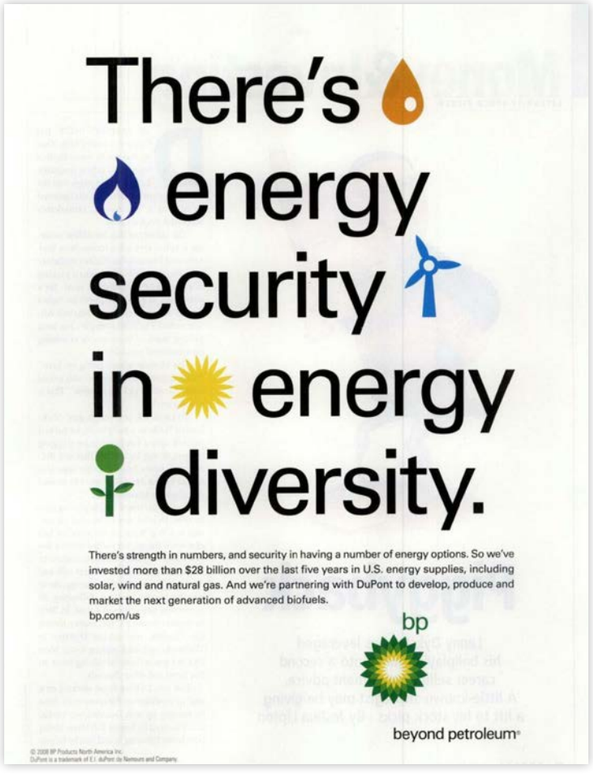
CAMPAIGN: Real Issues

SOURCE: Chevron, print advertisement, archived October 11, 2007, at https://web.archive.org/web/20071011153328/http://www.chevron.com/documents/pdf/realissuesadenergyspectrum.pdf

B26

CAMPAIGN: BP On the Street

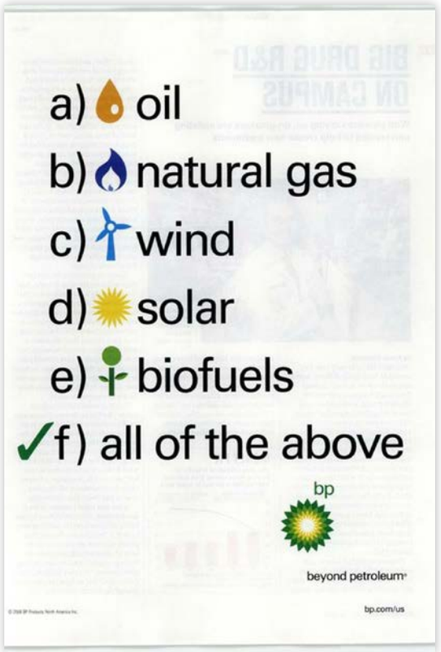
SOURCE: BP, print advertisement, *National Geographic Traveller*, March 1, 2008, 45, MediaRadar



B28

CAMPAIGN: Energy Mix

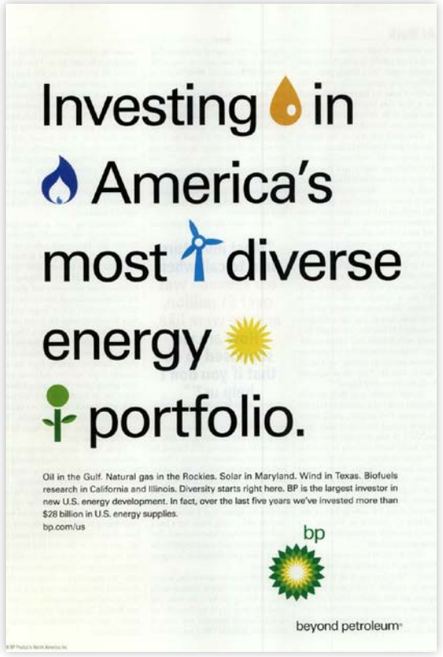
SOURCE: BP, print advertisement, *Forbes*, June 30, 2008, 47, MediaRadar



B27

CAMPAIGN: Energy Mix

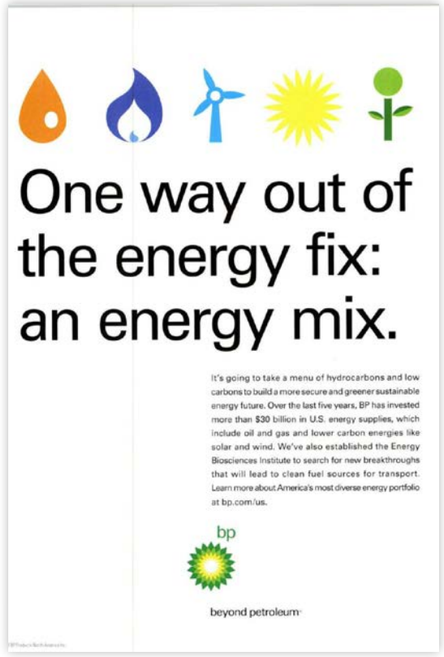
SOURCE: BP, print advertisement, *Bloomberg Businessweek*, May 19, 2008, 35, MediaRadar



B29

CAMPAIGN: Energy Mix

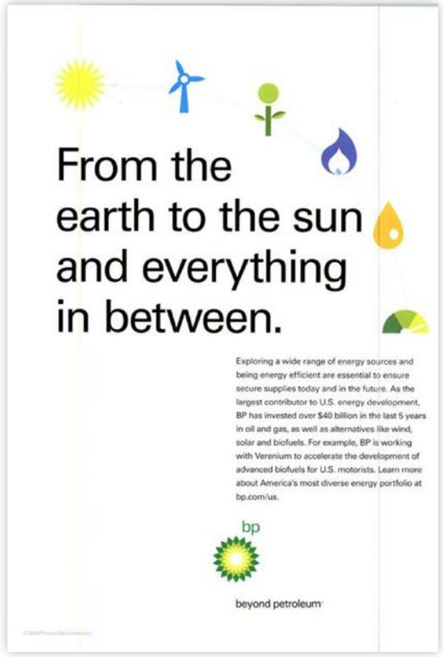
SOURCE: BP, print advertisement, *Forbes*, July 21, 2008, 61, MediaRadar



B30

CAMPAIGN: Energy Mix

SOURCE: BP, print advertisement, *The Economist (US)*, October 18, 2008, cover 3, MediaRadar



B31

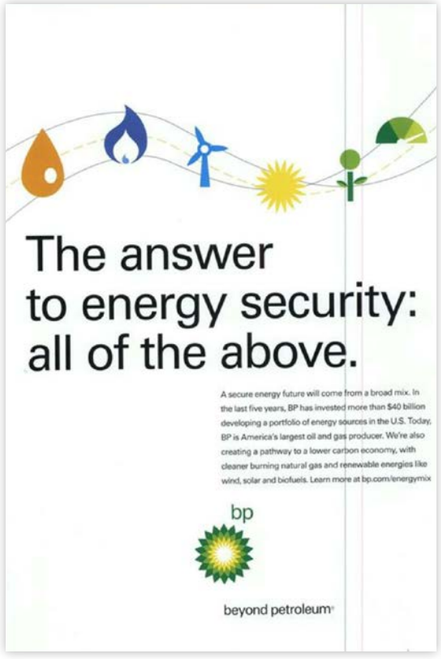
CAMPAIGN: Energy Mix

SOURCE: BP, print advertisement, *National Review*, May 4, 2009, cover 2, MediaRadar

B32

CAMPAIGN: Energy Mix

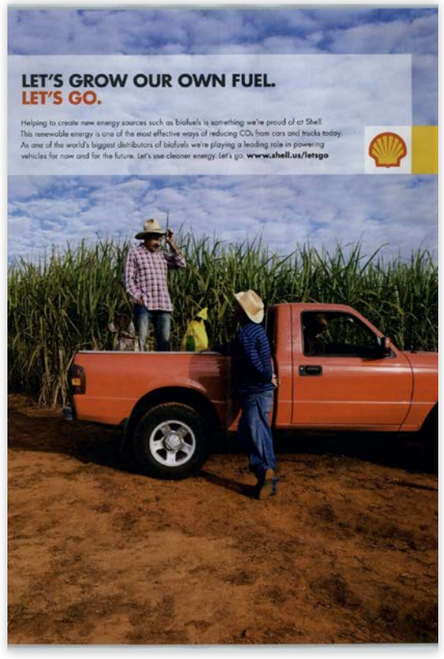
SOURCE: BP, print advertisement, *National Review*, October 5, 2009, cover 4, MediaRadar



B33

CAMPAIGN: Energy Mix

SOURCE: BP, print advertisement, *National Journal*, March 13, 2010, cover 4, MediaRadar



B34

CAMPAIGN: Let's Go

SOURCE: Shell, print advertisement, *Time*, September 20, 2010, 51, MediaRadar

TRANSCRIPT:

IRIS (Teacher) [00:00 - 00:05]: Okay listen, somebody has got to get serious. We need renewable energy.

STEVE (Chevron, Environmental Operations) [00:03 - 00:06]: I think that renewable energy is vital to our planet.

SUPER [00:07 - 00:09]: IT'S TIME OIL COMPANIES GET BEHIND RENEWABLES

IRIS [00:09 - 00:13]: You hear about alternatives, right — wind, solar, algae.

STEVE [00:13 - 00:15]: I think it's gonna work on a big scale and I think it's gonna be affordable.

IRIS [00:15 - 00:17]: So, where are they?

STEVE [00:17 - 00:18]: It has to work in the real world.

STEVE [00:19 - 00:23]: At Chevron, we're investing millions in solar and biofuels technologies to make it work.

IRIS [00:24 - 00:25]: We gotta get on this now.

STEVE [00:26 - 00:27]: Right now.

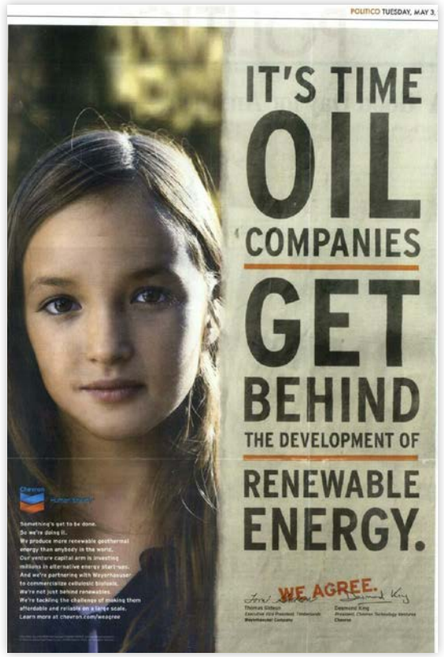
SUPER [00:26 - 00:28]: WE AGREE.

LOGO: Chevron

B35

CAMPAIGN: We Agree

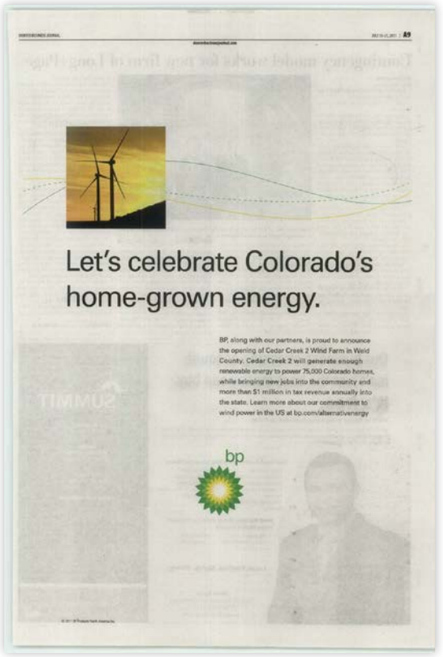
SOURCE: Chevron, "We Agree: Oil Companies Should Support Renewable Energy," YouTube video, October 15, 2010, 00:30, archived January 8, 2013, at https://web.archive.org/web/20130108182748/http://www.youtube.com/watch?v=ujR9K0cFNBE



B36

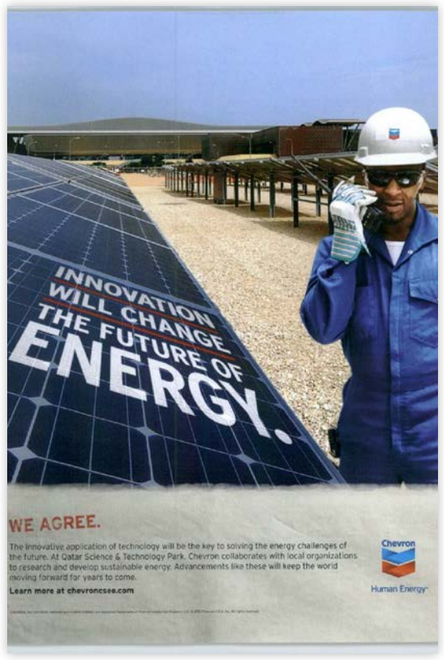
CAMPAIGN: We Agree

SOURCE: Chevron, print advertisement, *Politico*, May 3, 2011, 2, MediaRadar



B37

SOURCE: BP, print advertisement, *Denver Business Journal*, July 15, 2011, 7, MediaRadar



B38

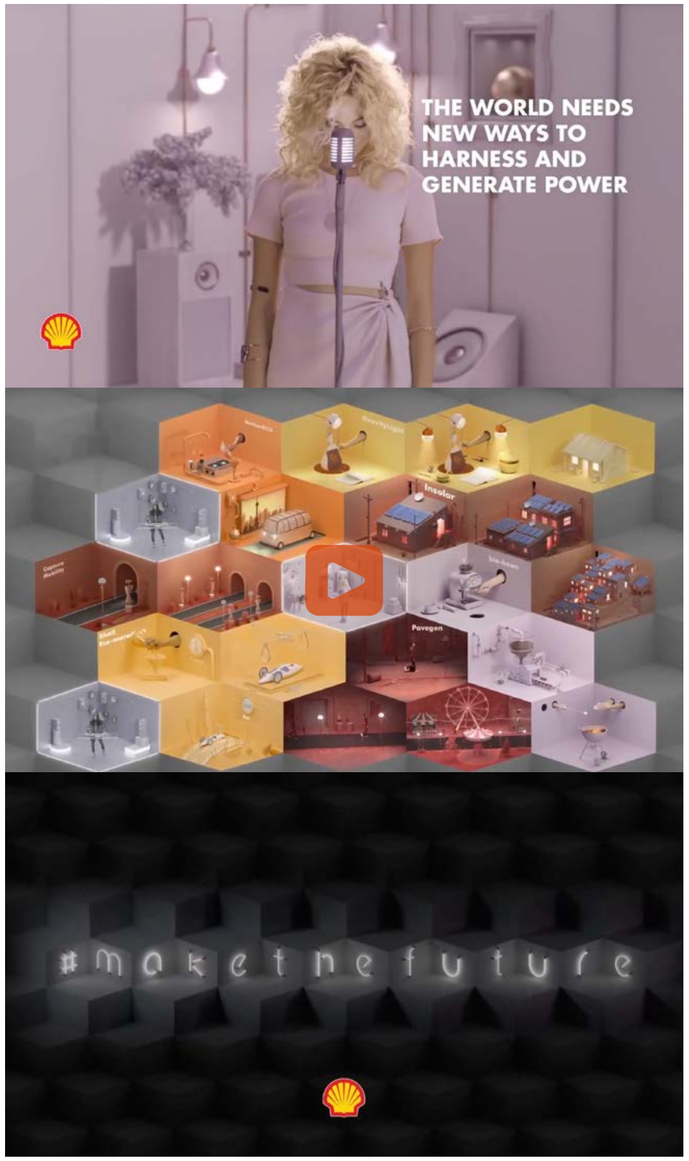
CAMPAIGN: We Agree

SOURCE: Chevron, print advertise-ment, *Oil & Gas Financial Journal*, December 1, 2012, 49, MediaRadar

B39

CAMPAIGN: Let's Go

SOURCE: Shell, print advertisement, *Harvard Business Review*, June 1, 2013, 56, MediaRadar



B40

CAMPAIGN: Make the Future

SOURCE: Shell, "'Best Day Of My Life' Pixie Lott," YouTube video, October 7, 2016, 03:02, https://www.youtube.com/watch?v=8aIZc0k0Ce8, archived December 1, 2025, at https://perma.cc/63UQ-U8N4

B41

CAMPAIGN: Make the Future

SOURCE: Shell, "Yemi Alade, Jennifer Hudson, Luan Santana, Pixie Lott, Monali Thakur - On Top Of The World," YouTube video, December 4, 2017, 03:28, https://www.youtube.com/watch?v=__eX_Tk5MM4, archived December 1, 2025, at https://perma.cc/Z56H-C42V

B42

CAMPAIGN: Make the Future

SOURCE: Shell, digital advertisement, *NBC News*, December 25, 2016, MediaRadar

B43

CAMPAIGN: Make the Future

SOURCE: Shell, digital advertisement, *Bloomberg (UK)*, December 9, 2017, MediaRadar

B44

CAMPAIGN: Unexpected Energy

SOURCE: ExxonMobil, "From Farm Waste to Fuel Tank," YouTube video, September 25, 2018, 00:54, https://www.youtube.com/watch?v=UBiTdaBCkj4, archived December 1, 2025, at https://perma.cc/QK38-EQ7B

TRANSCRIPT:

V.O. [00:00 - 00:07]: These farm leftovers might look like waste, but before we leave them behind, look closer.

V.O. [00:08 - 00:14]: Scientists at ExxonMobil are exploring how to use these scraps to create biofuel on a vast scale.

V.O. [00:15 - 00:23]: It's called cellulosic biomass and it can come from many sources like crop leftovers, wood waste from lumber mills and switchgrass grown just for biofuel.

V.O. [00:24 - 00:30]: Through a partnership with Renewable Energy Group, ExxonMobil is finding ways to create biofuel with lower emissions.

V.O. [00:30 - 00:44]: Biomass like this is cheap and abundant, which means that our pile of farm waste could someday fuel buses, ships, trains, jets and even the very same tractor on the farm where it was collected.

V.O. [00:45 - 00:50]: When waste becomes fuel, it's part of the solution and it has the power to make a big difference.

V.O. [00:51 - 00:54]: That's unexpected energy from ExxonMobil.

LOGO: ExxonMobil

B45

CAMPAIGN: Unexpected Energy

SOURCE: ExxonMobil, print advertisement, *New York Times*, October 23, 2018, D8, MediaRadar

B46

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, "Fowler, Indiana," digital advertisement, *Facebook, X/Twitter, YouTube*, January 21, 2019, 00:30, https://www.ispot.tv/ad/l6_l/bp-fowler-indiana, archived November 21, 2025, at https://perma.cc/WJJ5-P354

TRANSCRIPT:

V.O. [00:00 - 00:09]:
Welcome to Fowler, Indiana, one of the windiest places in America, and home to three BP wind farms.

V.O. [00:10 - 00:19]:
In the off chance the wind ever stops blowing here... the lights can keep on shining, thanks to our natural gas, a smart partner to renewable energy.

V.O. [00:20 - 00:23]:
It's always ready when needed, or not.

V.O. [00:24 - 00:29]:
At BP, we see possibilities everywhere to help the world keep advancing.

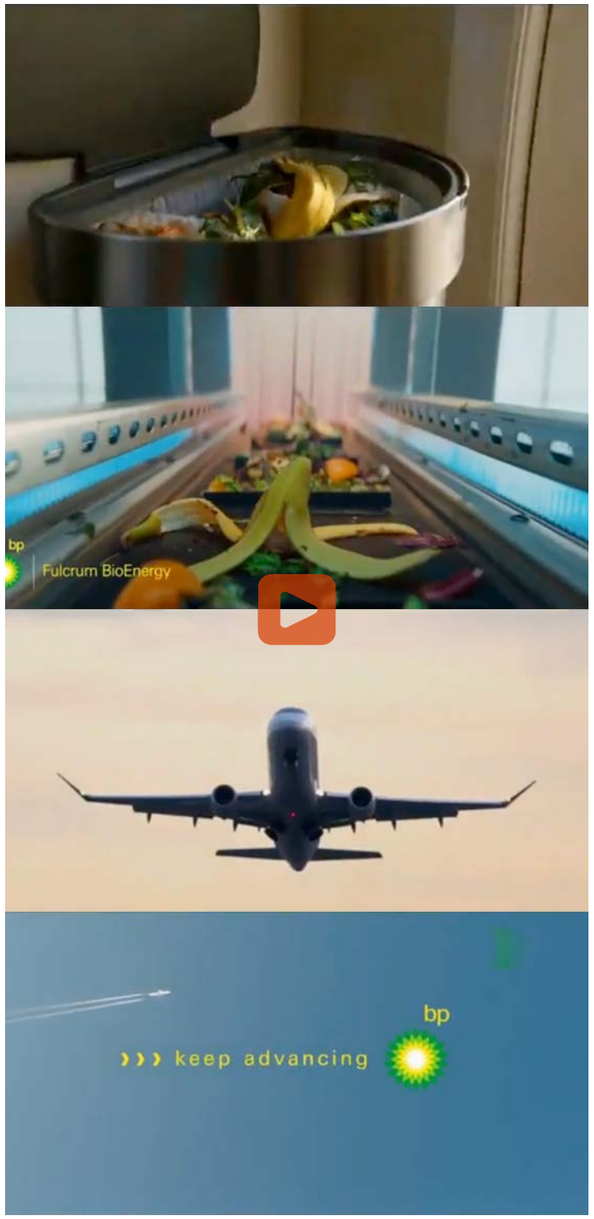
SUPER [00:28 - 00:29]: keep advancing

LOGO: BP

B47

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, digital advertisement, *Politico*, June 21, 2019, MediaRadar



TRANSCRIPT:

V.O. [00:02 - 00:08]: This simple banana peel represents a bold idea: a way to create energy from household trash.

V.O. [00:09 - 00:13]: It not only saves about 80 percent in carbon emissions, it helps reduce landfill waste.

V.O. [00:14 - 00:24]: That's why BP is partnering with a California company, Fulcrum BioEnergy, to turn garbage into jet fuel, because we can't let any good ideas go to waste.

V.O. [00:24 - 00:29]: At BP, we see possibilities everywhere to help the world keep advancing.

SUPER [00:27 - 00:29]: keep advancing

LOGO: BP

B48

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, "Journey," digital advertisement, *Facebook, X/Twitter, YouTube*, January 22, 2019, 00:29, https://www.ispot.tv/ad/l603/bp-bold-idea, archived December 1, 2025, at https://perma.cc/GL6V-WWRA

B49

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, digital advertisement, July 29, 2019, 00:15, https://www.facebook.com/ads/library/?id=2490904801178271, Meta Ad Library

B50

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, digital advertisement, July 29, 2019, 00:15, https://www.facebook.com/ads/library/?id=2528529190532877, Meta Ad Library

TRANSCRIPT:

V.O. [00:02 - 00:17]: Around here, the only predictable thing about the weather is... it's unpredictable.

V.O. [00:08 - 00:10]: So we make the most of it when the sun does shine.

V.O. [00:11 - 00:15]: That's why BP is partnering with Lightsource, Europe's largest solar company.

V.O. [00:16 - 00:23]: And, should the weather change, yet again, our natural gas can step in to keep the power flowing and the lights shining, no matter the forecast.

V.O. [00:24 - 00:29]: At BP, we see possibilities everywhere to help the world keep advancing.

SUPER [00:26 - 00:29]: keep advancing

LOGO: BP

B51

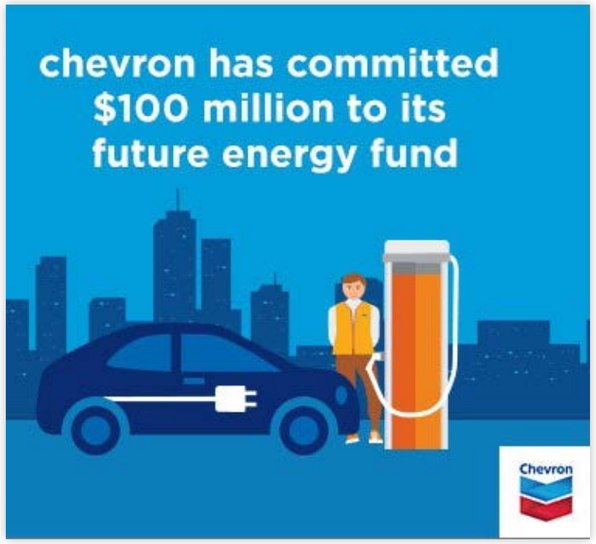
CAMPAIGN: Possibilities Everywhere

SOURCE: BP, "Unpredictable," digital advertisement, *Facebook, X/Twitter, YouTube*, September 12, 2019, 00:29, https://www.ispot.tv/ad/oFi2/bp-unpredictable, archived December 1, 2025, at https://perma.cc/2ZHD-YPHT

B52

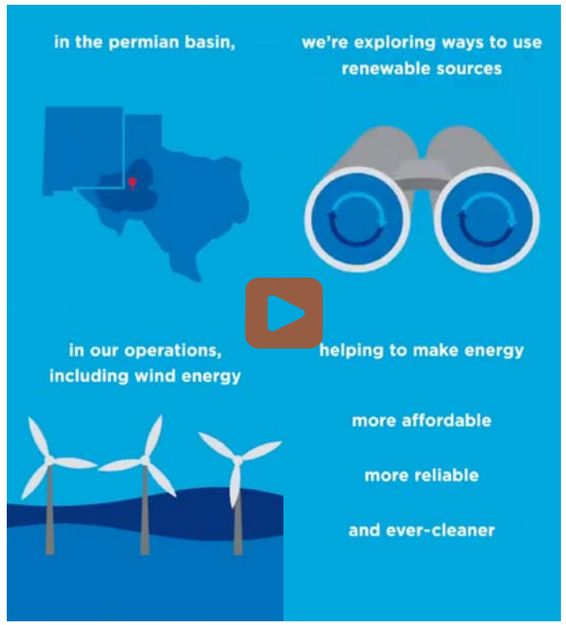
CAMPAIGN: Possibilities Everywhere

SOURCE: BP, print advertisement, *The Economist (US)*, September 28, 2019, 8-9, MediaRadar



B53

SOURCE: Chevron, digital advertisement, *Politico*, November 1, 2019, MediaRadar



B54

SOURCE: Chevron, digital advertisement, *Facebook, Instagram*, November 27, 2019, 00:16, https://www.facebook.com/ads/library/?id=2723046461090562, Meta Ad Library

TRANSCRIPT:

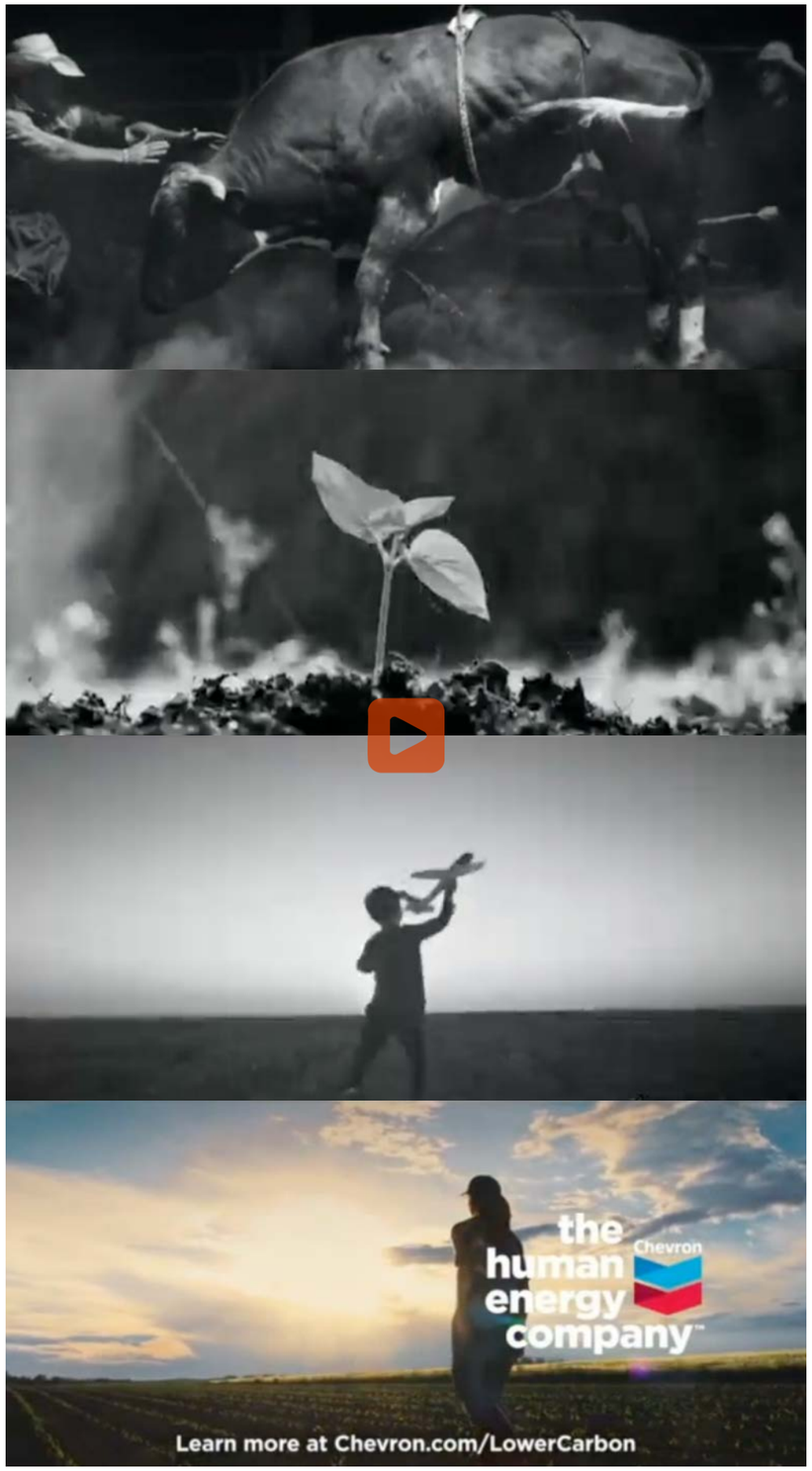
SUPER [00:01 - 00:03]: in the permian basin,

SUPER [00:04 - 00:06]: we're exploring new ways to use renewable sources

SUPER [00:07 - 00:09]: in our operations, including wind energy

SUPER [00:10 - 00:13]: helping to make energy more affordable, more reliable and ever-cleaner

LOGO: Chevron



B55

CAMPAIGN: Only Human

SOURCE: Chevron, "Power," digital advertisement, *Facebook, X/Twitter, YouTube*, August 30, 2021, 00:30, https://www.ispot.tv/ad/qVcV/chevron-energy-is-everywhere, archived December 1, 2025, at https://perma.cc/U5BD-YEUX

TRANSCRIPT:

V.O. [00:05 - 00:07]: Energy is everywhere.

V.O. [00:08 - 00:13]: Even in a little seedling, which, when turned into fuel can help power a plane.

V.O. [00:14 - 00:21]: At Chevron's El Segundo refinery, we're looking to turn plant-based oil into renewable gasoline, jet, and diesel fuels.

V.O. [00:22 - 00:29]: Our planet offers countless sources of energy, but it's only human to find the ones that could power a better future

LOGO: Chevron

B56

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, "Working To Reduce CO2 Truck Emissions," YouTube video, May 17, 2022, 00:30, https://www.youtube.com/watch?v=VnGjztlgVA0, archived December 1, 2025, at https://perma.cc/Q8ML-V32T

TRANSCRIPT:

V.O. [00:01 - 00:05]: How can trucks like this run with fewer CO2 emissions?

V.O. [00:06 - 00:11]: One solution starts in fields like these, with crops that capture CO2 ...

SUPER [00:10 - 00:11]: Crops that capture CO2

V.O. [00:12 - 00:16]: ... and grow into a feedstock for low-carbon renewable diesel.

SUPER [00:14 - 00:15]: Can become low-carbon renewable diesel

V.O. [00:18 - 00:24]: At ExxonMobil, the renewable diesel we're working on could reduce emissions by about 3 million metric tons annually ...

SUPER [00:21 - 00:24]: Could reduce emissions by ~3 million metric tons

V.O. [00:25 - 00:27]: ... for a solution that grows year after year.

SUPER [00:25 - 00:27]: ADVANCING CLIMATE SOLUTIONS

LOGO: ExxonMobil

B57

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, digital advertisement, *YouTube*, July 29, 2022, 00:15, MediaRadar

TRANSCRIPT:

V.O. [00:01 - 00:03]: Heavy transportation needs big solutions for reducing emissions.

V.O. [00:03 - 00:07]: That's why ExxonMobil is working to produce renewable diesel derived from plants ...

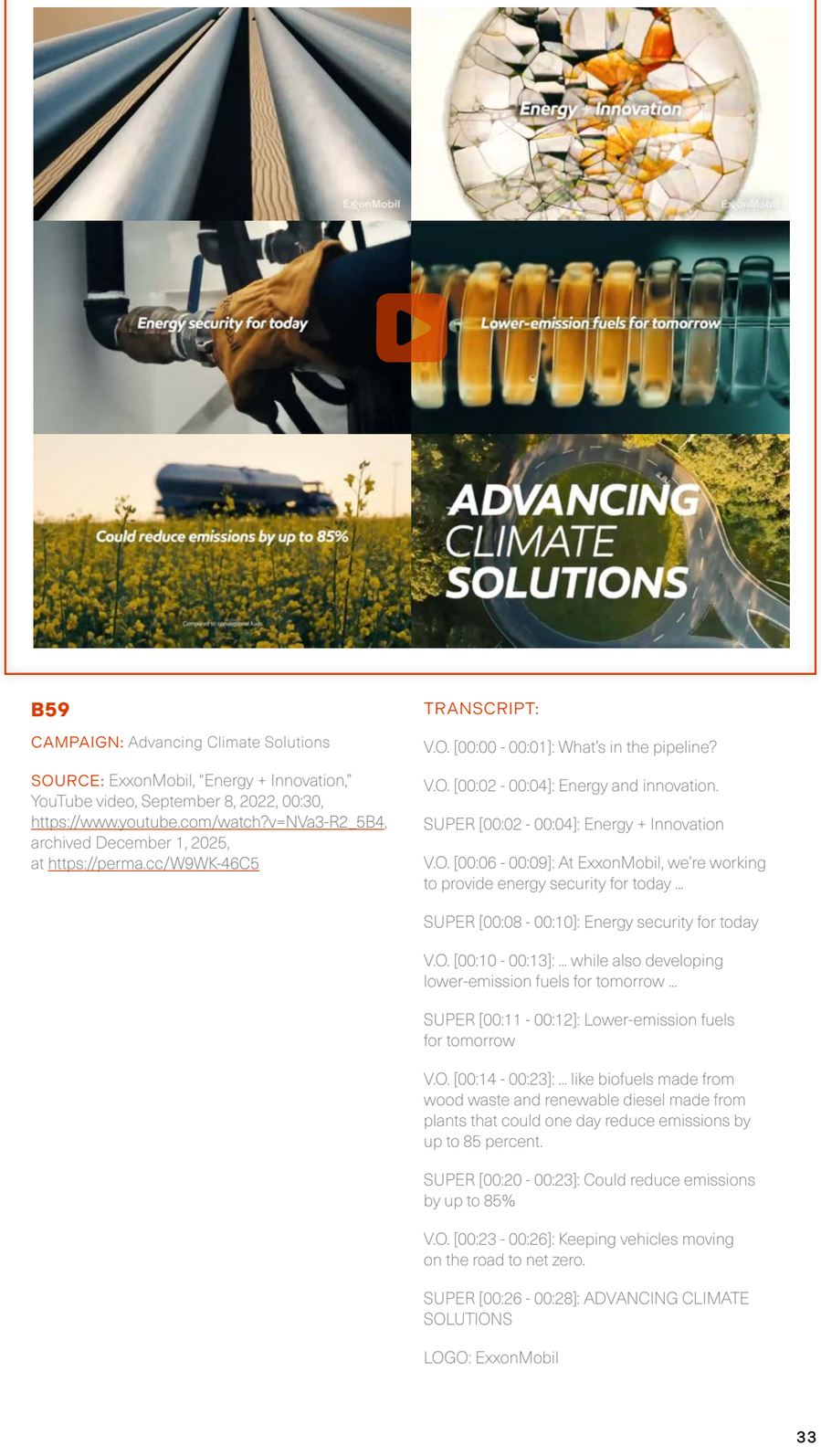
SUPER [00:01 - 00:07]: Working to produce renewable diesel derived from plants

V.O. [00:08 - 00:11]: ... which could reduce emissions from trucks by about 3 million metric tons per year.

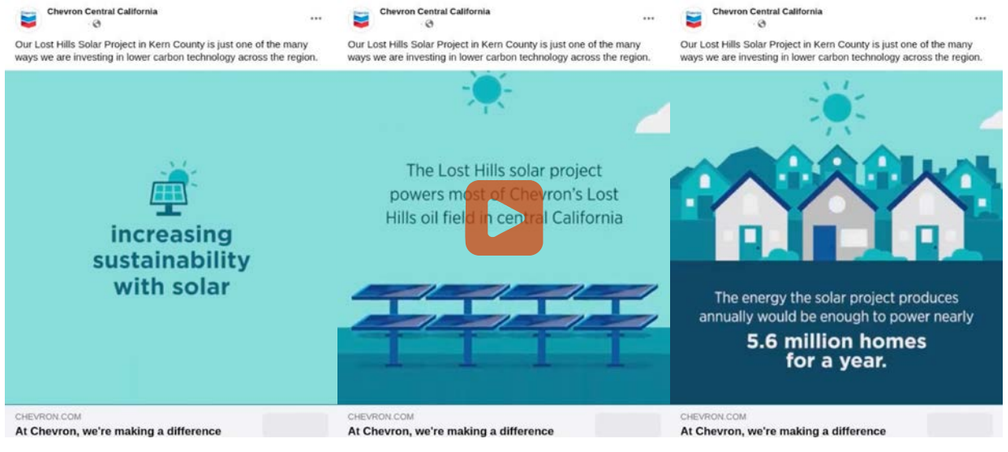
SUPER [00:08 - 00:11]: Which could reduce emissions by ~3 million metric tons

SUPER [00:12 - 00:13]: ADVANCING CLIMATE SOLUTIONS

LOGO: ExxonMobil



B58



SOURCE: Chevron, digital advertisement, *Facebook*, November 13, 2022, 00:26, MediaRadar

B59

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, "Energy + Innovation," YouTube video, September 8, 2022, 00:30, https://www.youtube.com/watch?v=NVa3-R2_5B4, archived December 1, 2025, at https://perma.cc/W9WK-46C5

TRANSCRIPT:

V.O. [00:00 - 00:01]: What's in the pipeline?

V.O. [00:02 - 00:04]: Energy and innovation.

SUPER [00:02 - 00:04]: Energy + Innovation

V.O. [00:06 - 00:09]: At ExxonMobil, we're working to provide energy security for today ...

SUPER [00:08 - 00:10]: Energy security for today

V.O. [00:10 - 00:13]: ... while also developing lower-emission fuels for tomorrow ...

SUPER [00:11 - 00:12]: Lower-emission fuels for tomorrow

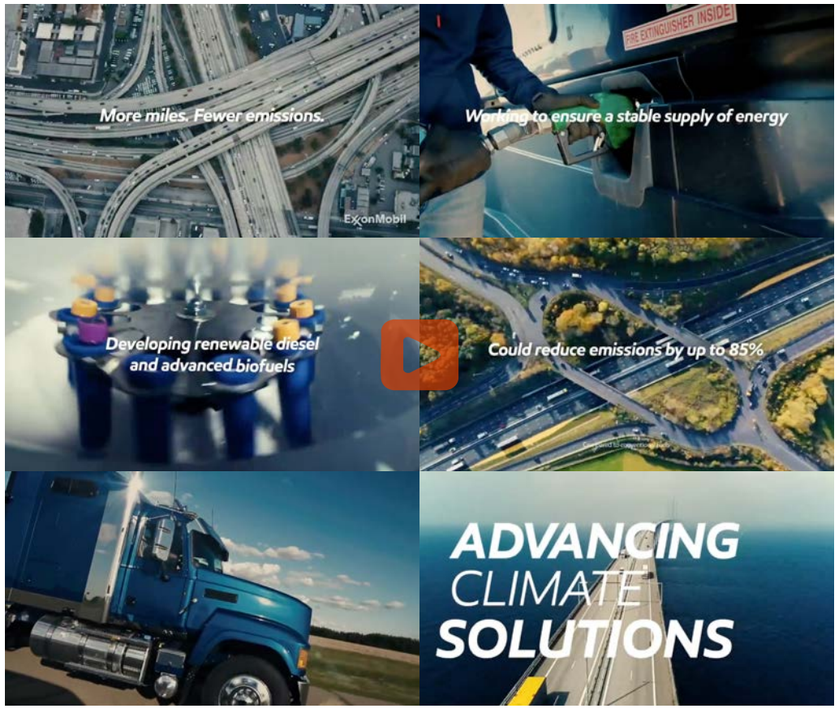
V.O. [00:14 - 00:23]: ... like biofuels made from wood waste and renewable diesel made from plants that could one day reduce emissions by up to 85 percent.

SUPER [00:20 - 00:23]: Could reduce emissions by up to 85%

V.O. [00:23 - 00:26]: Keeping vehicles moving on the road to net zero.

SUPER [00:26 - 00:28]: ADVANCING CLIMATE SOLUTIONS

LOGO: ExxonMobil



B60

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, digital advertisement, *YouTube*, December 31, 2022, 00:30, MediaRadar

TRANSCRIPT:

V.O. [00:02 - 00:05]: More miles and fewer emissions.

SUPER [00:02 - 00:05]: More miles. Fewer emissions.

V.O. [00:06 - 00:08]: At ExxonMobil, we're helping the trucking industry do both.

V.O. [00:09 - 00:12]: Working to ensure a stable supply of energy today ...

SUPER [00:10 - 00:12]: Working to ensure a stable supply of energy

V.O. [00:13 - 00:18]: ... while also developing renewable diesel and advanced biofuels that could one day reduce emissions by up to 85 percent.

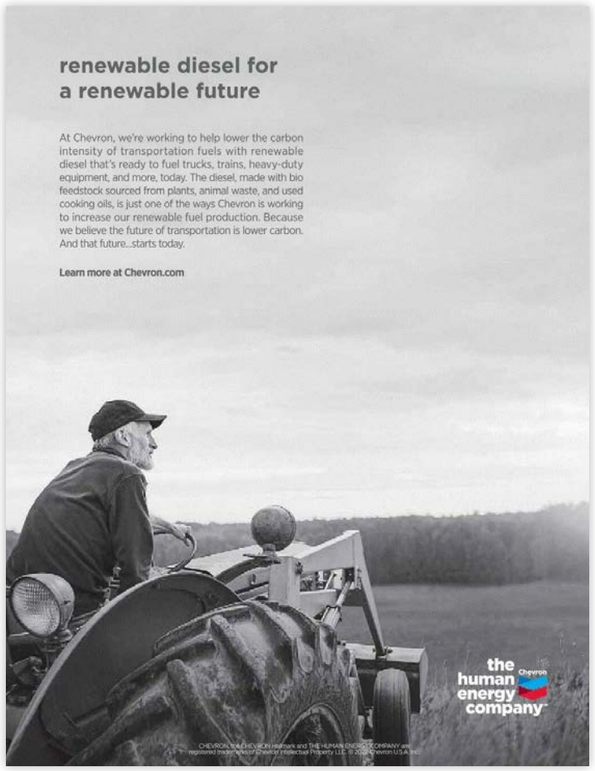
SUPER [00:14 - 00:16]: Developing renewable diesel and advanced biofuels

SUPER [00:16 - 00:18]: Could reduce emissions by up to 85%

V.O. [00:20 - 00:25]: It's solutions like these that keep things moving, and can help reduce emissions on the road to net zero.

SUPER [00:26 - 00:28]: ADVANCING CLIMATE SOLUTIONS

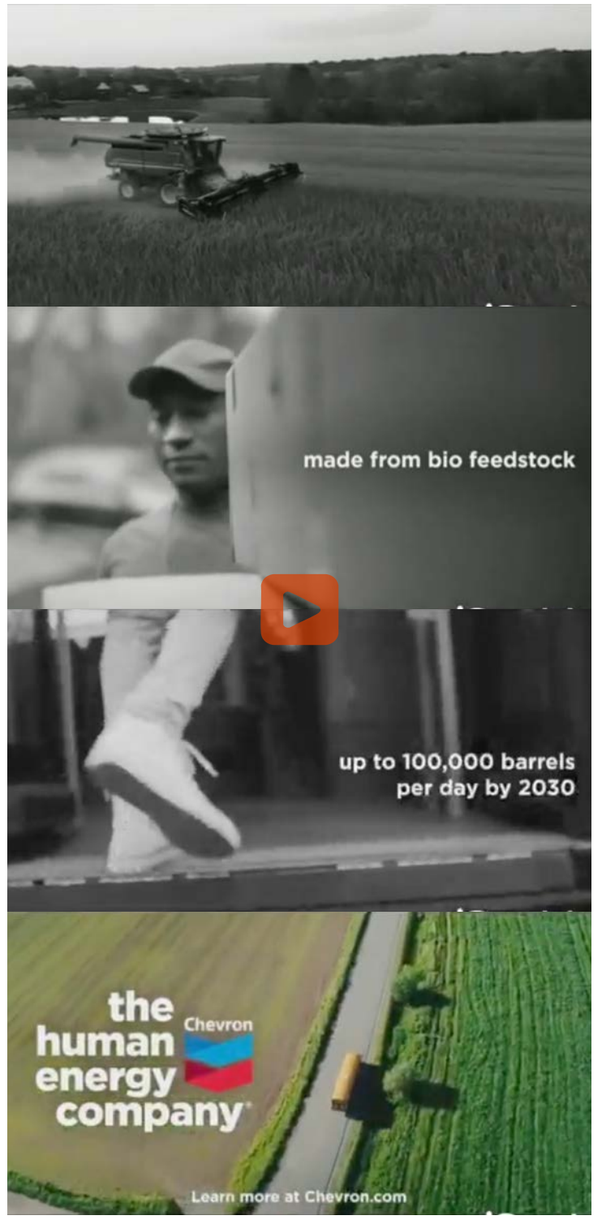
LOGO: ExxonMobil



B61

CAMPAIGN: Only Human

SOURCE: Chevron, print advertisement, *The Hill*, December 1, 2022, 5, MediaRadar



TRANSCRIPT:

V.O. [00:00 - 00:10]: Every day, millions of things need to get to where they're going, and at Chevron, we're working to help reduce the carbon intensity of the fuels that keep things moving.

V.O. [00:11 - 00:16]: Today, we're producing renewable diesel that can be used in existing diesel tanks ...

SUPER [00:14 - 00:16]: made from bio feedstock

V.O. [00:17 - 00:20]: ... and we're committed to increasing our renewable fuels production ...

SUPER [00:17 - 00:20]: up to 100,000 barrels per day by 2030

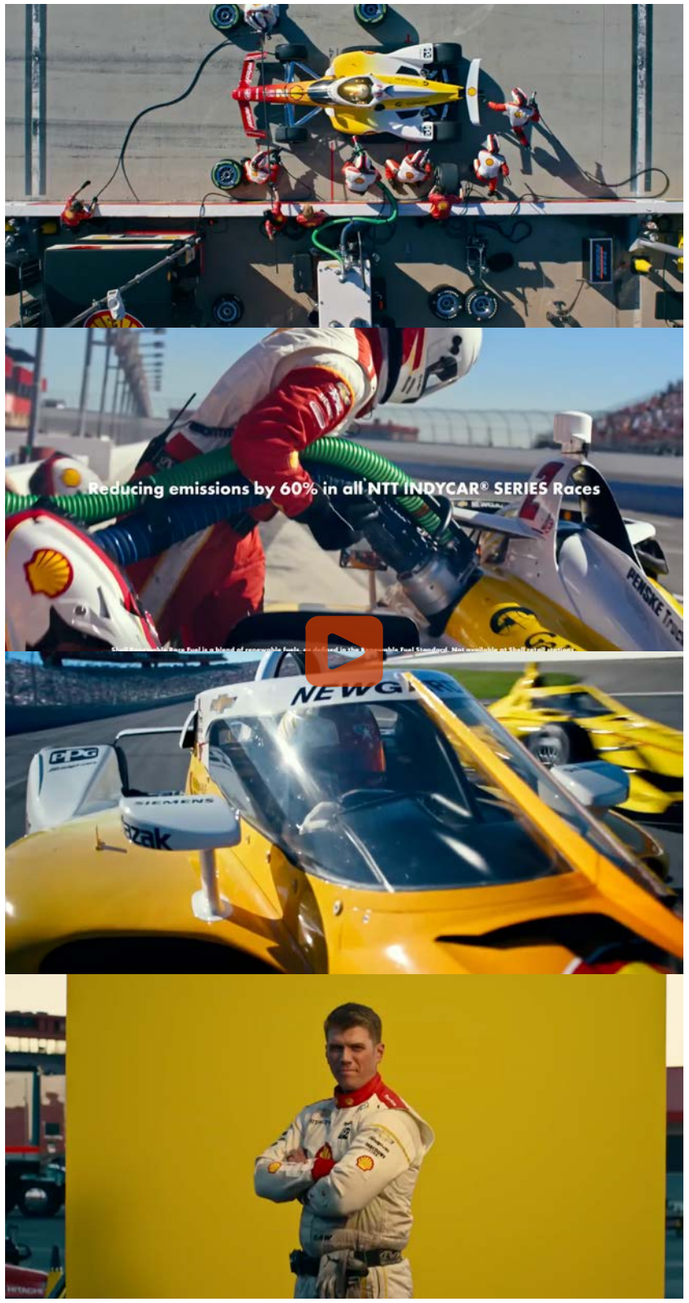
V.O. [00:21 - 00:26]: ... because as we work toward a lower-carbon future, it's only human to keep moving forward.

LOGO: Chevron

B62

CAMPAIGN: Only Human

SOURCE: Chevron, "Renewable Diesel," digital advertisement, *Facebook, X/Twitter, YouTube*, January 23, 2023, 00:29, https://www.ispot.tv/ad/23sh/chevron-renewable-diesel, archived December 1, 2025, at https://perma.cc/9PLL-9CPY



B63

CAMPAIGN: Everybody Forward

SOURCE: Shell, "Renewable Race Fuel: Powering Progress at 225 mph," YouTube video, June 12, 2023, 00:50, https://www.youtube.com/watch?v=4k6uwWEFSQ8, archived December 1, 2025, at https://perma.cc/GR6G-243R

TRANSCRIPT:

V.O. [00:00 - 00:08]: It may not sound like it, but this is actually progress at 225 miles per hour.

V.O. [00:09 - 00:16]: Shell Renewable Race Fuel — reducing emissions by 60 percent in all NTT IndyCar Series races.

SUPER [00:13 - 00:16]: Reducing emissions by 60% in all NTT INDYCAR SERIES Races

V.O. [00:19 - 00:23]: We're moving forward with IndyCar, because we're moving forward with everybody.

V.O. [00:27 - 00:29]: Shell — powering progress.

LOGO: Shell

HASHTAG: #PoweringProgress

B64

CAMPAIGN: Everybody Forward

SOURCE: Shell, "Shell Energy: Playing Forward," YouTube video, June 12, 2023, 00:50, https://www.youtube.com/watch?v=wvVXn5akmIQ, archived December 1, 2025, at https://perma.cc/NJ8Q-3TUE

TRANSCRIPT:

V.O. [00:02 - 00:08]: It may not seem like it, but this is actually progress in play.

V.O. [00:11 - 00:18]: A Shell Energy 100 percent renewable electricity plan, lighting every soccer match at Shell Energy Stadium.

SUPER [00:12 - 00:13]: Shell Energy 100% renewable electricity plan

V.O. [00:19 - 00:25]: We're moving forward with the Houston Dash, because we're moving forward with everybody.

V.O. [00:27 - 00:29]: Shell — powering progress.

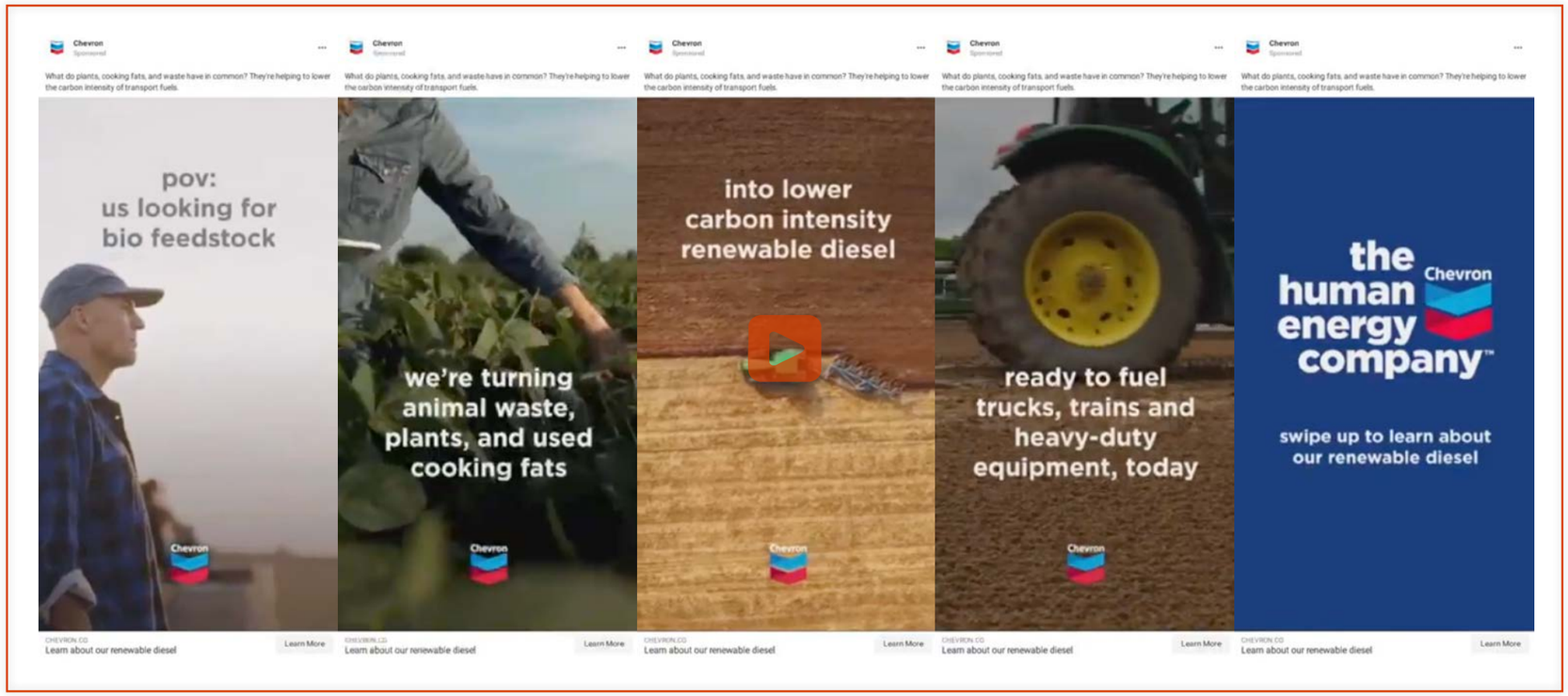
LOGO: Shell

HASHTAG: #PoweringProgress

B65

CAMPAIGN: Energy In Progress

SOURCE: Chevron, digital advertisement, *Washington Post*, July 6, 2023, MediaRadar



B66

CAMPAIGN: Energy In Progress

SOURCE: Chevron, digital advertisement, *Facebook*, October 1, 2023, 00:24, MediaRadar

TRANSCRIPT:

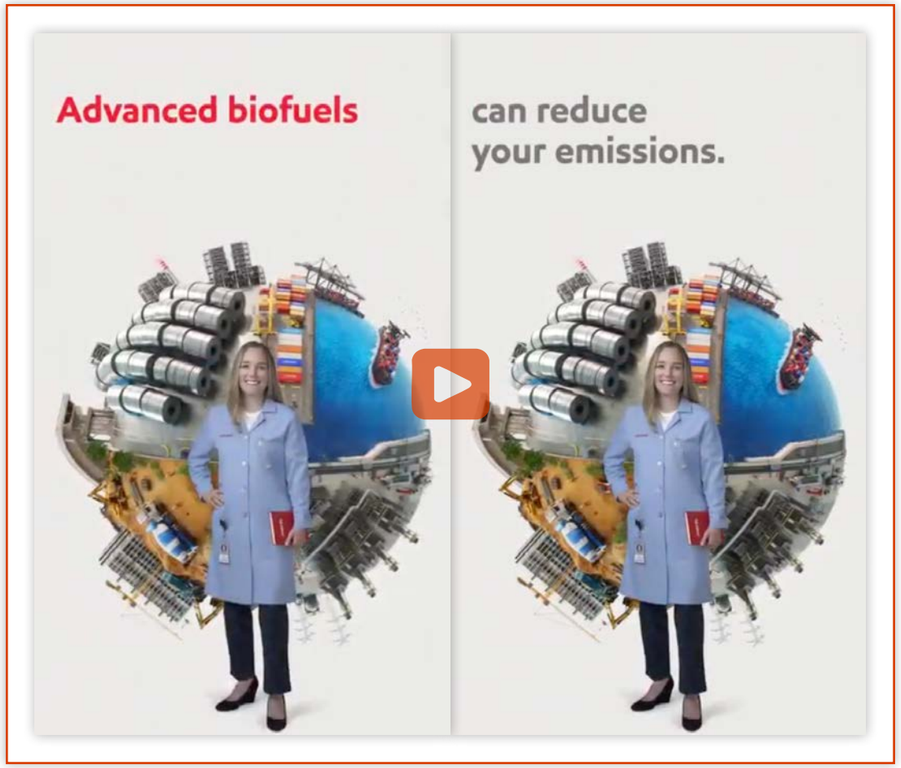
SUPER [00:00 - 00:03]: pov: us looking for bio feedstock

SUPER [00:04 - 00:07]: we're turning animal waste, plants, and used cooking fats

SUPER [00:08 - 00:11]: into lower carbon intensity renewable diesel

SUPER [00:12 - 00:15]: ready to fuel trucks, trains and heavy-duty equipment, today

LOGO: Chevron



B67

CAMPAIGN: Let's Deliver

SOURCE: ExxonMobil, digital advertisement, *Facebook, Instagram*, January 16, 2024, 00:10, https://www.facebook.com/ads/library/?id=1082088893210844, Meta Ad Library

B68

SOURCE: Shell, social media post, *X/Twitter*, February 22, 2024, 7:00 A.M., 00:44, https://x.com/Shell/status/1760635583863349394, archived December 1, 2025, at https://perma.cc/S64D-NVVS

TRANSCRIPT:

V.O. & SUPER [00:00 - 00:02]: Meet Tom, Maya and Aaron.

V.O. & SUPER [00:03 - 00:08]: Whether at home, at work or on the move their busy lives take energy.

V.O. & SUPER [00:09 - 00:14]: Around three-quarters of the world's energy today comes from traditional sources.

V.O. & SUPER [00:15 - 00:20]: But governments, and companies like Shell are helping make more alternatives available.

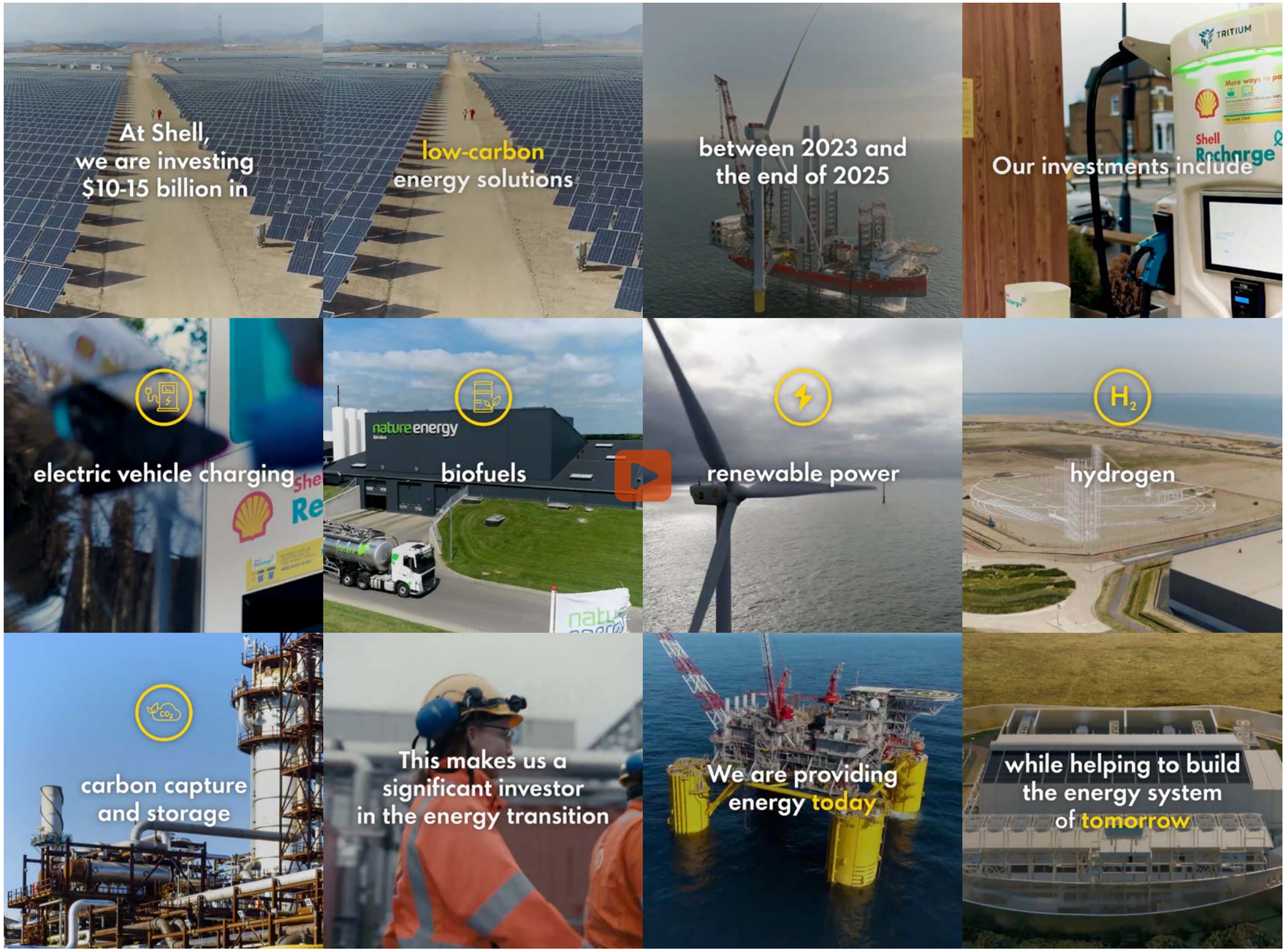
V.O. & SUPER [00:21 - 00:27]: So that these friends can make new energy choices while keeping their busy lives moving.

V.O. & SUPER [00:30 - 00:33]: Shell is helping is helping power lives like Tom's, Maya's, and Aaron's.

SUPER [00:30 - 00:33]: Shell is helping is helping power lives.

V.O. & SUPER [00:34 - 00:35]: Now and into the future.

LOGO: Shell



B69

SOURCE: Shell, social media post, *X/Twitter*, March 26, 2024, 8:00 A.M., 00:37, https://x.com/Shell/status/1772594389493100999, archived December 1, 2025, at https://perma.cc/R6AE-48JM

TRANSCRIPT:

SUPER [00:00 - 00:02]: At Shell, we are investing $10-15 billion in

SUPER [00:03 - 00:04]: low-carbon energy solutions

SUPER [00:05 - 00:07]: between 2023 and the end of 2025

SUPER [00:08 - 00:09]: Our investments include

SUPER [00:09 - 00:10]: electric vehicle charging

SUPER [00:11 - 00:13]: biofuels

SUPER [00:14 - 00:15]: renewable power

SUPER [00:16 - 00:17]: hydrogen

SUPER [00:18 - 00:19]: carbon capture and storage

SUPER [00:20 - 00:23]: This makes us a significant investor in the energy transition

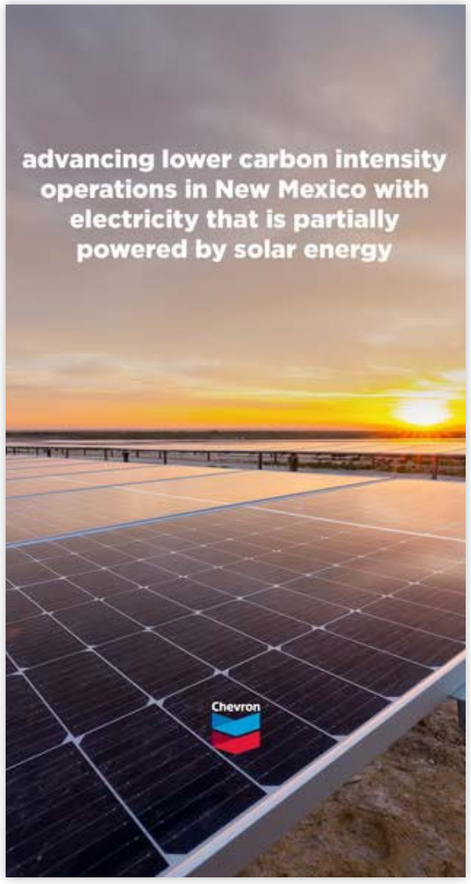
SUPER [00:24 - 00:26]: We are providing energy today

SUPER [00:27 - 00:29]: while helping build the energy system of tomorrow

LOGO: Shell

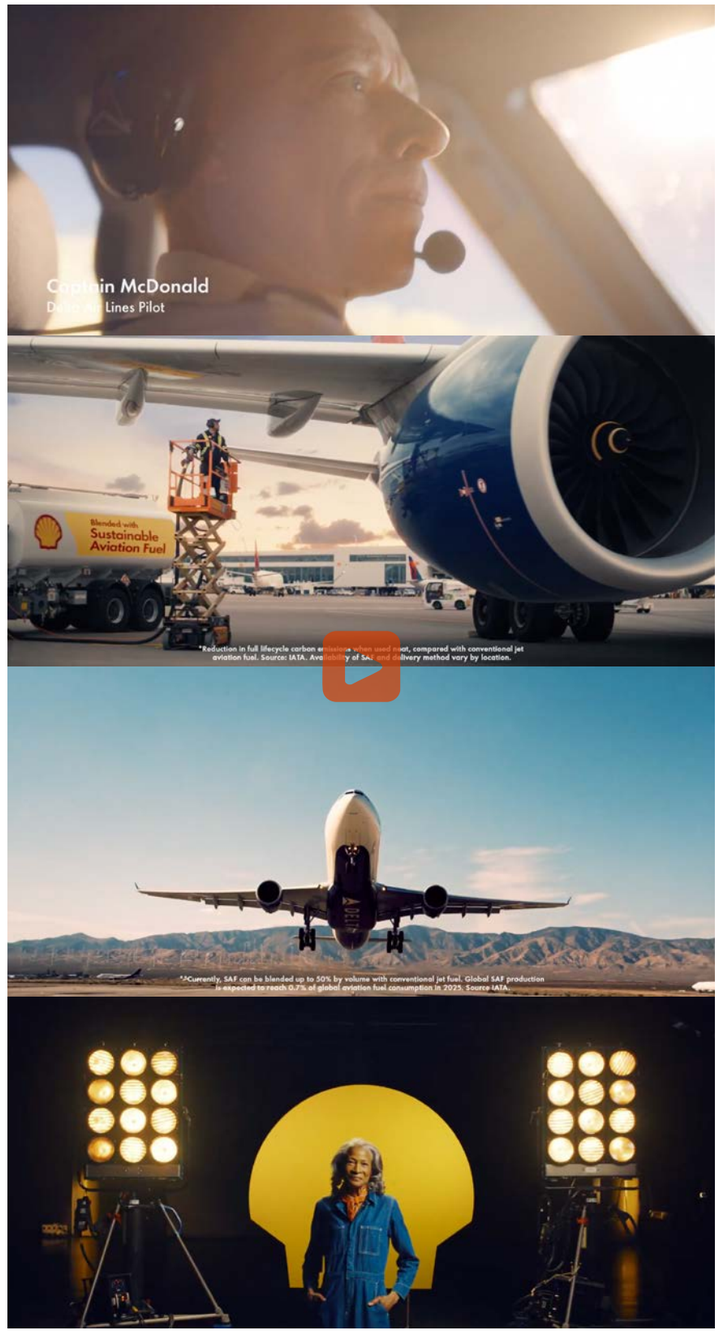
B70

SOURCE: Chevron, digital advertisement, *Reuters*, July 23, 2024, MediaRadar



B71

SOURCE: Chevron, digital advertisement, *Facebook, Instagram*, September 4, 2024, https://www.facebook.com/ads/library/?id=494565023317211, Meta Ad Library



B72

CAMPAIGN: Everybody Forward

SOURCE: Shell, "Sustainable Aviation Fuel from Shell," YouTube video, August 22, 2025, 00:50, https://www.youtube.com/watch?v=P0RJ7BnENRc&t, archived December 1, 2025, at https://perma.cc/M3YH-HPDF

TRANSCRIPT:

V.O. [00:00 - 00:02]: This is Captain McDonald.

V.O. [00:03 - 00:07]: Today, Delta Airlines is connecting people to what matters and flying more sustainably.

V.O. [00:08 - 00:16]: When sustainable aviation fuel from Shell is used instead of conventional jet fuel it can help reduce lifecycle emissions by up to 80 percent.

V.O. [00:17 - 00:19]: Together, progress is starting to take off.

V.O. [00:20 - 00:25]: Today and tomorrow, Shell is powering Delta and everybody forward.

LOGO: Shell

APPENDIX C: Shifting Responsibility to Individual Consumers

C1

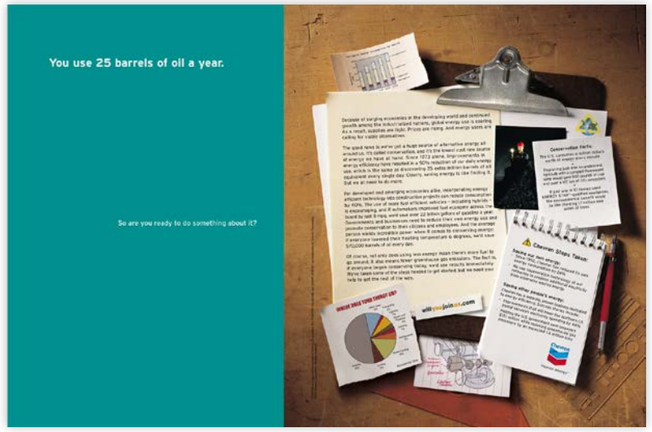
CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, 2005, archived June 15, 2021, at https://web.archive.org/web/20210615194723/https://donmillerartdirection.com/bp-corporate

C2

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *National Geographic*, March 3, 2006, 191, https://archive.org/details/edg-ng-2001/edg%20NG%202006-03/page/n189, Internet Archive



C3

CAMPAIGN: Real Issues

SOURCE: Chevron, print advertisement, archived March 12, 2006, at https://web.archive.org/web/20060312105146/http://www.chevron.com/about/advertising/docs/real_issues_print_03.pdf

C4

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *New Yorker*, March 13, 2006, 33, New Yorker Archive

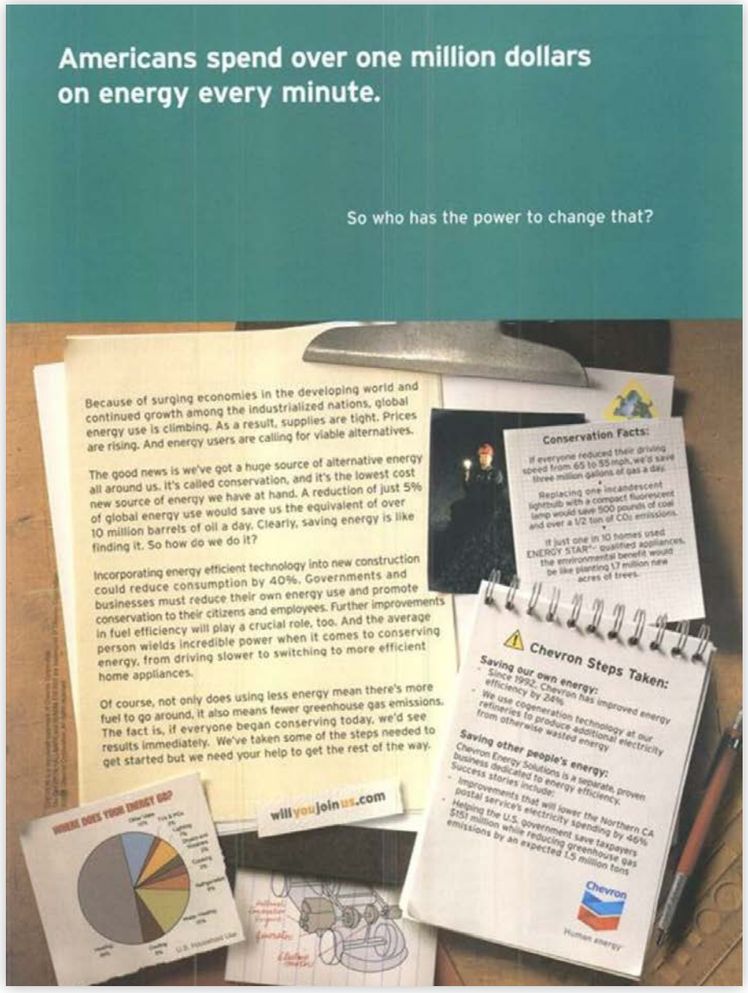
C5

CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, *New Yorker*, September 4, 2006, 26, New Yorker Archive

C6

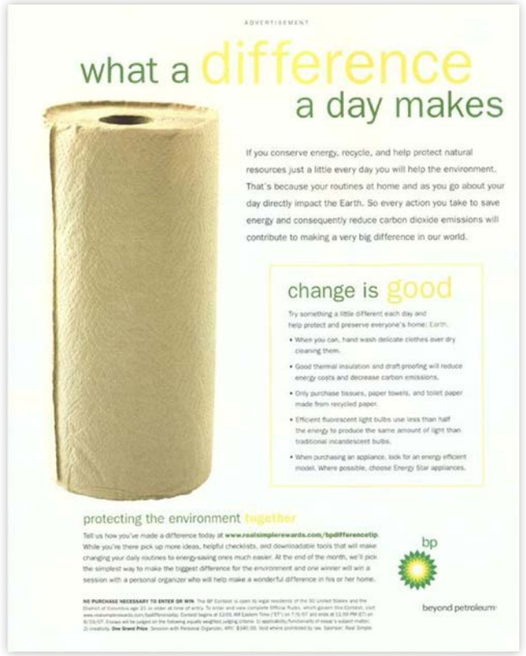
SOURCE: BP, print advertisement, *New Yorker*, September 4, 2006, 25, New Yorker Archive



C7

CAMPAIGN: Real Issues

SOURCE: Chevron, print advertisement, *Scientific American*, November 1, 2006, 19, MediaRadar



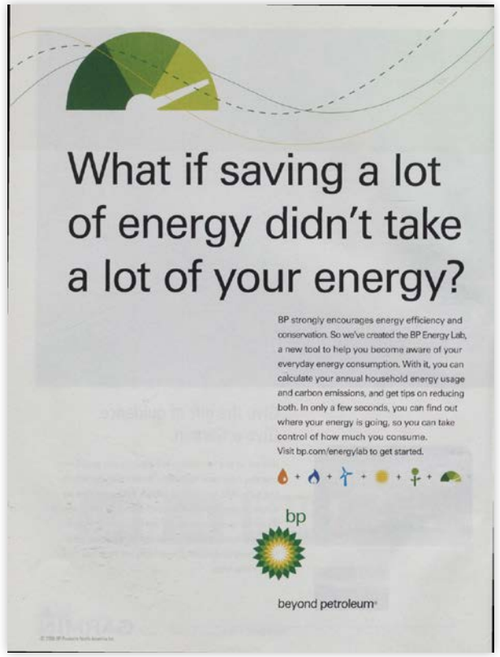
C8

SOURCE: BP, print advertisement, *Real Simple*, August 1, 2007, 114, MediaRadar

C10

CAMPAIGN: BP On the Street

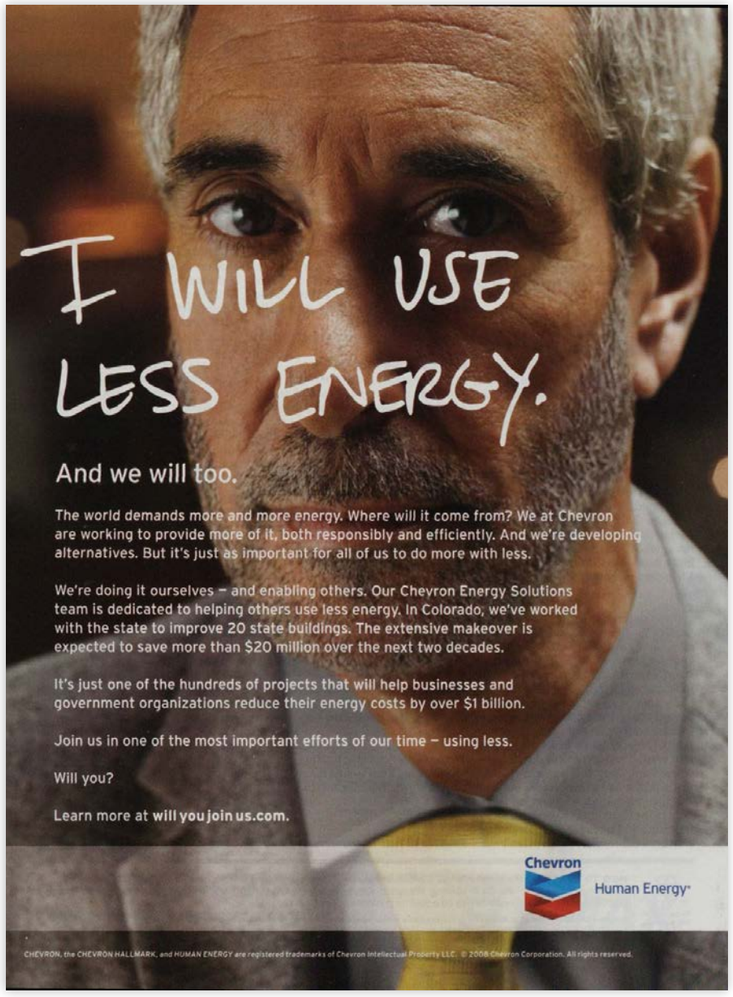
SOURCE: BP, print advertisement, *More*, September 1, 2007, 9, MediaRadar



C9

CAMPAIGN: Energy Mix

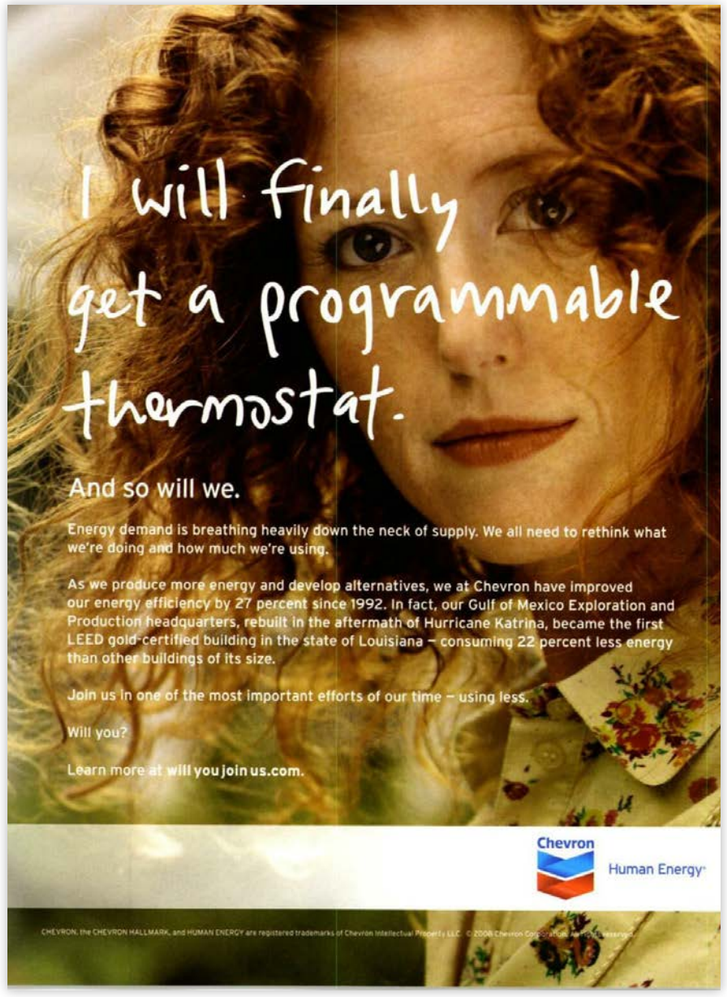
SOURCE: BP, print advertisement, *Time*, December 8, 2008, 6, https://time.com/vault/issue/2008-12-08/page/6/, archived November 30, 2025, at https://perma.cc/YC8B-43R6, The TIME Magazine Vault



C11

CAMPAIGN: I Will

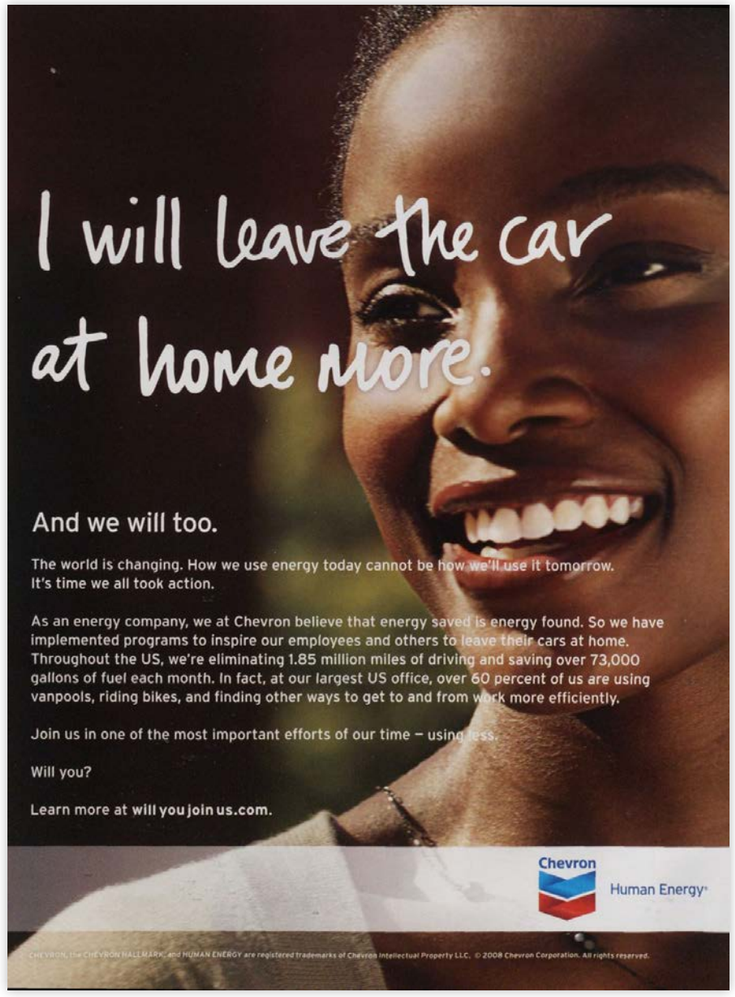
SOURCE: Chevron, print advertisement, *Time*, December 22, 2008, 11, https://time.com/vault/issue/2008-12-22/page/11/, archived November 30, 2025, at https://perma.cc/Y8DA-JVF9, The TIME Magazine Vault



C12

CAMPAIGN: I Will

SOURCE: Chevron, print advertisement, *The Economist (US)*, February 7, 2009, cover 2, MediaRadar



C13

CAMPAIGN: I Will

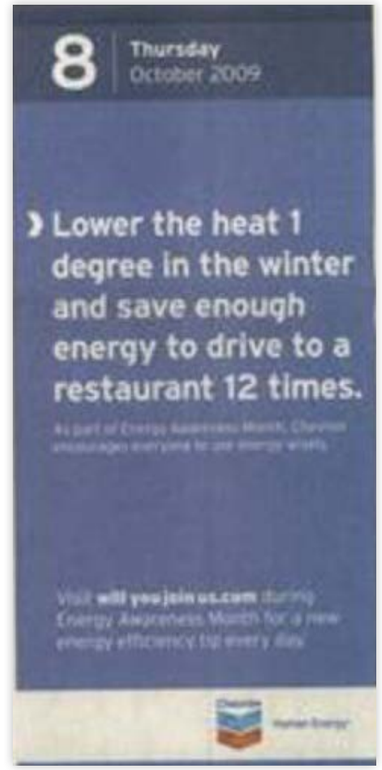
SOURCE: Chevron, print advertisement, *Time*, March 9, 2009, 2, https://time.com/vault/issue/2009-03-09/page/2/, archived November 30, 2025, at https://perma.cc/SEG8-SZDD, The TIME Magazine Vault

C14

SOURCE: Chevron, print advertisement, *Wall Street Journal*, October 2, 2009, A7, MediaRadar

C15

SOURCE: Chevron, print advertisement, *Wall Street Journal*, October 7, 2009, A9, MediaRadar

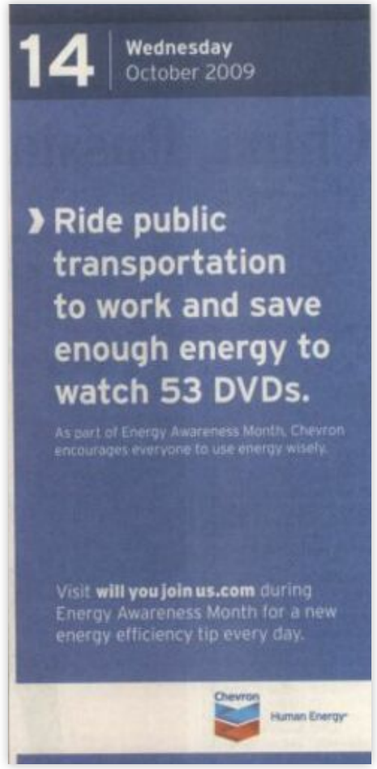


C16

SOURCE: Chevron, print advertisement, *Wall Street Journal*, October 8, 2009, A9, MediaRadar

C17

SOURCE: Chevron, print advertisement, *Wall Street Journal*, October 12, 2009, A11, MediaRadar

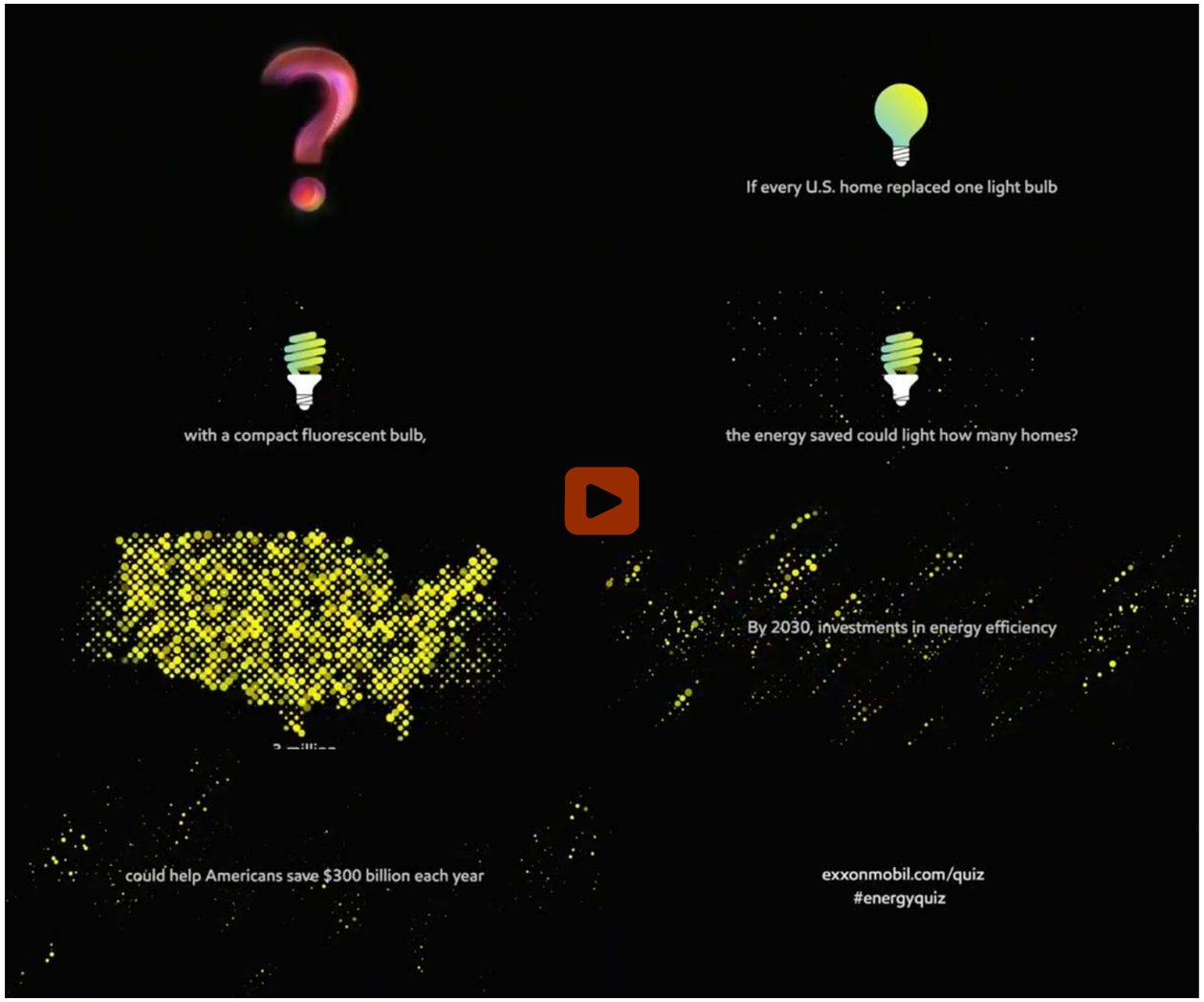


C18

SOURCE: Chevron, print advertisement, *Wall Street Journal*, October 14, 2009, A7, MediaRadar

C19

SOURCE: Chevron, print advertisement, *Wall Street Journal*, October 20, 2009, A7, MediaRadar



TRANSCRIPT:

V.O. [00:00 - 00:01]: Here's a question for you.

V.O. & SUPER [00:01 - 00:07]: If every U.S. home replaced one light bulb with a compact fluorescent bulb, the energy saved could light how many homes?

V.O. [00:08 - 00:12]: 1 million? 2 million? 3 million?

V.O. [00:13 - 00:16]: The answer is, 3 million homes.

V.O. [00:17 - 00:23]: By 2030, investments in energy efficiency could help Americans save $300 billion each year.

V.O. [00:24 - 00:25]: Take the energy quiz.

WEBSITE: exxonmobil.com/quiz

HASHTAG: #energyquiz

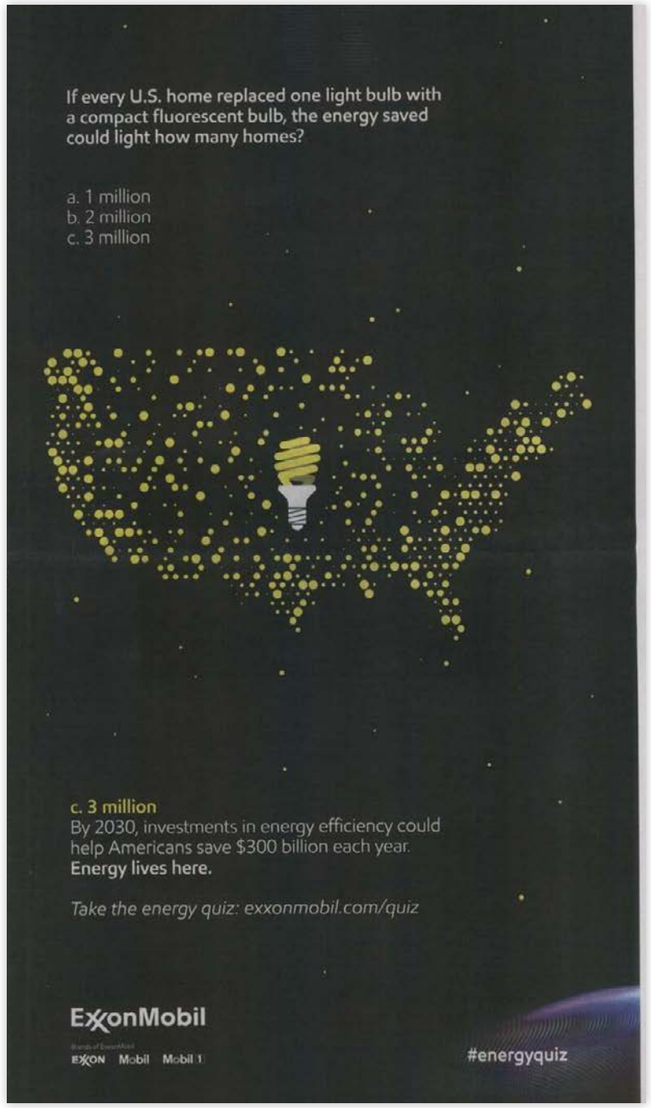
V.O. [00:26 - 00:28]: Energy lives here.

LOGO: ExxonMobil

C20

CAMPAIGN: Energy Quiz

SOURCE: ExxonMobil, "Light bulb," digital advertisement, *Facebook, X/Twitter, YouTube*, December 2, 2013, 00:28, https://www.ispot.tv/ad/761P/exxon-mobil-light-bulb-an-energy-quiz, archived November 30, 2025, at https://perma.cc/96BF-D2UC



C21

CAMPAIGN: Energy Quiz

SOURCE: ExxonMobil, print advertisement, *New York Times*, December 29, 2013, 11, MediaRadar

C22

CAMPAIGN: Energy Quiz

SOURCE: ExxonMobil, "Efficient driving," digital advertisement, *Facebook, X/Twitter, YouTube*, December 2, 2014, 00:28, https://www.ispot.tv/ad/7WIX/exxon-mobil-efficient-driving-an-energy-quiz, archived November 30, 2025, at https://perma.cc/F8PA-KJN7

TRANSCRIPT:

V.O. [00:00 - 00:02]:
Here's a question for you.

V.O. [00:04 - 00:10]: By avoiding rapid acceleration and stop-and-go driving, your savings on gas could be equivalent to how much?

V.O. [00:10 - 00:14]: Up to 50 cents a gallon? 75 cents? A dollar?

V.O. [00:15 - 00:17]: The answer is, up to one dollar a gallon.

V.O. & SUPER [00:17 - 00:24]: Sensible driving avoids unnecessary energy loss, saving you money and reducing CO2 emissions.

V.O. [00:24 - 00:27]: Take the energy quiz round two.

WEBSITE: exxonmobil.com/quiz

HASHTAG: #energyquiz

V.O. [00:27 - 00:28]: Energy lives here.

LOGO: ExxonMobil

C23

CAMPAIGN: Energy Quiz

SOURCE: ExxonMobil, "Sleep mode," digital advertisement, *Facebook, X/Twitter, YouTube*, December 15, 2014, 00:29, https://www.ispot.tv/ad/7_C8/exxon-mobil-sleep-mode-an-energy-quiz, archived November 30, 2025, at https://perma.cc/J739-5ZU2

TRANSCRIPT:

V.O. [00:00 - 00:01]: Here's a question for you.

V.O. [00:02 - 00:08]: If every U.S. household with a computer used sleep mode when they weren't using it, how much could we save on electricity each year?

V.O. [00:08 - 00:13]: Up to $1 billion? $3 billion? $4.5 billion?

V.O. [00:14 - 00:17]: The answer is, up to $4.5 billion.

V.O. & SUPER [00:18 - 00:23]: Using your computer's built-in energy-saving features can generate real household savings.

V.O. [00:24 - 00:26]: Take the energy quiz round two.

WEBSITE: exxonmobil.com/quiz

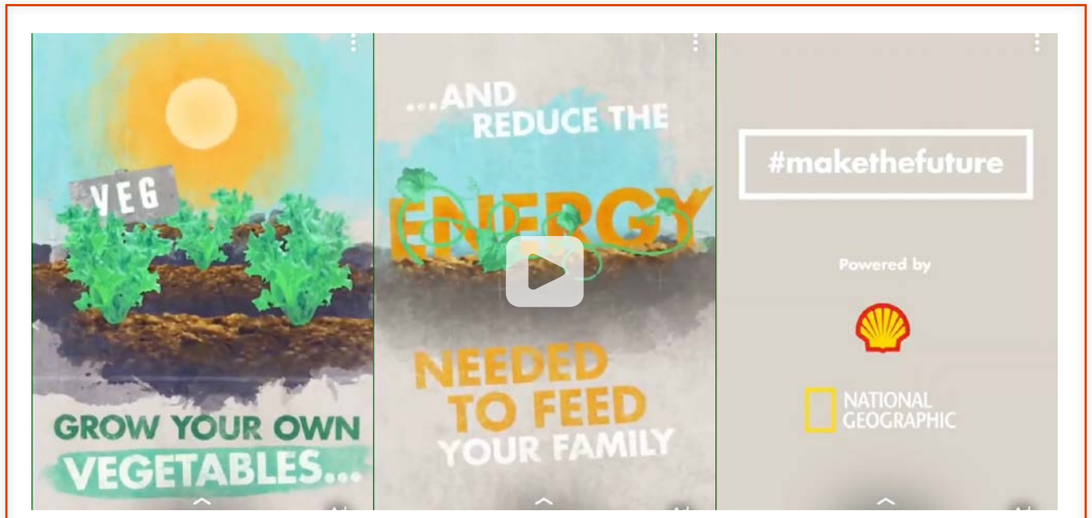
HASHTAG: #energyquiz

V.O. [00:27 - 00:28]: Energy lives here.

LOGO: ExxonMobil

C24

SOURCE: Shell, digital advertisement, *Snapchat*, November 1, 2017, 00:11, MediaRadar

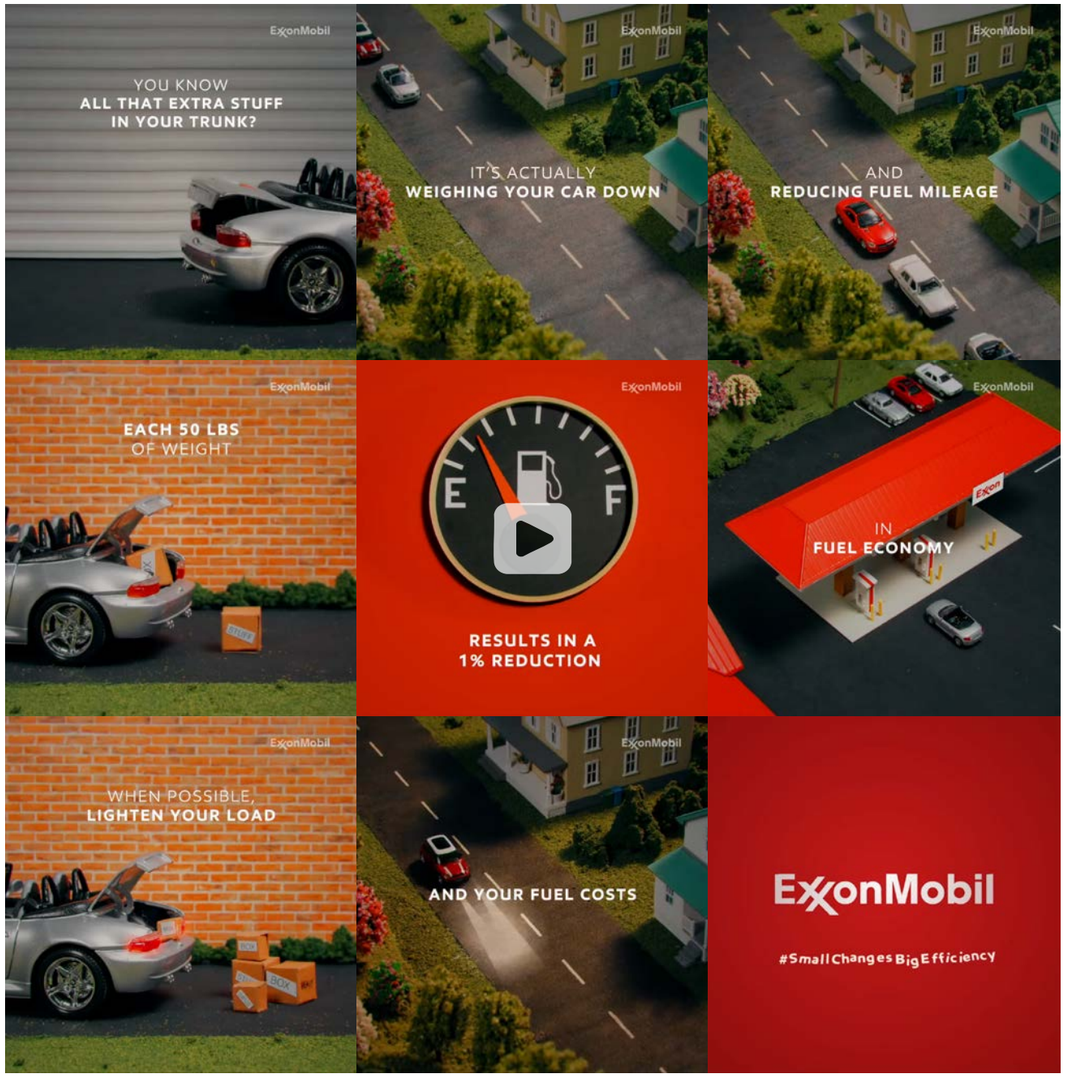


C25

SOURCE: Shell, digital advertisement, *Snapchat*, November 1, 2017, 00:11, MediaRadar

C26

SOURCE: Shell, digital advertisement, *Snapchat*, November 1, 2017, 00:10, MediaRadar



TRANSCRIPT:

SUPER [00:00 - 00:02]: YOU KNOW ALL THAT EXTRA STUFF IN YOUR TRUNK?

SUPER [00:03 - 00:05]: IT'S ACTUALLY WEIGHING YOUR CAR DOWN

SUPER [00:05 - 00:07]: AND REDUCING FUEL MILEAGE.

SUPER [00:08 - 00:09]: EACH 50 LBS OF WEIGHT

SUPER [00:09 - 00:10]: RESULTS IN A 1% REDUCTION

SUPER [00:11 - 00:13]: IN FUEL ECONOMY

SUPER [00:14 - 00:16]: WHEN POSSIBLE, LIGHTEN YOUR LOAD

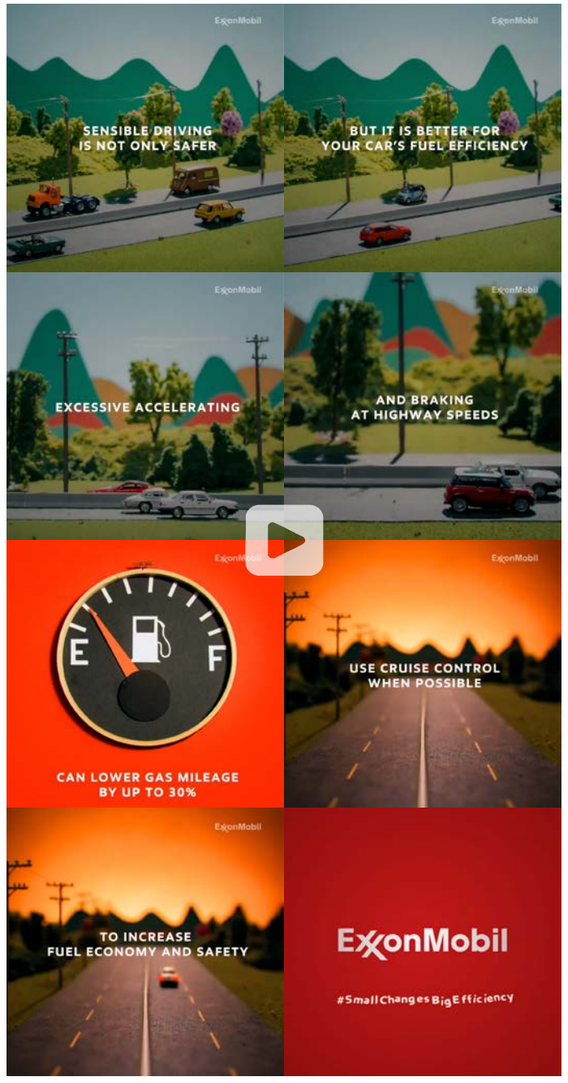
SUPER [00:16 - 00:18]: AND YOUR FUEL COSTS

LOGO: ExxonMobil

HASHTAG: #SmallChangesBigEfficiency

C27

SOURCE: ExxonMobil, social media post, *Facebook*, September 4, 2018, 00:22, https://www.facebook.com/ExxonMobil/videos/2167915666779254/



TRANSCRIPT:

SUPER [00:00 - 00:02]: SENSIBLE DRIVING IS NOT ONLY SAFER

SUPER [00:02 - 00:04]: BUT IT IS BETTER FOR YOUR CAR'S FUEL EFFICIENCY

SUPER [00:04 - 00:06]: EXCESSIVE ACCELERATING

SUPER [00:06 - 00:08]: AND BRAKING AT HIGHWAY SPEEDS

SUPER [00:09 - 00:10]: CAN LOWER GAS MILEAGE BY UP TO 30%

SUPER [00:11 - 00:13]: USE CRUISE CONTROL WHEN POSSIBLE

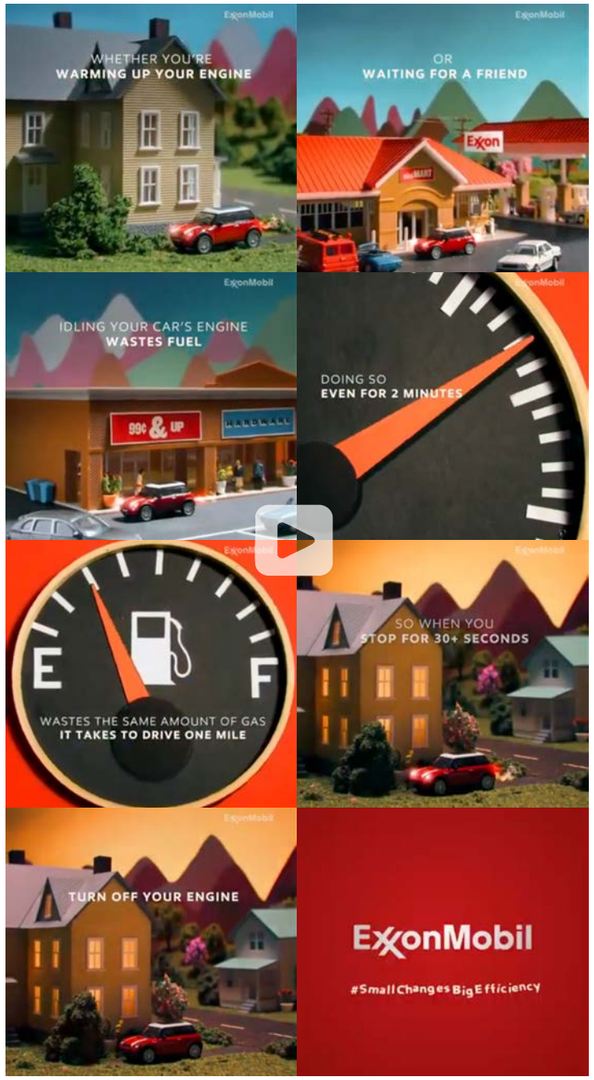
SUPER [00:13 - 00:15]: TO INCREASE FUEL ECONOMY AND SAFETY

LOGO: ExxonMobil

HASHTAG: #SmallChangesBigEfficiency

C28

SOURCE: ExxonMobil, social media post, *Facebook*, September 12, 2018, 00:20, https://www.facebook.com/ExxonMobil/videos/2195849764004930/



C29

SOURCE: ExxonMobil, social media post, *Facebook*, December 28, 2018, 00:22, https://www.facebook.com/watch/?v=598723717242916

TRANSCRIPT:

SUPER [00:00 - 00:02]: WHETHER YOU'RE WARMING UP YOUR ENGINE

SUPER [00:02 - 00:04]: OR WAITING FOR A FRIEND

SUPER [00:04 - 00:06]: IDLING YOUR CAR'S ENGINE WASTES FUEL

SUPER [00:06 - 00:09]: DOING SO FOR EVEN TWO MINUTES

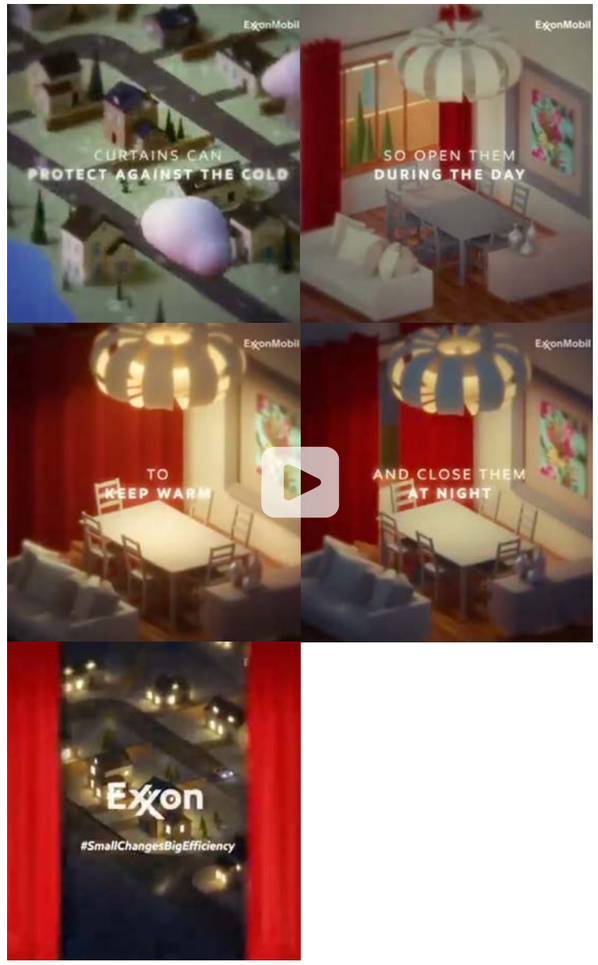
SUPER [00:09 - 00:12]: WASTES THE SAME AMOUNT OF GAS IT TAKES TO DRIVE ONE MILE

SUPER [00:13 - 00:15]: SO WHEN YOU STOP FOR 30+ SECONDS

SUPER [00:16 - 00:17]: TURN OFF YOUR ENGINE

LOGO: ExxonMobil

HASHTAG: #SmallChangesBigEfficiency



C30

SOURCE: ExxonMobil, social media post, *Facebook*, February 12, 2019, 00:16, https://www.facebook.com/ExxonMobil/videos/2238210413112138/

TRANSCRIPT:

SUPER [00:00 - 00:04]: CURTAINS CAN PROTECT AGAINST THE COLD

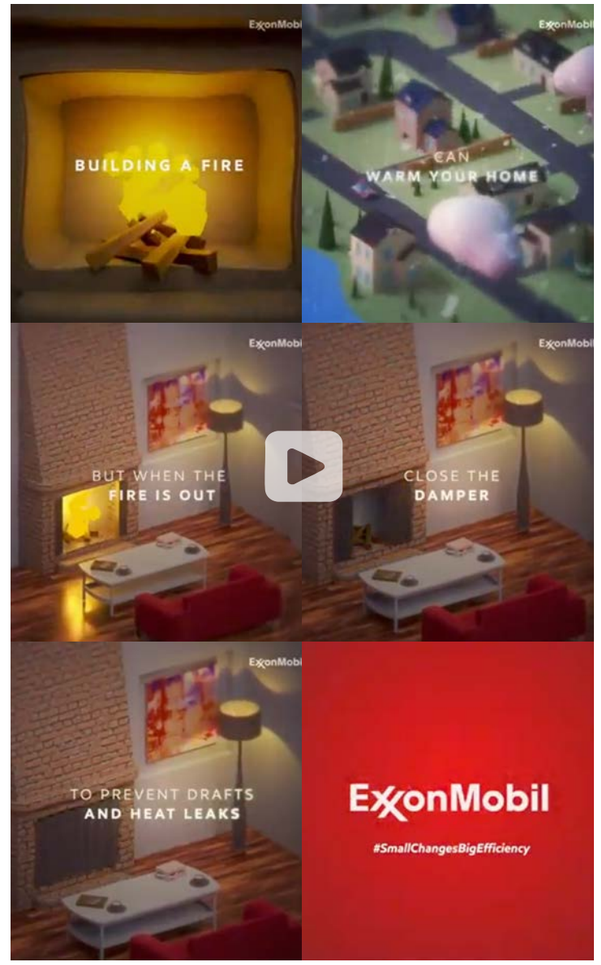
SUPER [00:05 - 00:07]: SO OPEN THEM DURING THE DAY

SUPER [00:07 - 00:09]: AND CLOSE THEM AT NIGHT

SUPER [00:09 - 00:10]: TO KEEP WARM

LOGO: ExxonMobil

HASHTAG: #SmallChangesBigEfficiency



C31

SOURCE: ExxonMobil, social media post, *Facebook*, February 20, 2019, 00:16, https://www.facebook.com/ExxonMobil/videos/269265943963160/

TRANSCRIPT:

SUPER [00:00 - 00:01]: BUILDING A FIRE

SUPER [00:02 - 00:04]: CAN WARM YOUR HOME

SUPER [00:05 - 00:07]: BUT WHEN THE FIRE IS OUT

SUPER [00:07 - 00:09]: CLOSE THE DAMPER

SUPER [00:09 - 00:11]: TO PREVENT DRAFTS AND HEAT LEAKS

LOGO: ExxonMobil

HASHTAG: #SmallChangesBigEfficiency

TRANSCRIPT:

SUPER [00:00 - 00:02]: CARS DON'T NEED EXTRA TIME

SUPER [00:02 - 00:04]: TO WARM UP IN THE COLD

SUPER [00:05 - 00:08]: ENGINES ACTUALLY WARM UP AS SOON AS YOU BEGIN DRIVING

SUPER [00:10 - 00:12]: SO SAVE TIME AND ENERGY

SUPER [00:12 - 00:14]: AND DON'T IDLE IN THE DRIVEWAY

LOGO: ExxonMobil

HASHTAG: #SmallChangesBigEfficiency

C32

SOURCE: ExxonMobil, social media post, *Facebook*, March 4, 2019, 00:18, https://www.facebook.com/ExxonMobil/videos/2210551582357838/

C33

SOURCE: ExxonMobil, social media post, *Facebook*, August 27, 2019, 00:25, https://www.facebook.com/ExxonMobil/videos/363914631187079/

TRANSCRIPT:

SUPER [00:00 - 00:05]: WHILE DRIVING AROUND TOWN, ROLL DOWN THE WINDOWS

SUPER [00:06 - 00:11]: AND SKIP THE AC TO KEEP FROM DRAINING YOUR ENGINE

SUPER [00:12 - 00:16]: BUT WHEN HEADED TO THE HIGHWAY,

SUPER [00:17 - 00:21]: KEEP THE WINDOWS UP TO REDUCE ANY DRAG

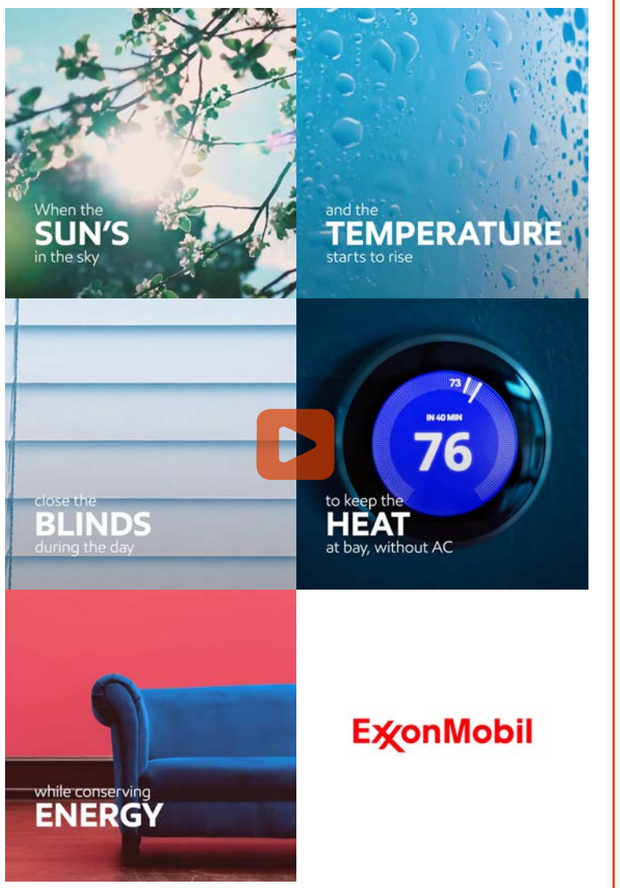
LOGO: ExxonMobil

C34

SOURCE: ExxonMobil, social media post, *X/Twitter*, September 4, 2019, 11:36 A.M., 00:05, https://x.com/exxonmobil/status/1169272988593729537, archived November 30, 2025, at https://perma.cc/973J-NHQH

C35

SOURCE: BP, social media post, *X/Twitter*, October 22, 2019, 10:08 A.M., https://x.com/bp_plc/status/1186645440621531136, archived November 30, 2025, at https://perma.cc/JRP3-XTF6



C36

SOURCE: ExxonMobil, social media post, *Facebook*, July 29, 2020, 00:22, https://www.facebook.com/watch/?v=732471290916992

TRANSCRIPT:

SUPER [00:00 - 00:02]: When the SUN'S in the sky

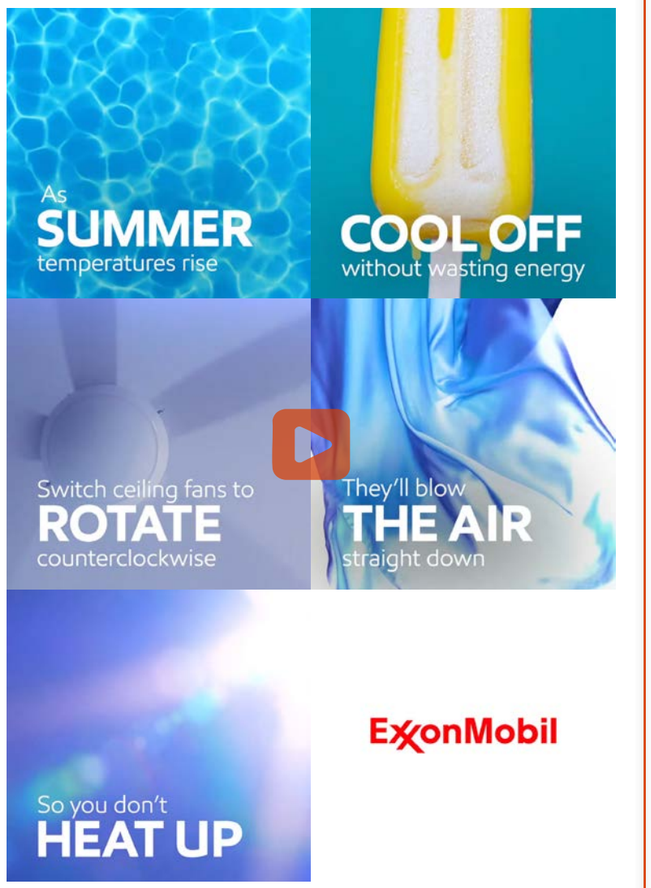
SUPER [00:03 - 00:06]: and the TEMPERATURE starts to rise

SUPER [00:07 - 00:09]: close the BLINDS during the day

SUPER [00:10 - 00:13]: to keep the HEAT at bay, without AC

SUPER [00:13 - 00:16]: while conserving ENERGY

LOGO: ExxonMobil



C37

SOURCE: ExxonMobil, social media post, *Facebook*, August 24, 2020, 00:28, https://www.facebook.com/watch/?v=802397953901642

TRANSCRIPT:

SUPER [00:00 - 00:04]: As SUMMER temperatures rise

SUPER [00:05 - 00:09]: COOL OFF without wasting energy

SUPER [00:10 - 00:14]: Switch ceiling fans to ROTATE counterclockwise

SUPER [00:14 - 00:18]: They'll blow THE AIR straight down

SUPER [00:19 - 00:22]: So you don't HEAT UP

LOGO: ExxonMobil

C38

SOURCE: ExxonMobil, social media post, *Facebook*, September 17, 2020, 00:36, https://www.facebook.com/watch/?v=3324711360946698

TRANSCRIPT:

SUPER [00:00 - 00:03]: TINY HOME TIPS - The Outside

SUPER [00:04 - 00:07]: 1. Shade can be a good thing

SUPER [00:09 - 00:11]: Trees can lower your AC bill by up to 35%.

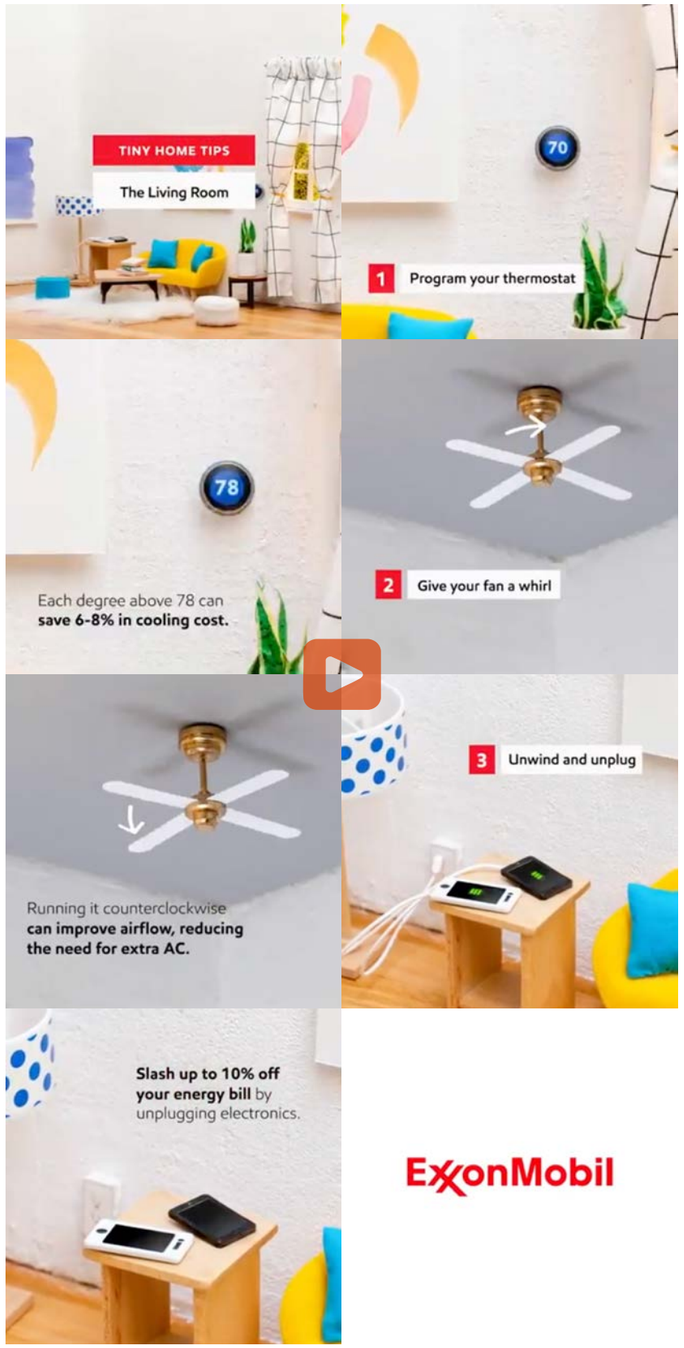
SUPER [00:12 - 00:14]: 2. Get grilling outside

SUPER [00:17 - 00:22]: Keep your AC off and the heat outside by cooking dinner al fresco.

SUPER [00:23 - 00:26]: 3. Swap night lights

SUPER [00:27 - 00:31]: LED lights use 75% less energy and last 50 times longer

LOGO: ExxonMobil



C39

SOURCE: ExxonMobil, social media post, *Facebook*, September 28, 2020, 00:37, https://www.facebook.com/watch/?v=331151354820791

TRANSCRIPT:

SUPER [00:00 - 00:03]: TINY HOME TIPS - The Living Room

SUPER [00:04 - 00:07]:
1. Program your thermostat

SUPER [00:08 - 00:11]: Each degree above 78 can save 6-8% in cooling cost.

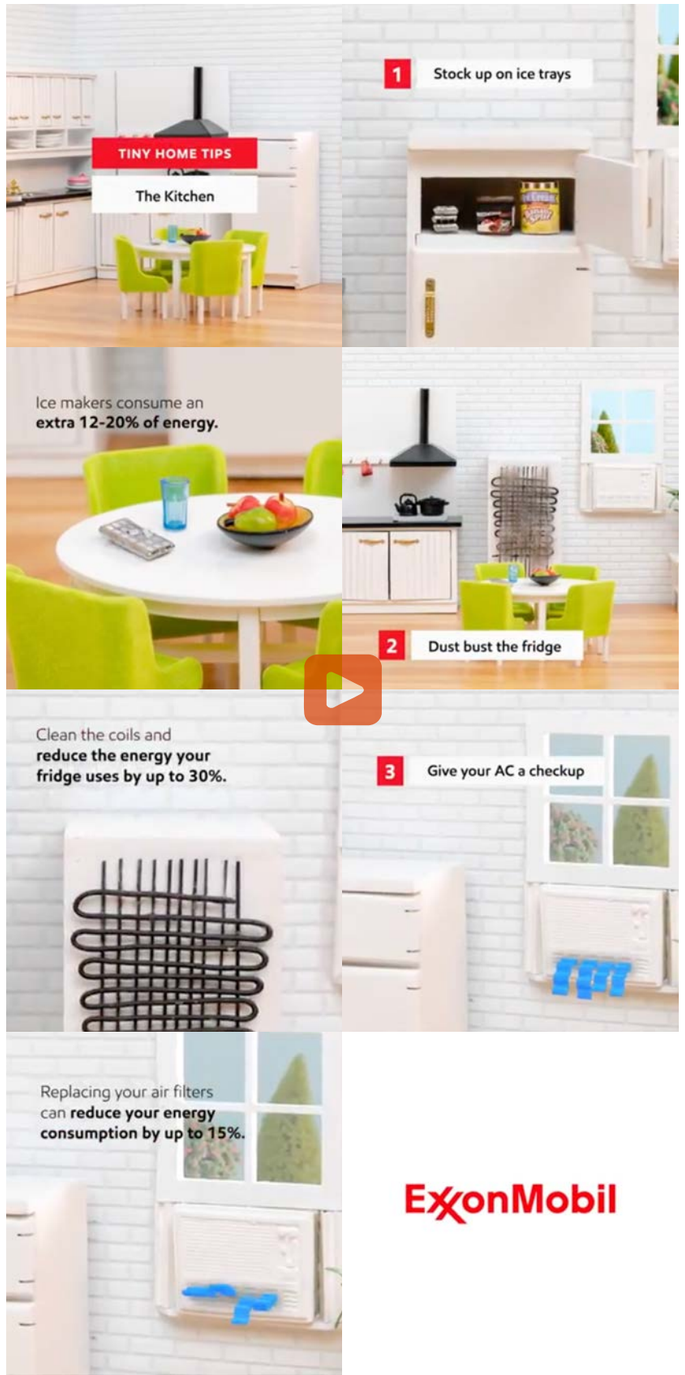
SUPER [00:13 - 00:15]:
2. Give your fan a whirl

SUPER [00:17 - 00:21]: Running it counterclockwise can improve airflow, reducing the need for extra AC.

SUPER [00:23 - 00:25]:
3. Unwind and unplug

SUPER [00:27 - 00:30]: Slash up to 10% off your energy bill by unplugging electronics.

LOGO: ExxonMobil



C40

SOURCE: ExxonMobil, social media post, *Facebook*, October 1, 2020, 00:34, https://www.facebook.com/watch/?v=363188511520476

TRANSCRIPT:

SUPER [00:00 - 00:03]: TINY HOME TIPS - The Kitchen

SUPER [00:04 - 00:07]:
1. Stock up on ice trays

SUPER [00:08 - 00:11]: Ice makers consume an extra 12-20% of energy.

SUPER [00:13 - 00:15]:
2. Dust bust the fridge

SUPER [00:16 - 00:18]: Clean the coils and reduce the energy your fridge uses by up to 30%.

SUPER [00:20 - 00:23]:
3. Give your AC a checkup.

SUPER [00:24 - 00:28]: Replacing your air filters can reduce your energy consumption by up to 15%.

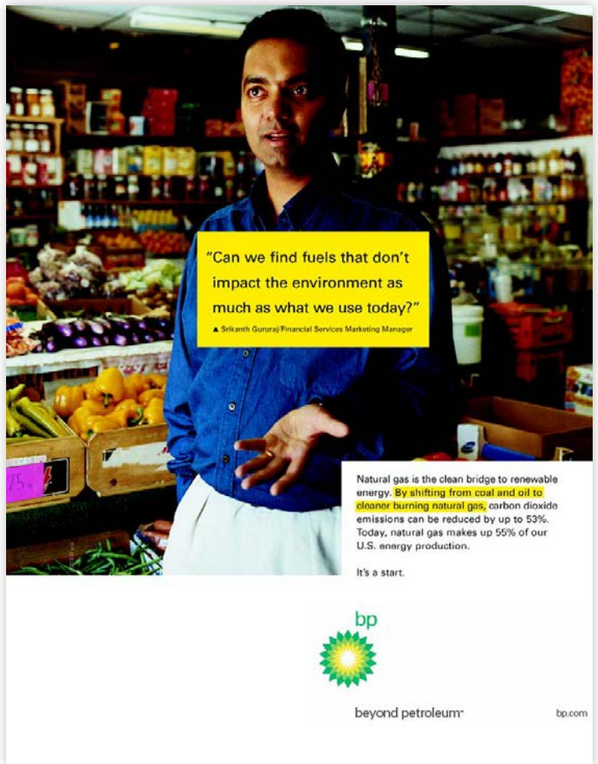
LOGO: ExxonMobil

APPENDIX D: Selling the False Solution of Natural Gas

D1

CAMPAIGN: BP On The Street

SOURCE: BP, print advertisement, archived August 7, 2004, at https://web.archive.org/web/20040807234525/http://www.bp.com/genericarticle.do?categoryId=2012797&contentId=2018791



D2

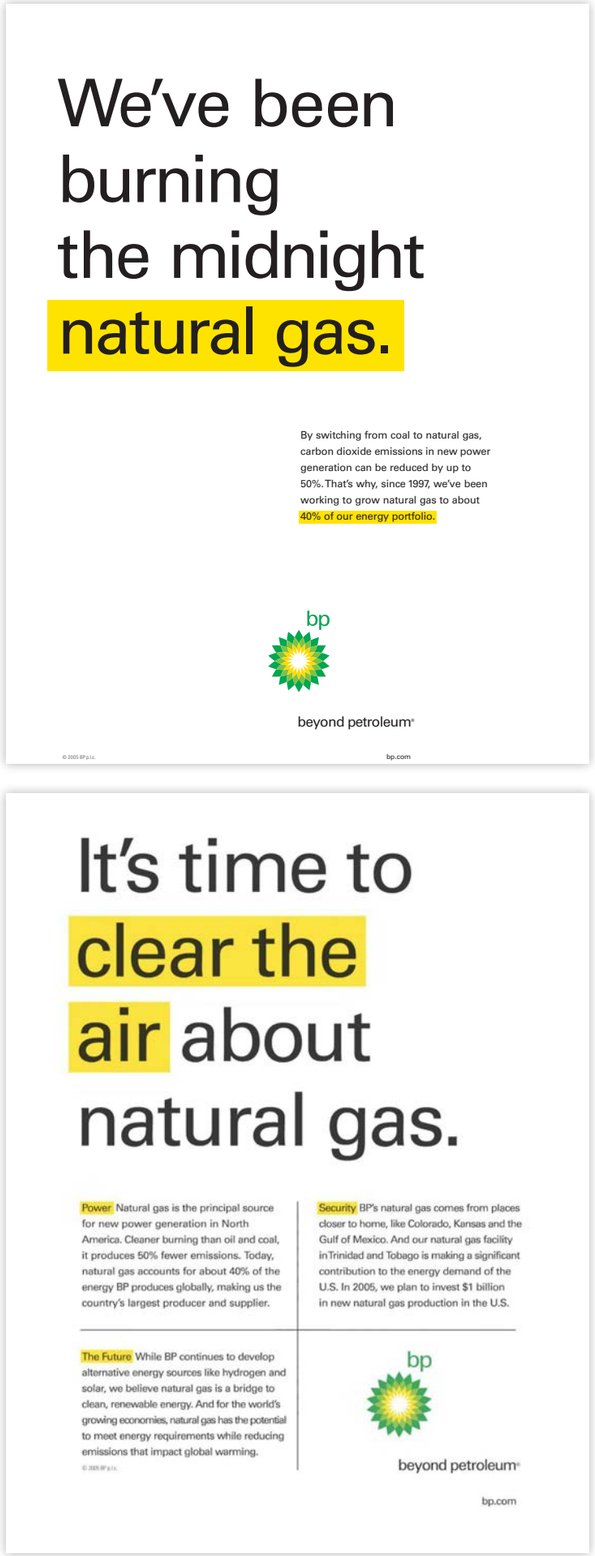
CAMPAIGN: BP On The Street

SOURCE: BP, print advertisement, archived August 7, 2004, at https://web.archive.org/web/20040807233442/http://www.bp.com/genericarticle.do?categoryId=2012797&contentId=2017905

D3

CAMPAIGN: Turning Partnership Into Energy

SOURCE: Chevron, print advertisement, *Time*, November 8, 2004, 28-29, https://time.com/vault/issue/2004-11-08/page/28/, archived November 21, 2025, at https://perma.cc/V2KL-ALCA, The TIME Magazine Vault



D5

CAMPAIGN: BP On The Street

SOURCE: BP, print advertisment, *New Yorker*, August 29, 2005, 26, New Yorker Archive

D5

CAMPAIGN: BP On The Street

SOURCE: BP, print advertisment, *New Yorker*, August 29, 2005, 26, New Yorker Archive

D6

CAMPAIGN: BP On The Street

SOURCE: BP, print advertisement, *New Yorker*, October 3, 2005, 29, New Yorker Archive

D7

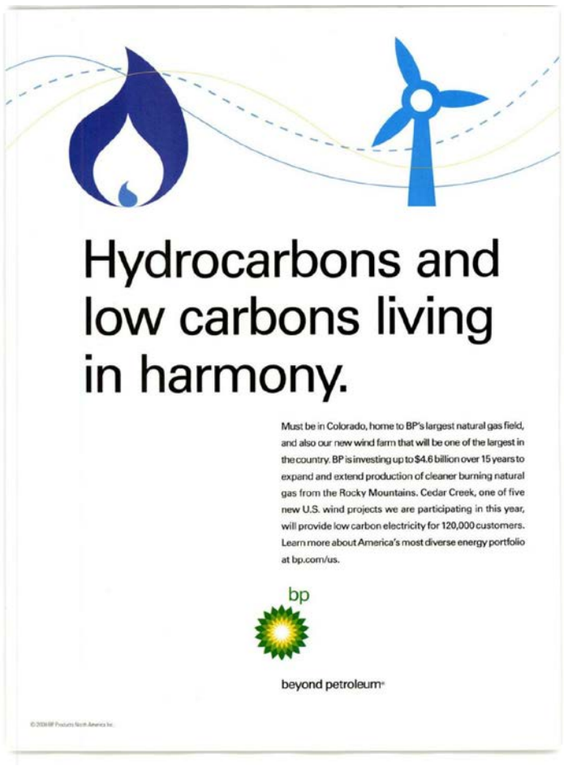
CAMPAIGN: BP On The Street

SOURCE: BP, print advertisement, *New Yorker*, October 3, 2005, 28, New Yorker Archive

D8

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New Yorker*, December 11, 2006, 11, New Yorker Archive



D9

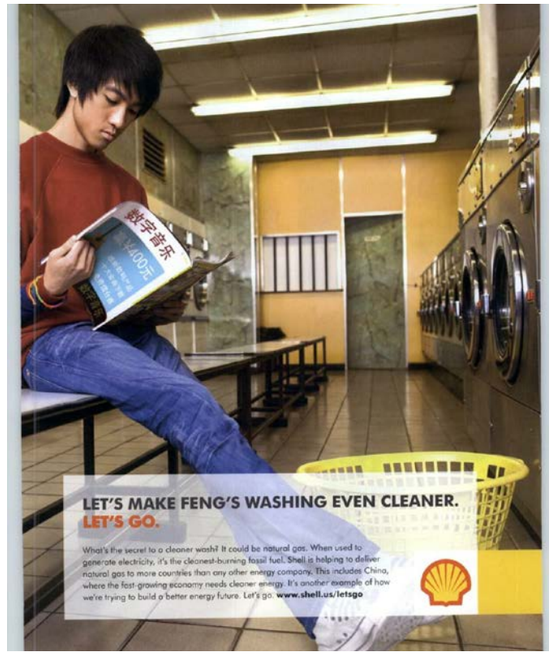
CAMPAIGN: Energy Mix

SOURCE: BP, print advertisement, *Money*, October 1, 2008, 27, MediaRadar

D11

CAMPAIGN: Taking on the World's Toughest Energy Challenges

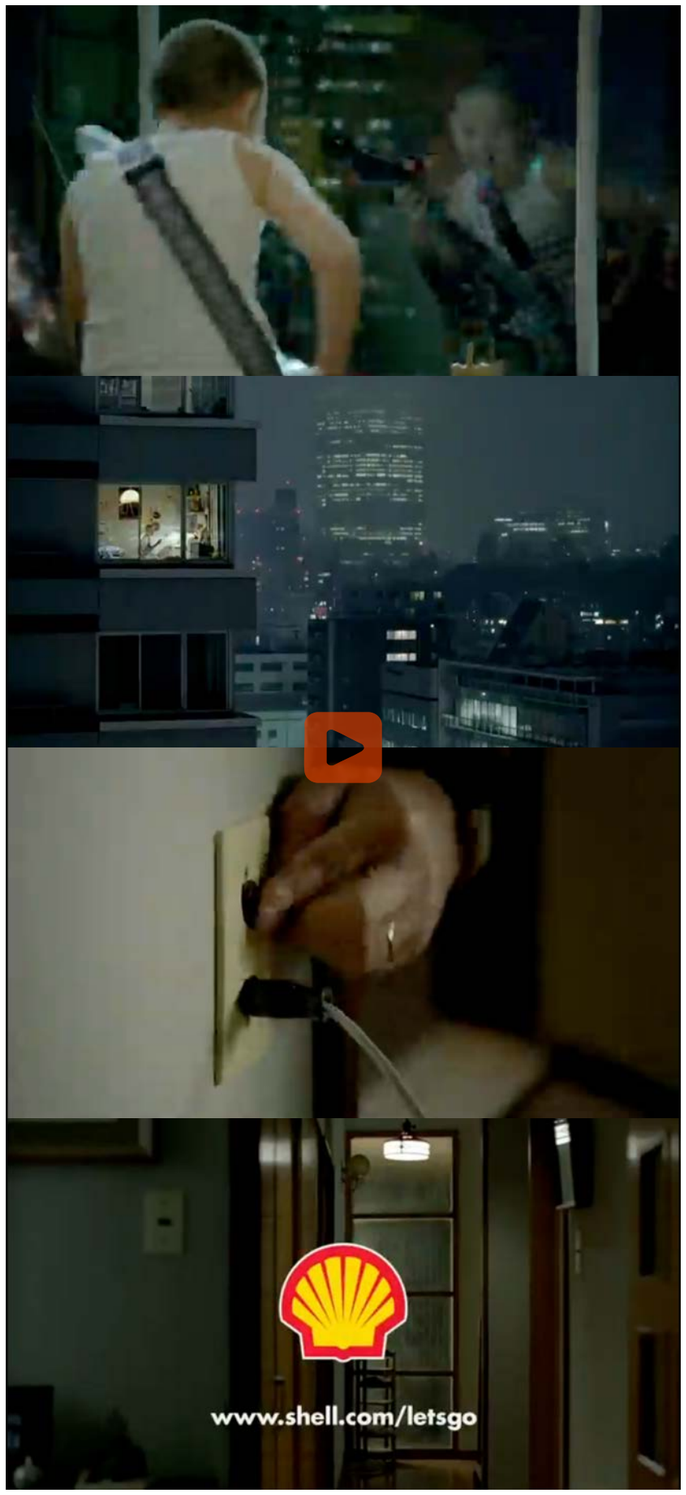
SOURCE: ExxonMobil, print advertisement, *New Scientist (UK)*, July 12, 2008, cover 2, MediaRadar



D10

CAMPAIGN: Let's Go

SOURCE: Shell, print advertisement, *National Journal*, September 25, 2010, 5, MediaRadar



D12

CAMPAIGN: Let's Go

SOURCE: Shell, "Guitar," television advertisement, June 2010, 00:46, https://www.adsspot.me/media/tv-commercials/shell-guitar-f674aed7b531, archived November 21, 2025, at https://perma.cc/H57T-J2NR

TRANSCRIPT:

V.O. [00:19 - 00:25]: Shell is helping to deliver cleaner-burning natural gas to more countries than any other energy company.

V.O. [00:28 - 00:30]: Providing the energy Riku needs to practice his talent.

V.O. [00:37 - 00:39]: That's when Mr. Ohashi allows it.

V.O. [00:41 - 00:43]: Let's provide energy for the next generation.

V.O. [00:44 - 00:45]: Let's go.

LOGO: Shell

D13

SOURCE: Shell, print advertisement, *Forbes*, July 18, 2011, 60, MediaRadar

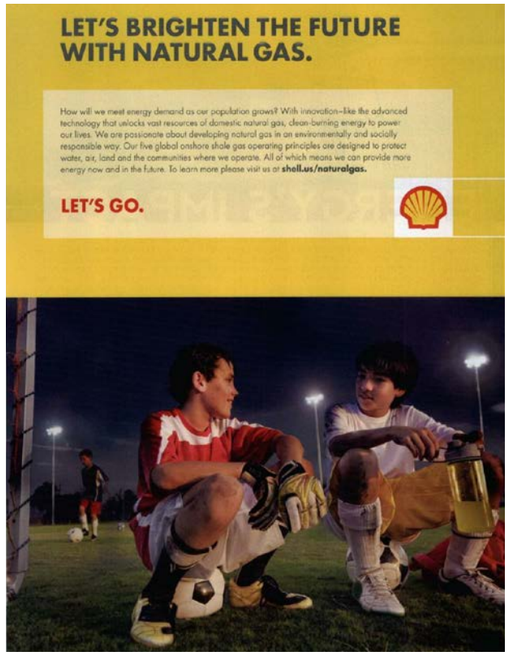
D14

SOURCE: Shell, print advertisement, *Fast Company*, September 1, 2011, 44, MediaRadar

D15

CAMPAIGN: We Agree

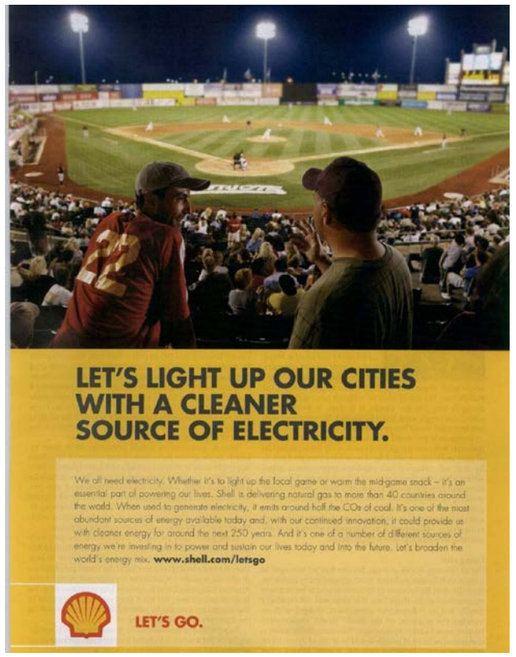
SOURCE: Chevron, print advertisement, *New Yorker*, September 5, 2011, 5, New Yorker Archive



D16

CAMPAIGN: Let's Go

SOURCE: Shell, print advertisement, *Pittsburgh Magazine*, January 1, 2013, 53, MediaRadar



D17

CAMPAIGN: Let's Go

SOURCE: Shell, print advertisement, *The Economist (US)*, April 20, 2013, 13, MediaRadar

D18

CAMPAIGN: Let's Go

SOURCE: Shell, print advertisement, *New Scientist (UK)*, July 20, 2013, 16, MediaRadar

D19

CAMPAIGN: Let's Go

SOURCE: Shell, "School," digital advertisement, *Facebook, X/Twitter, YouTube*, April 15, 2013, 00:28, https://www.ispot.tv/ad/7oJf/shell-mix-of-energies-school, archived November 21, 2025, at https://perma.cc/5FGA-AMXD

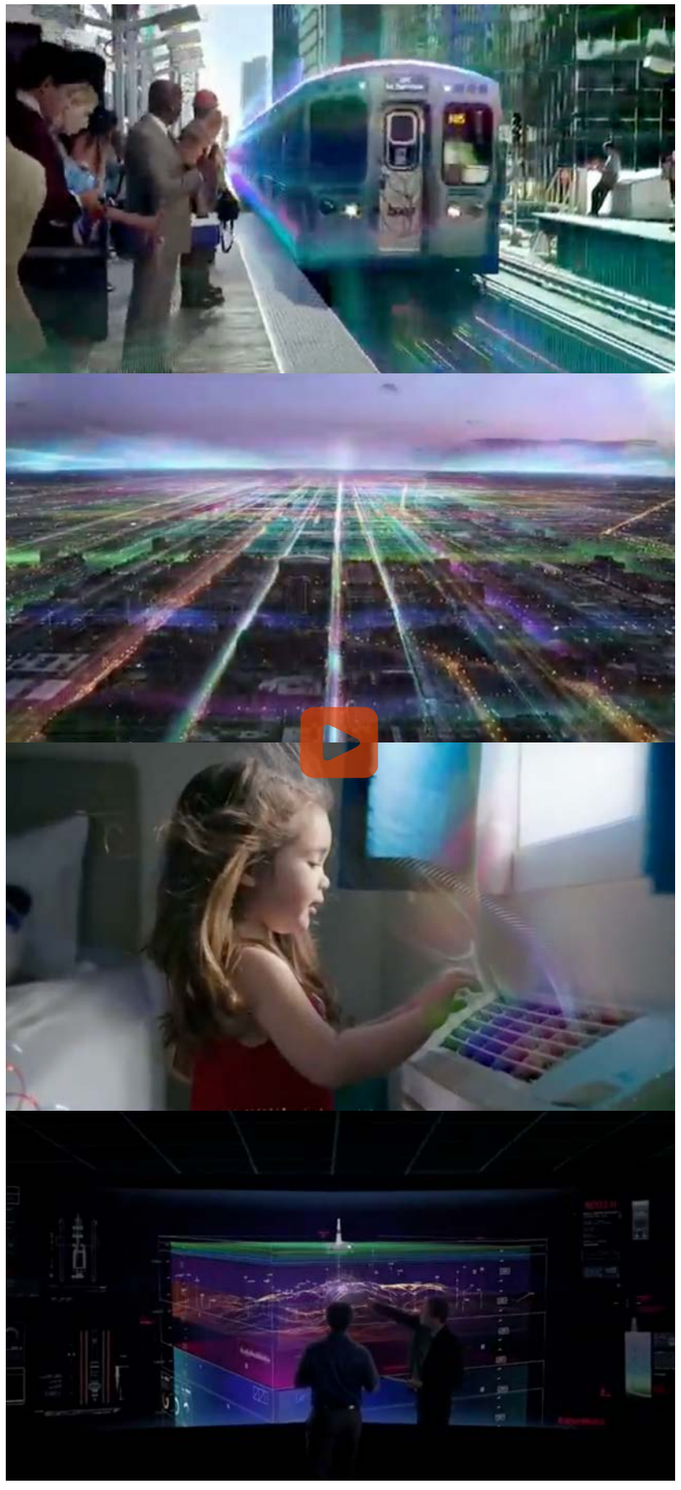
TRANSCRIPT:

V.O. [00:00 - 00:08]: At Shell, we believe the world needs a broader mix of energies to move, to keep warm, to make clay piggies.

V.O. [00:13 - 00:21]: That's why we are supplying natural gas to generate cleaner electricity that has around 50 percent fewer CO2 emissions than coal.

V.O. [00:26 - 00:28]: Let's broaden the world's energy mix. Let's go.

LOGO: Shell



D20

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, "Natural Gas," digital advertisement, *Facebook, X/Twitter, YouTube*, December 22, 2013, 00:28, https://www.ispot.tv/ad/7fYB/exxon-mobil-natural-gas, archived November 21, 2025, at https://perma.cc/K32C-S6CU

TRANSCRIPT:

V.O. [00:00 - 00:06]: What kind of energy is so abundant, it can help provide the power for all this?

V.O. [00:07 - 00:08]: Natural gas.

V.O. [00:10 - 00:14]: More than ever before, America's electricity is generated by it.

V.O. [00:15 - 00:25]: ExxonMobil uses advanced visualization and drilling technologies to produce natural gas, powering our lives while reducing emissions by up to 60 percent.

V.O. [00:25 - 00:27]: Energy lives here.

LOGO: ExxonMobil

D21

CAMPAIGN: Energy Quiz

SOURCE: ExxonMobil, "Reducing CO2 Emissions," digital advertisement, *Facebook, X/Twitter, YouTube*, January 29, 2014, 00:28, https://www.ispot.tv/ad/7TjN/exxon-mobil-electricity-with-natural-gas, archived November 21, 2025, at https://perma.cc/L8S6-TU8D

TRANSCRIPT:

V.O. [00:00 - 00:01]: Here's a question for you.

V.O. & SUPER [00:02 - 00:08]: When electricity is generated with natural gas instead of today's most used source, how much are CO2 emissions reduced?

V.O. [00:08 - 00:12]: Up to 30 percent? 45 percent? 60 percent?

V.O. [00:13 - 00:16]: The answer is, up to 60 percent less.

V.O. [00:17 - 00:21]: And that's a big reason why the U.S. is a world leader in reducing CO2 emissions.

SUPER: [00:00 - 00:06]: The U.S. is a world leader in reducing CO2 emissions.

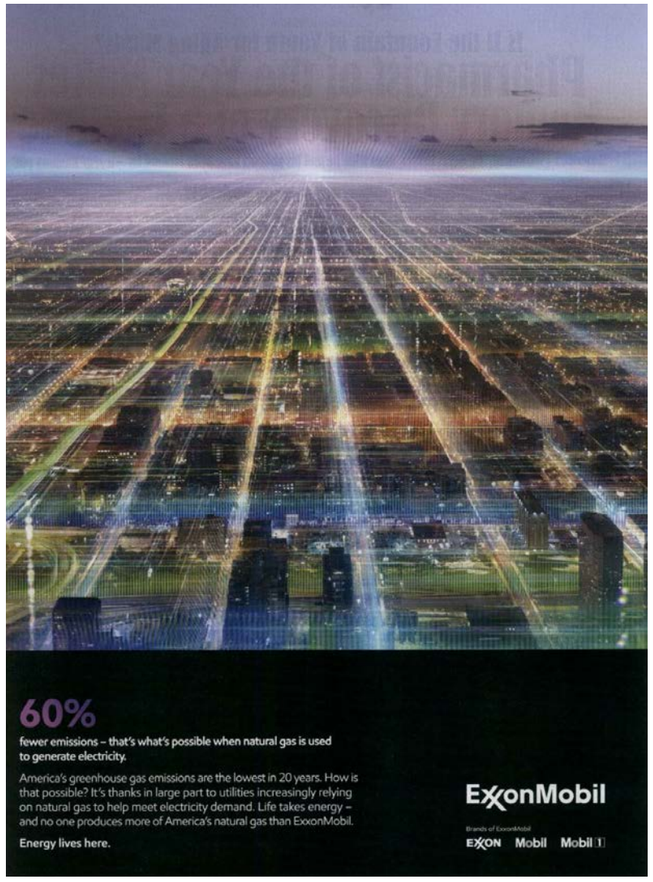
V.O. [00:22 - 00:23]: Take the energy quiz.

WEBSITE: exxonmobil.com/quiz

HASHTAG: #energyquiz

V.O. [00:25 - 00:26]: Energy lives here.

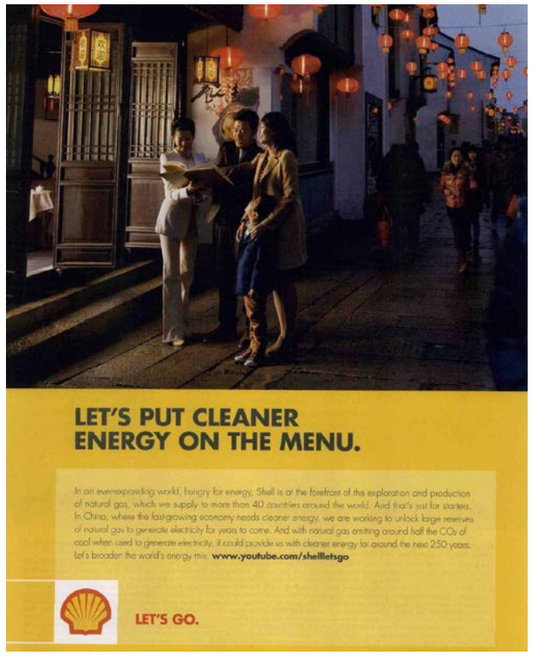
LOGO: ExxonMobil



D22

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, print advertisement, *The Week*, February 7, 2014, 9, MediaRadar



D24

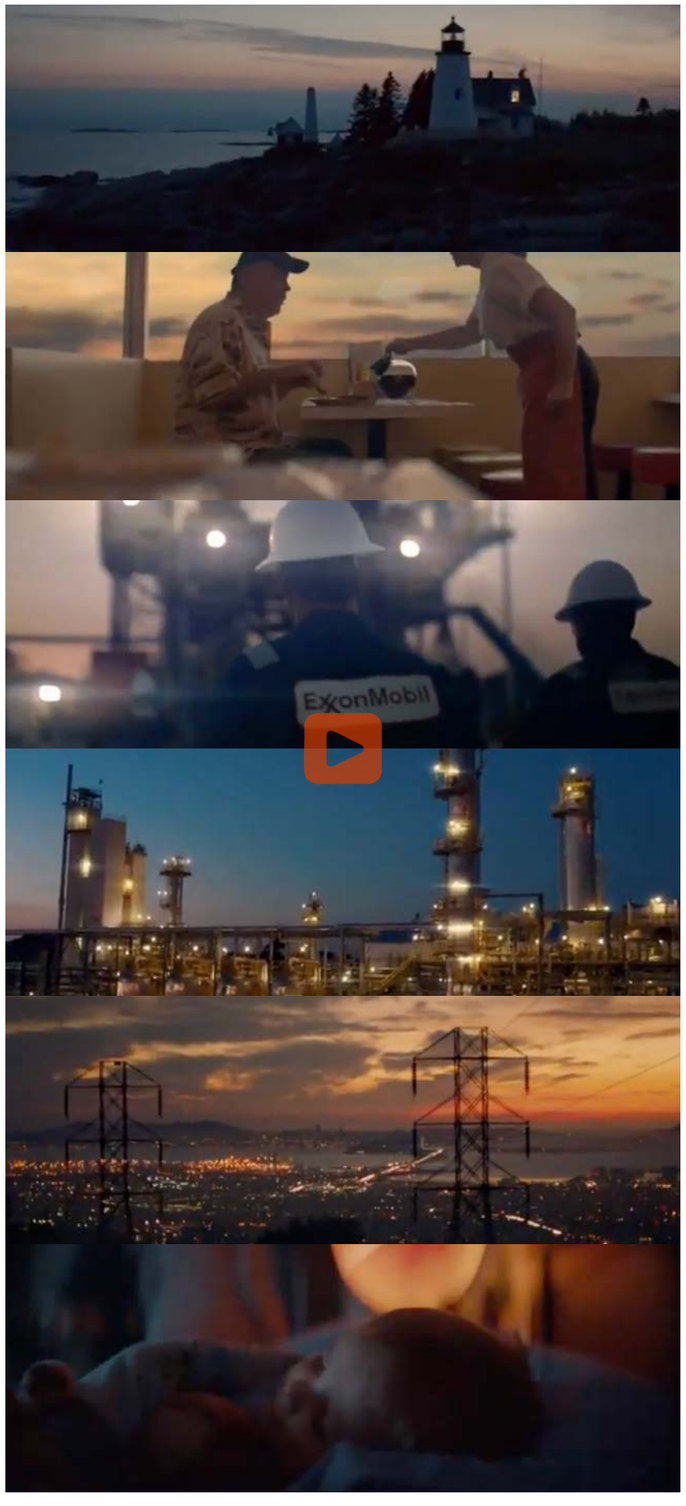
CAMPAIGN: Let's Go

SOURCE: Shell, print advertisement, *Fortune*, June 16, 2014, 230, MediaRadar

D25

CAMPAIGN: Let's Go

SOURCE: Shell, print advertisement, *Fortune*, June 16, 2014, 229, MediaRadar



D23

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, "Lights Across America," digital advertisement, *Facebook, X/Twitter, YouTube*, November 26, 2015, 00:59, https://www.ispot.tv/ad/AIOJ/exxon-mobil-lights-across-america, archived November 21, 2025, at https://perma.cc/XFE4-PGGH

TRANSCRIPT:

V.O. [00:30 - 00:34]: You may not even think about the energy that lights up your world.

V.O. [00:35 - 00:36]: But we do.

V.O. [00:37 - 00:48]: We're ExxonMobil, and the cleaner-burning natural gas we produce generates more of our electricity than ever before, helping dramatically reduce America's emissions.

V.O. [00:50 - 00:56]: Because turning on the lights isn't as simple as just flipping a switch.

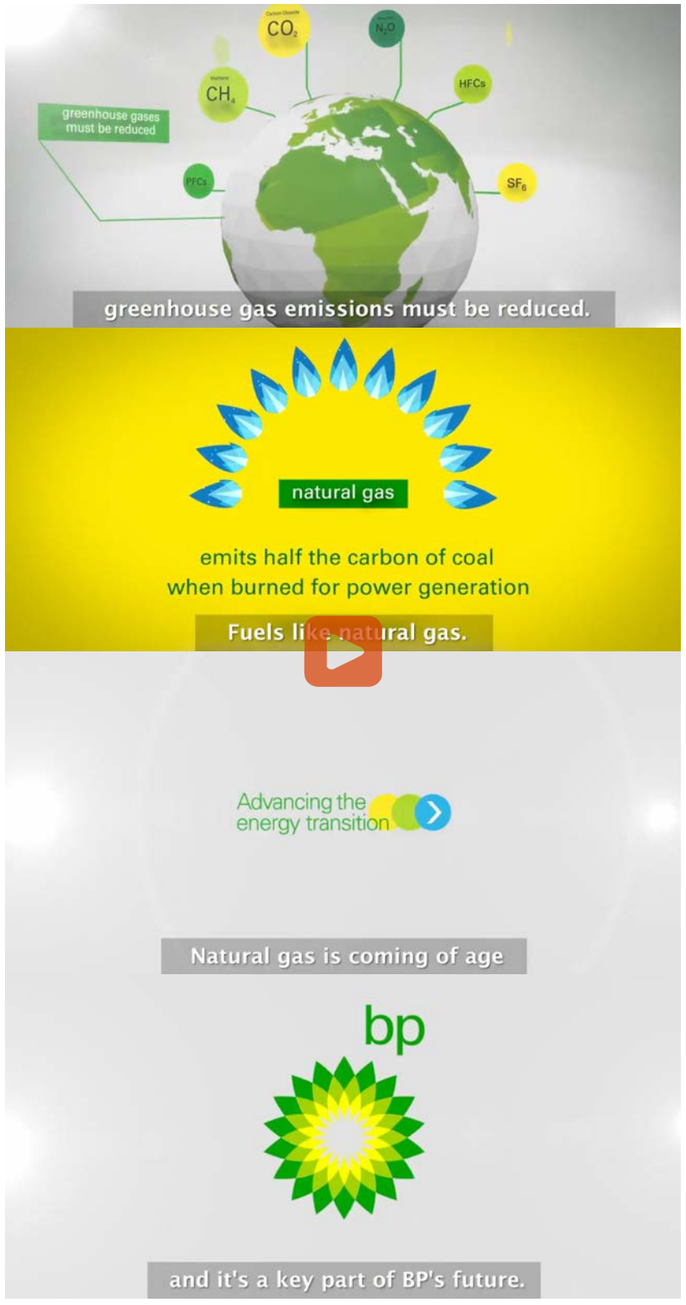
V.O. [00:57 - 00:59]: Energy lives here.

LOGO: ExxonMobil

D26

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *New York Times*, December 25, 2015, MediaRadar



D27

SOURCE: BP, social media post, *X/Twitter*, January 18, 2018, 4:02 A.M., 00:33, https://x.com/bp_plc/status/953915450605191169, archived November 21, 2021, at https://perma.cc/RXQ6-L5AD

TRANSCRIPT:

V.O. [00:00 - 00:08]: Global demand for energy has never been higher and as the world's appetite grows, greenhouse gas emissions must be reduced.

SUPER [00:00 - 00:01]: Shifting towards gas

SUPER [00:03 - 00:06]: energy demand to grow 30% by 2035

SUPER [00:07 - 00:08]: greenhouse gases must be reduced

V.O. [00:09 - 00:13]: The world needs fuels that are abundant, affordable and lower carbon.

V.O. [00:14 - 00:16]: Fuels like natural gas.

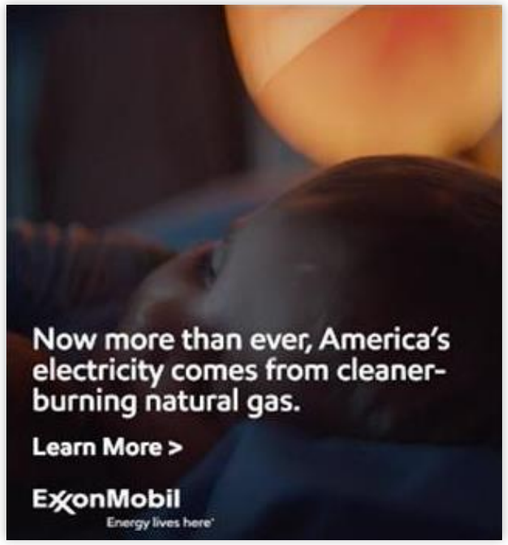
SUPER [00:15 - 00:18]: natural gas emits half the carbon of coal

V.O. [00:17 - 00:23]: Gas already accounts for around half of our production and we expect this will continue to grow.

V.O. [00:24 - 00:30]: Natural gas is coming of age and it's a key part of BP's future.

SUPER [00:25 - 00:28]: Advancing the energy transition

LOGO: BP



D28

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *The Atlantic*, December 29, 2015, MediaRadar

D29

SOURCE: Chevron, digital advertisement, *New York Times*, August 9, 2018, MediaRadar

D30

CAMPAIGN: Ludicrous Analogies

SOURCE: Shell, "How is Liquefied Natural Gas like Wizards? | Ludicrous Analogies," YouTube video, November 2, 2018, 01:05, https://www.youtube.com/watch?v=ZsalkmDwqaQ, archived November 21, 2025, at https://perma.cc/DJ6U-JCZ7

TRANSCRIPT:

V.O. & SUPER [00:01 - 00:02]: How to make the future.

V.O. & SUPER [00:03 - 00:06]: Let's talk about liquefied natural gas.

V.O. & SUPER [00:07 - 00:15]: Natural gas is made up of molecules that are full of energy, just like other fuels, so they can power a combustion engine in the same way.

V.O. & SUPER [00:16 - 00:22]: Or, to use a ludicrous analogy, think of gas molecules as tiny, powerful, transparent wizards.

V.O. & SUPER [00:24 - 00:33]: By freezing them you get 600 times more wizards in a tank, meaning you can transport them more efficiently.

V.O. & SUPER [00:34 - 00:41]: And the best part is that unlike some other wizards, LNG is quieter and emits far less CO2.

V.O. & SUPER [00:45 - 00:47]: So why isn't LNG being used already?

V.O. & SUPER [00:47 - 00:48]: It is!

V.O. & SUPER [00:49 - 00:51]: Now that's how to make the future.

LOGO: Shell

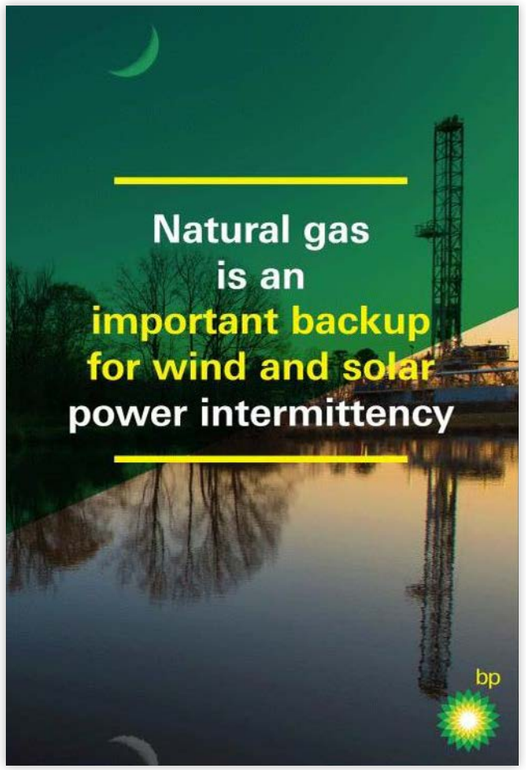
HASHTAG: #MakeTheFuture

D31

SOURCE: Chevron, "How Abundant Energy Is Fueling U.S. Growth," *New York Times*, https://www.nytimes.com/paidpost/chevron/how-abundant-energy-is-fueling-us-growth.html, archived November 21, 2025, at https://perma.cc/WN3D-GPUA

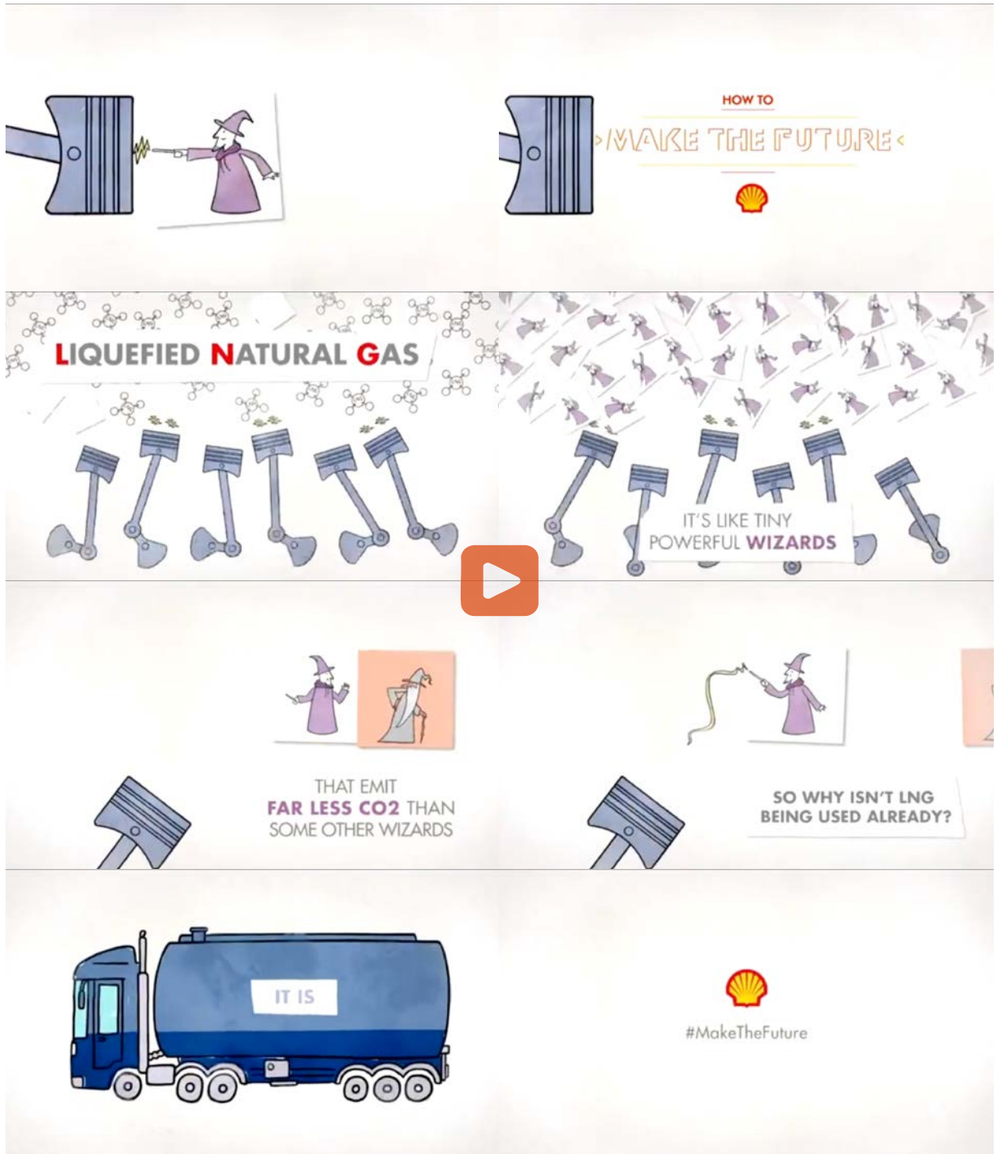
D32

SOURCE: BP, digital advertisement, *Politico*, November 7, 2018, MediaRadar



D33

SOURCE: BP, digital advertisement, *Politico*, November 7, 2018, MediaRadar



D34

CAMPAIGN: Ludicrous Analogies

SOURCE: Shell, digital advertisement, *Washington Post*, December 19, 2018, 00:15, MediaRadar

TRANSCRIPT:

V.O. & SUPER [00:00 - 00:02]: How to make the future.

V.O. & SUPER [00:02 - 00:04]: Liquefied natural gas.

V.O. & SUPER [00:04 - 00:09]: It's like tiny, powerful wizards that emit far less CO2 than some other wizards.

V.O. & SUPER [00:10 - 00:13]: So why isn't LNG being used already? It is!

V.O. [00:13 - 00:13]: Now that's how to make the future.

LOGO: Shell

HASHTAG: #MakeTheFuture

TRANSCRIPT:

V.O. [00:00 - 00:09]: Welcome to Fowler, Indiana, one of the windiest places in America, and home to three BP wind farms.

V.O. [00:10 - 00:19]: In the off chance the wind ever stops blowing here... the lights can keep on shining, thanks to our natural gas, a smart partner to renewable energy.

V.O. [00:20 - 00:23]: It's always ready when needed, or not.

V.O. [00:24 - 00:29]: At BP, we see possibilities everywhere to help the world keep advancing.

SUPER [00:28 - 00:29]: keep advancing

LOGO: BP

D35

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, "Fowler, Indiana," digital advertisement, *Facebook, X/Twitter, YouTube*, January 21, 2019, 00:30, https://www.ispot.tv/ad/I6_I/bp-fowler-indiana, archived November 21, 2025, at https://perma.cc/WJJ5-P354

D36

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, digital advertisement, *The Atlantic*, April 5, 2019, MediaRadar

D38

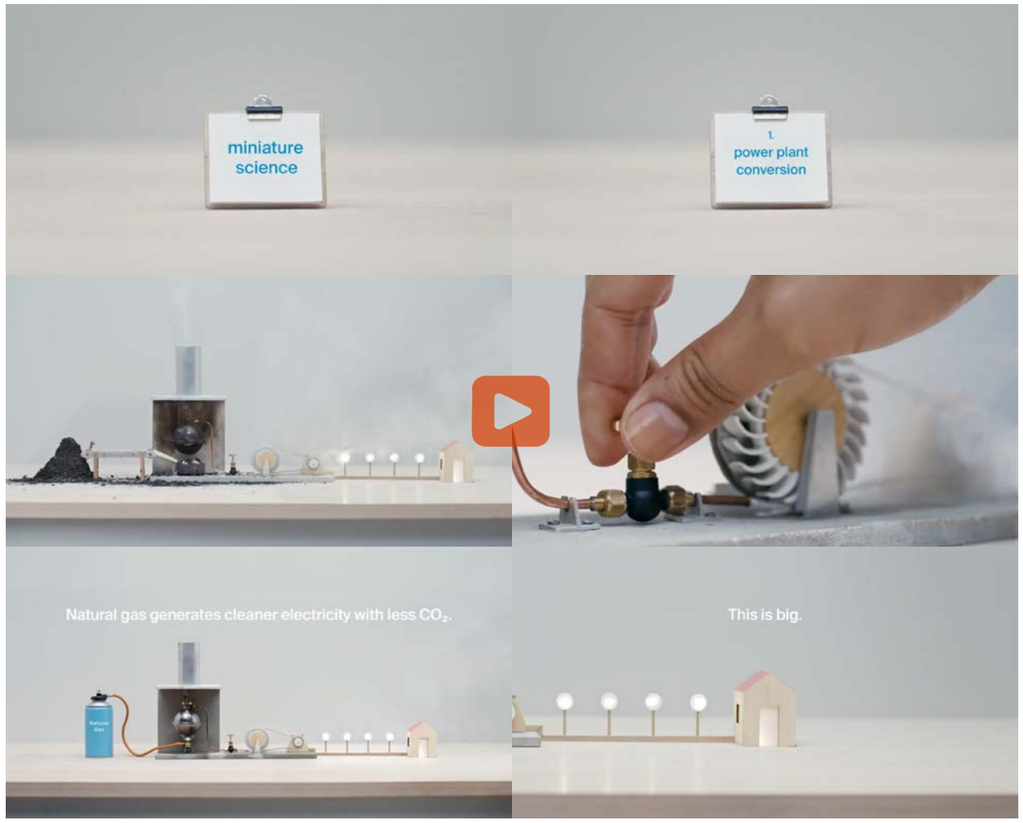
CAMPAIGN: Possibilities Everywhere

SOURCE: BP, digital advertisement, *Politico*, July 8, 2019, MediaRadar

D37

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, print advertisement, *The Economist (US)*, May 11, 2019, 8-9, MediaRadar



D39

CAMPAIGN: Miniature Science

SOURCE: ExxonMobil, "Miniature Science #1: Power Plant Conversion," YouTube video, June 9, 2019, 00:59, archived June 1, 2020, at https://web.archive.org/web/20200601014510/https://www.youtube.com/watch?v=0ytOnwTqwF0

TRANSCRIPT:

V.O. [00:08 - 00:12]: Here you see a conveyer belt carrying coal which creates heat.

V.O. [00:12 - 00:18]: Boiler makes steam, steam spins motor. This is basically how coal generates electricity.

V.O. [00:19 - 00:21]: And when the steam stops, the power goes out.

V.O. [00:25 - 00:26]: A little cleaning up to do.

V.O. [00:34 - 00:35]: Boiler all nice and shiny.

V.O. [00:36 - 00:37]: Add more water.

V.O. [00:41 - 00:44]: But now, a different energy source.

V.O. [00:48 - 00:49]: And, we have electricity again.

SUPER [00:50 - 00:55]: Natural gas generates cleaner electricity with less CO2.

SUPER [00:56 - 00:57]: This is big.

LOGO: ExxonMobil

D40

CAMPAIGN: Possibilities Everywhere

SOURCE: BP, "Unpredictable," digital advertisement, *Facebook, X/Twitter, YouTube*, September 12, 2019, 00:29, https://www.ispot.tv/ad/oFi2/bp-unpredictable, archived November 21, 2025, at https://perma.cc/4PQY-V45L

TRANSCRIPT:

V.O. [00:02 - 00:17]: Around here, the only predictable thing about the weather is... it's unpredictable.

V.O. [00:08 - 00:10]: So we make the most of it when the sun does shine.

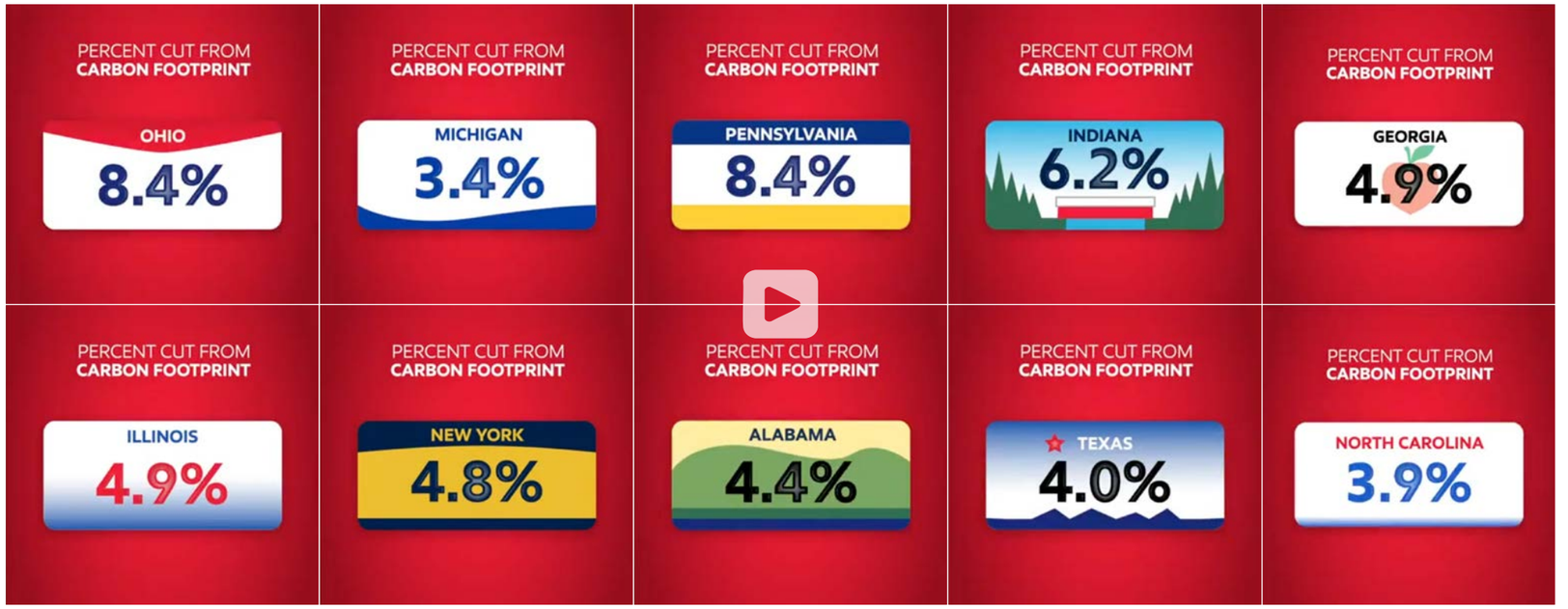
V.O. [00:11 - 00:15]: That's why BP is partnering with Lightsource, Europe's largest solar company.

V.O. [00:16 - 00:23]: And, should the weather change, yet again, our natural gas can step in to keep the power flowing and the lights shining, no matter the forecast.

V.O. [00:24 - 00:29]: At BP, we see possibilities everywhere to help the world keep advancing.

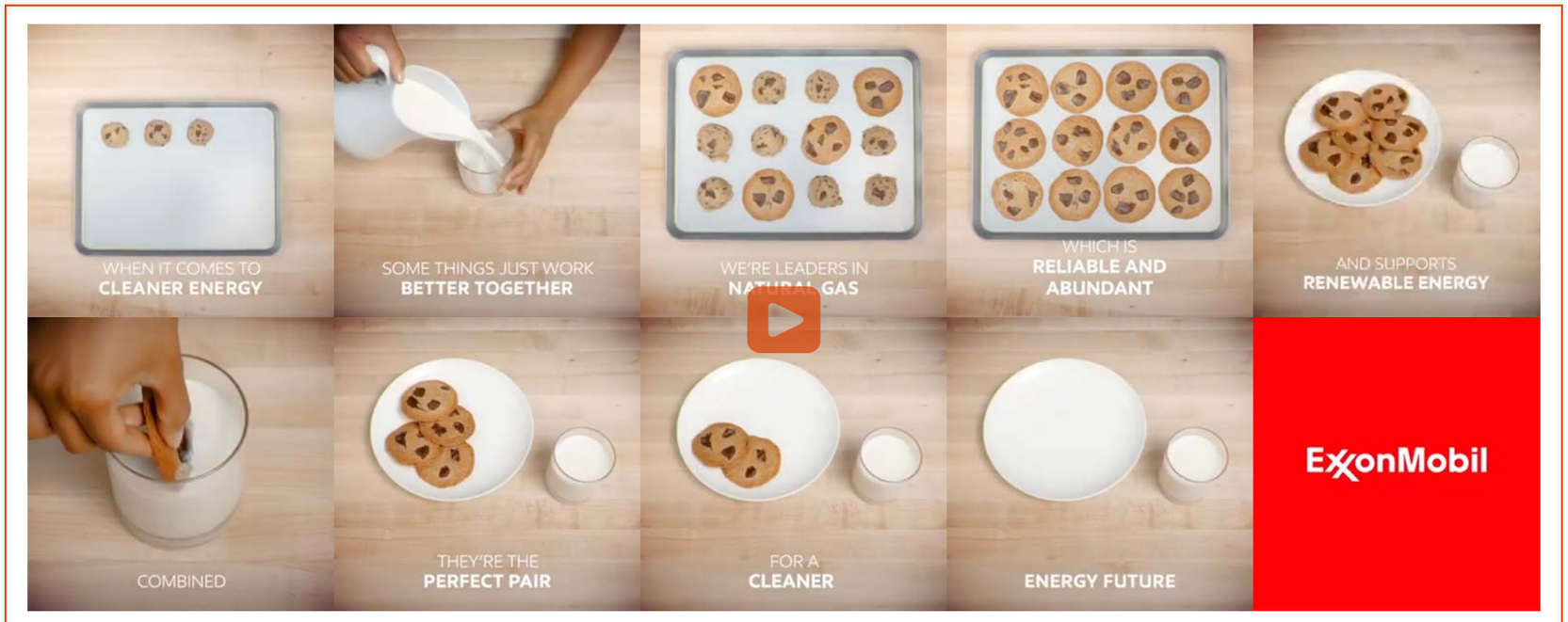
SUPER [00:26 - 00:29]: keep advancing

LOGO: BP



D41

SOURCE: ExxonMobil, social media post, *Facebook*, October 18, 2019, 00:14, https://www.facebook.com/share/v/16vmg9ZXWB/



D42

SOURCE: ExxonMobil, digital advertisement, *Facebook*, November 23, 2019, 00:25, https://www.facebook.com/ads/library/?id=438987866765702, Meta Ad Library

TRANSCRIPT:

SUPER [00:00 - 00:03]: WHEN IT COMES TO CLEANER ENERGY

SUPER [00:03 - 00:07]: SOME THINGS JUST WORK BETTER TOGETHER

SUPER [00:08 - 00:09]: WE'RE LEADERS IN NATURAL GAS

SUPER [00:10 - 00:12]: WHICH IS RELIABLE AND ABUNDANT

SUPER [00:12 - 00:14]: AND SUPPORTS RENEWABLE ENERGY

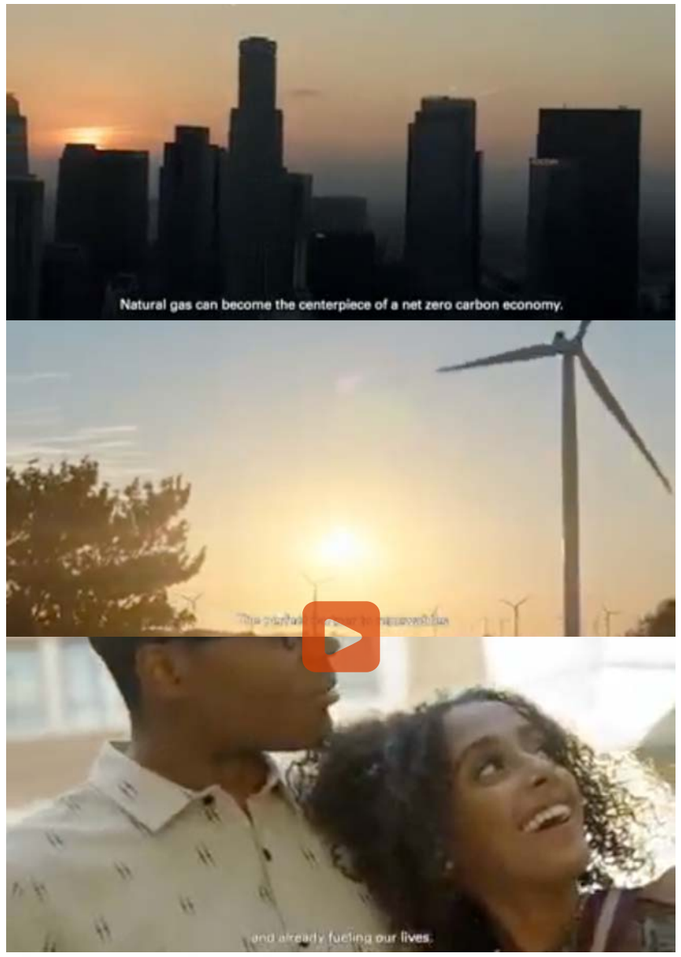
SUPER [00:15 - 00:17]: COMBINED

SUPER [00:17 - 00:18]: THEY'RE THE PERFECT PAIR

SUPER [00:18 - 00:19]: FOR A CLEANER

SUPER [00:20 - 00:21]: ENERGY FUTURE

LOGO: ExxonMobil



D43

SOURCE: BP, digital advertisement, *Facebook*, *Instagram*, December 4, 2019, 00:18, https://www.facebook.com/ads/library/?id=500078634186778, Meta Ad Library

TRANSCRIPT:

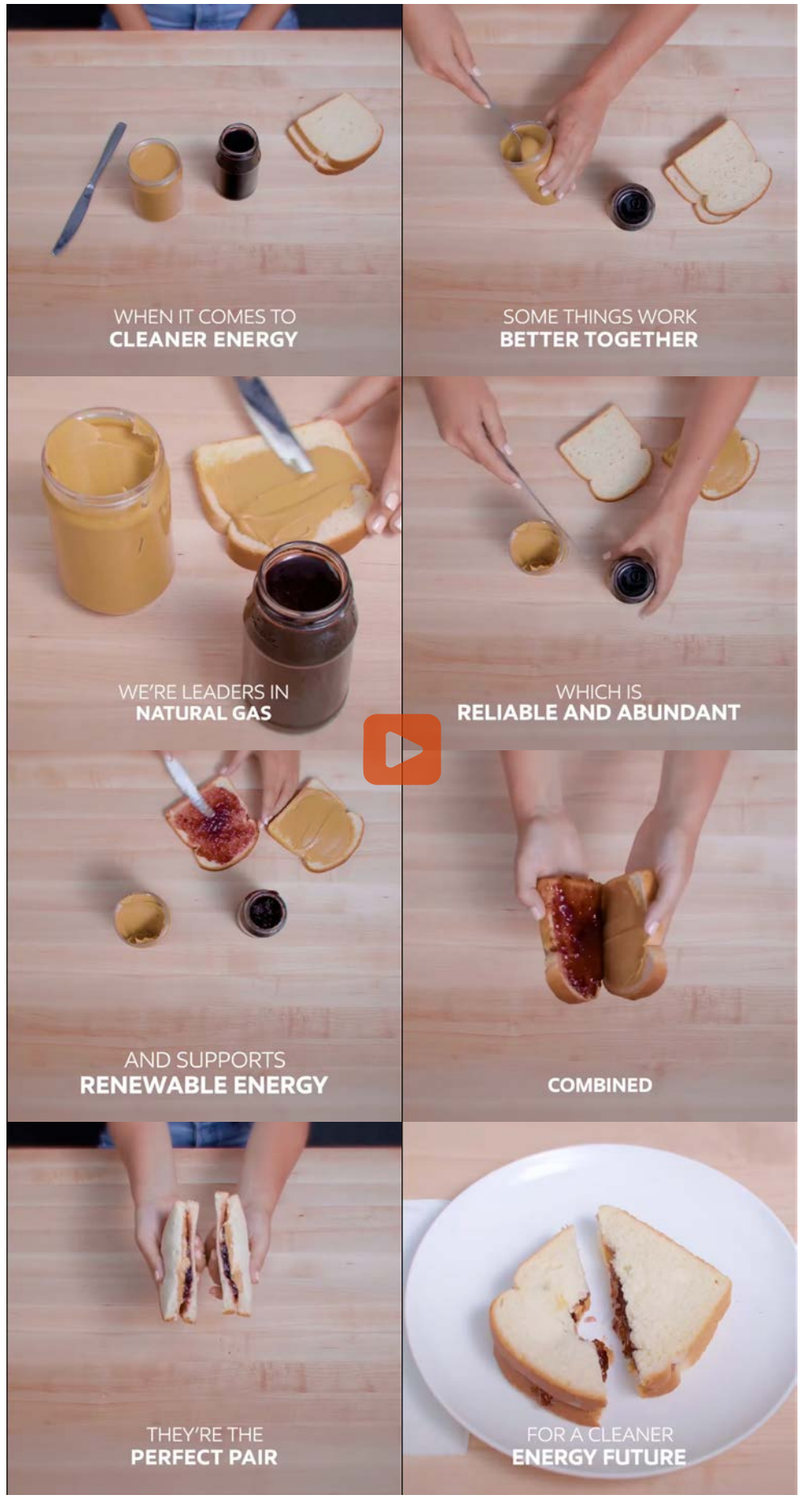
V.O. & SUPER [00:01 - 00:05]: Natural gas can become the centerpiece of a net zero carbon economy.

V.O. & SUPER [00:05 - 00:07]: It's in the energy mix now.

V.O. & SUPER [00:07 - 00:11]: The perfect partner to renewables and already fueling our lives.

SUPER [00:12 - 00:17]: Watch the full film at bp.com/USNatGas

LOGO: BP



D44

SOURCE: ExxonMobil, social media post, *Facebook*, December 4, 2019, 00:30, https://www.facebook.com/share/v/1GVnXygPQm/

TRANSCRIPT:

SUPER [00:00 - 00:03]: WHEN IT COMES TO CLEANER ENERGY

SUPER [00:03 - 00:06]: SOME THINGS JUST WORK BETTER TOGETHER

SUPER [00:06 - 00:09]: WE'RE LEADERS IN NATURAL GAS

SUPER [00:10 - 00:12]: WHICH IS RELIABLE AND ABUNDANT

SUPER [00:13 - 00:16]: AND SUPPORTS RENEWABLE ENERGY

SUPER [00:16 - 00:19]: COMBINED

SUPER [00:20 - 00:23]: THEY'RE THE PERFECT PAIR

SUPER [00:23 - 00:27]: FOR A CLEANER ENERGY FUTURE

LOGO: ExxonMobil

D45

SOURCE: ExxonMobil, digital advertisement, *Facebook*, December 14, 2019, 00:26, https://www.facebook.com/ads/library/?id=452326435699710, Meta Ad Library

TRANSCRIPT:

SUPER [00:00 - 00:03]: WHEN IT COMES TO CLEANER ENERGY

SUPER [00:03 - 00:06]: SOME THINGS JUST WORK BETTER TOGETHER

SUPER [00:06 - 00:09]: WE'RE LEADERS IN NATURAL GAS

SUPER [00:09 - 00:10]: WHICH IS RELIABLE AND ABUNDANT

SUPER [00:11 - 00:14]: AND SUPPORTS RENEWABLE ENERGY

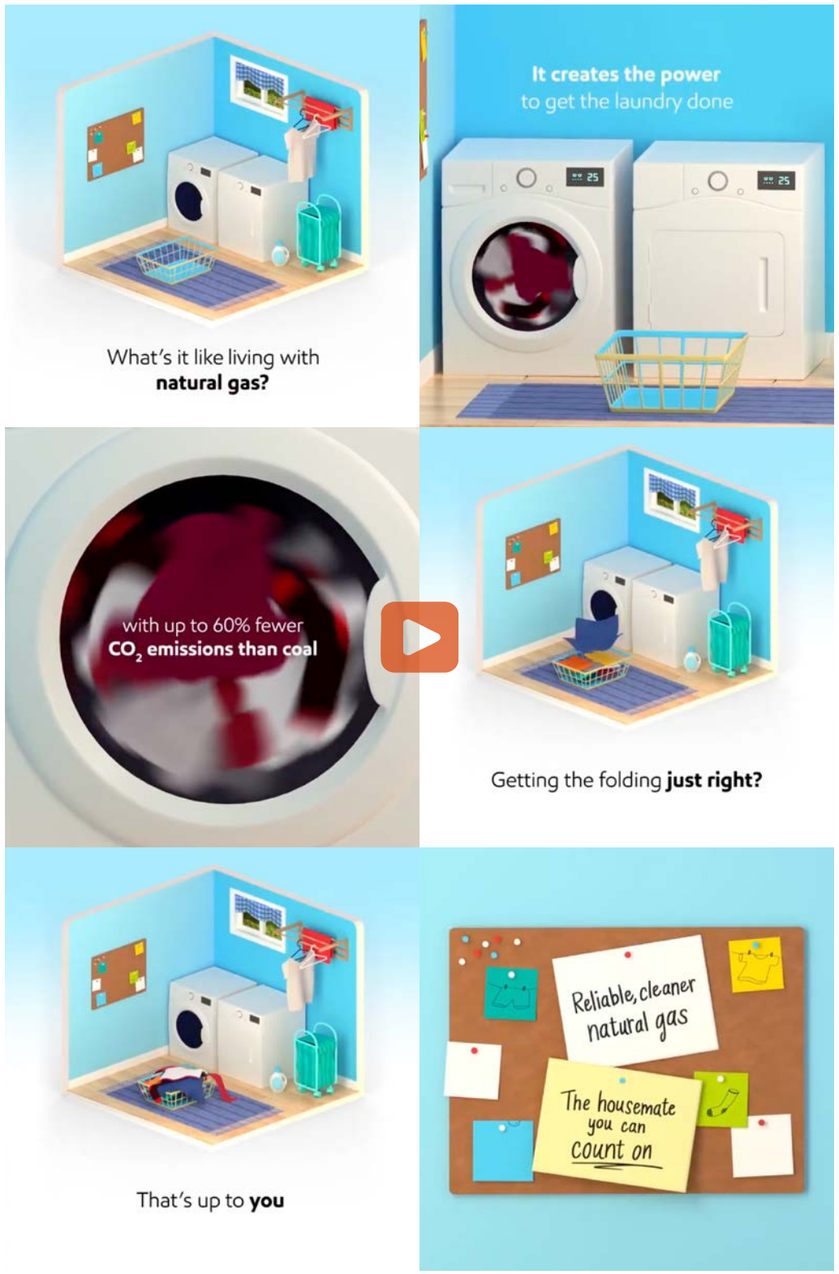
SUPER [00:15 - 00:16]: COMBINED

SUPER [00:17 - 00:19]: THEY'RE THE PERFECT PAIR

SUPER [00:20 - 00:21]: FOR A CLEANER

SUPER [00:22 - 00:23]: ENERGY FUTURE

LOGO: ExxonMobil



D46

SOURCE: ExxonMobil, digital advertisement, *YouTube*, January 1, 2020, 00:30, MediaRadar

TRANSCRIPT:

SUPER [00:00 - 00:04]: What's it like living with natural gas?

SUPER [00:05 - 00:09]: It creates the power to get the laundry done

SUPER [00:10 - 00:12]: with up to 60% fewer CO2 emissions than coal

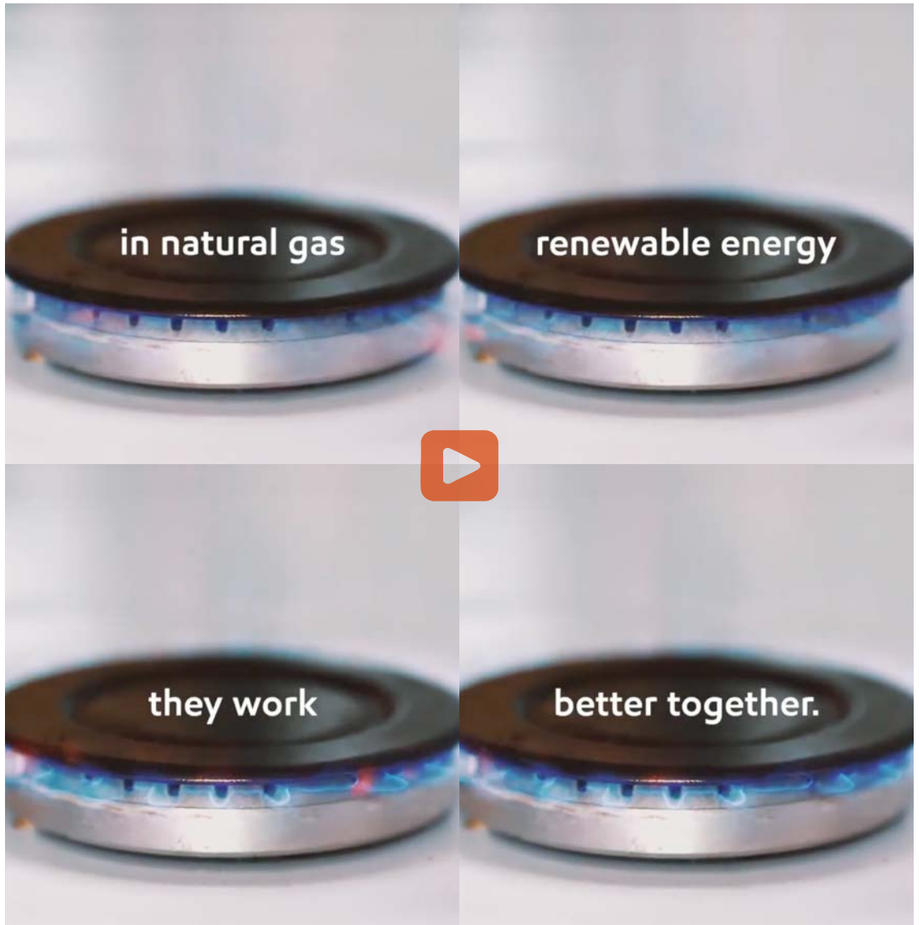
SUPER [00:16 - 00:18]: Getting the folding just right?

SUPER [00:18 - 00:20]: That's up to you

SUPER [00:20 - 00:24]: Reliable, cleaner natural gas

SUPER [00:20 - 00:24]: The housemate you can count on

LOGO: ExxonMobil



D47

SOURCE: ExxonMobil, social media post, *Facebook*, January 9, 2020, 00:21, https://www.facebook.com/ExxonMobil/videos/1231418210362017/

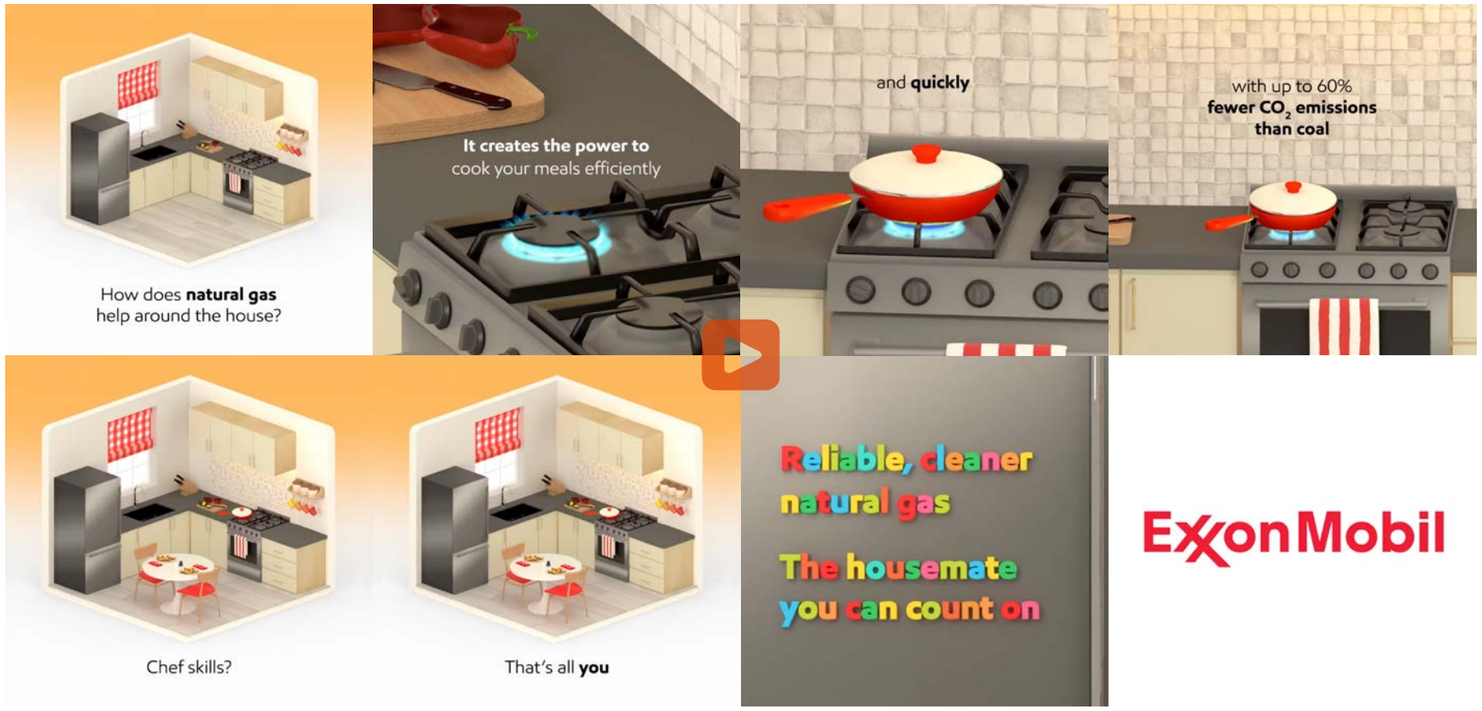
TRANSCRIPT:

SUPER [00:00 - 00:06]: Why is it important to invest in natural gas and renewable energy like wind and solar?

SUPER [00:07 - 00:09]: Because they work better together.

SUPER [00:09 - 00:17]: With natural gas expected to supply about 200 years' worth of energy, it can help support renewables as we optimize for the future.

LOGO: ExxonMobil



D48

SOURCE: ExxonMobil, social media post, *Facebook*, February 5, 2020, 00:26, https://www.facebook.com/watch/?v=1422441951268133

TRANSCRIPT:

SUPER [00:00 - 00:03]: How does natural gas help around the house?

SUPER [00:04 - 00:06]: It creates the power to cook your meals efficiently

SUPER [00:07 - 00:08]: and quickly

SUPER [00:09 - 00:11]: with up to 60% fewer CO2 emissions than coal

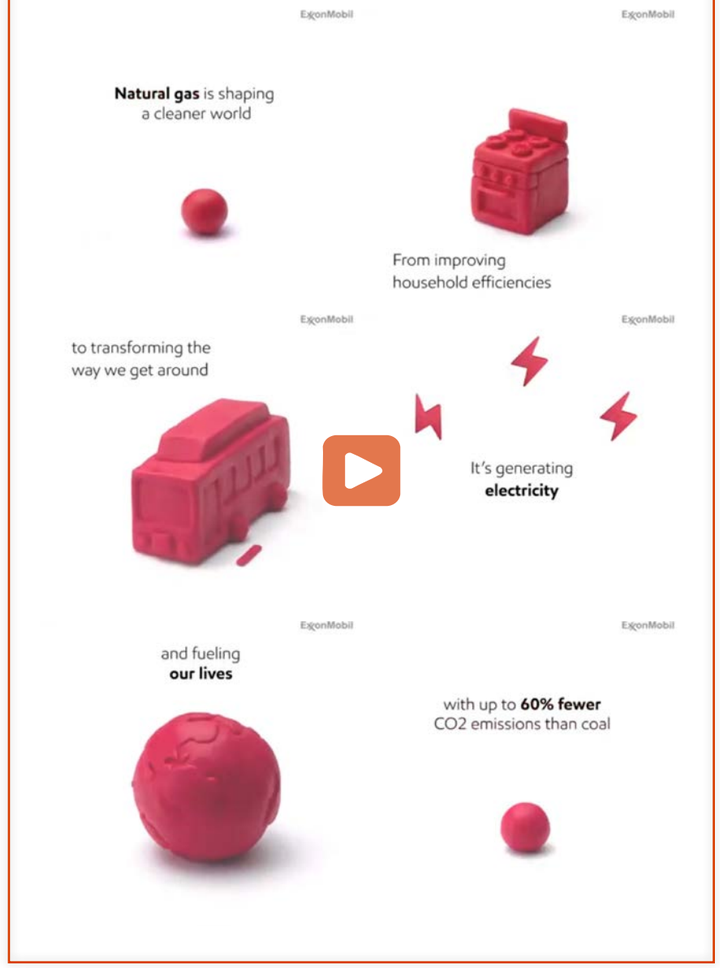
SUPER [00:16 - 00:17]: Chef skills?

SUPER [00:18 - 00:19]: That's all you

SUPER [00:20 - 00:24]: Reliable, cleaner natural gas

SUPER [00:20 - 00:24]: The housemate you can count on

LOGO: ExxonMobil



D49

SOURCE: ExxonMobil, digital advertisement, *Facebook*, April 16, 2021, 00:32, https://www.facebook.com/ads/library/?id=196496375410254, Meta Ad Library

TRANSCRIPT:

SUPER [00:00 - 00:02]: Natural gas is shaping a cleaner world

SUPER [00:04 - 00:07]: From improving household efficiencies

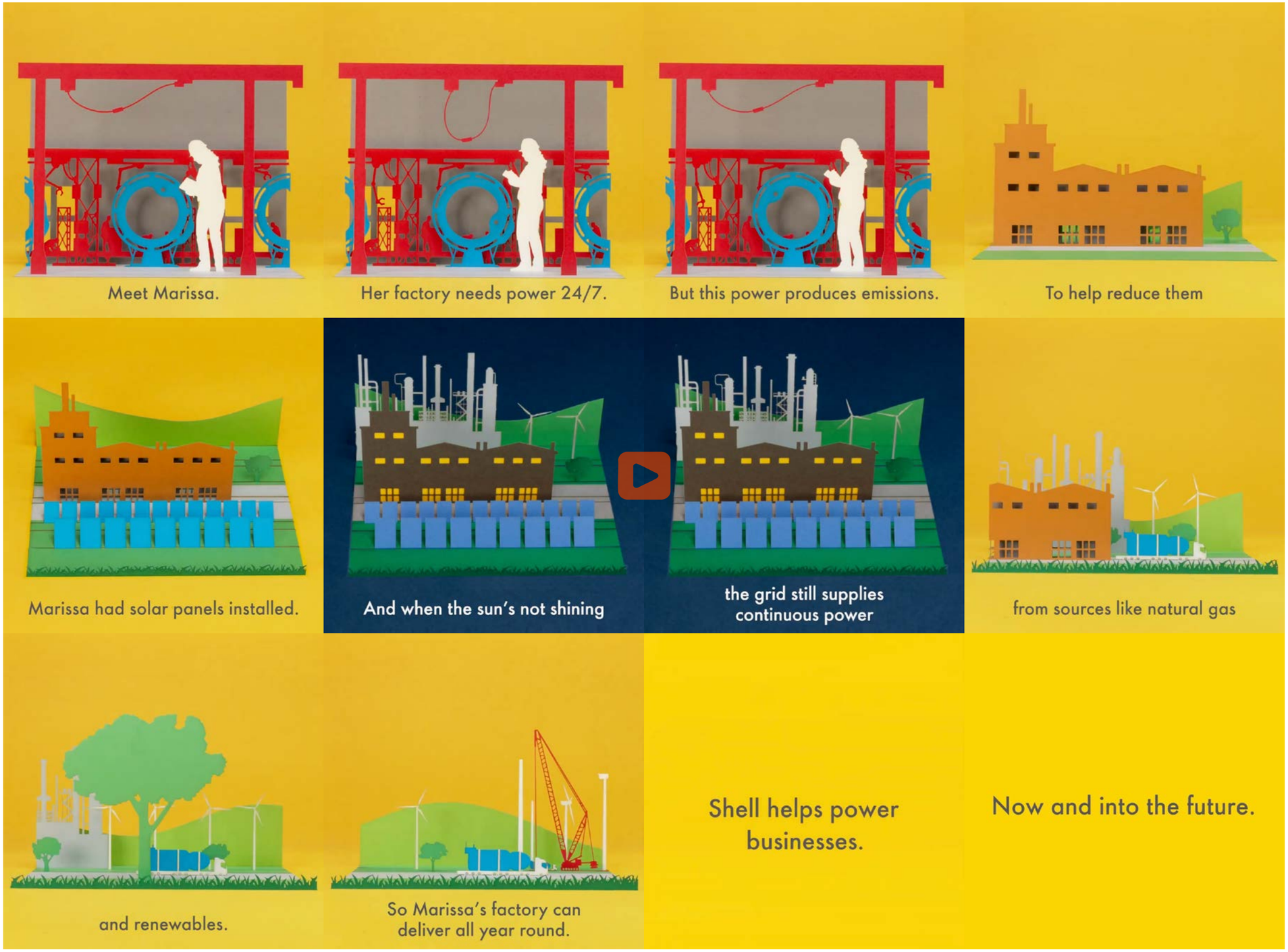
SUPER [00:10 - 00:12]: to transforming the way we get around

SUPER [00:14 - 00:16]: It's generating electricity

SUPER [00:17 - 00:19]: and fueling our lives

SUPER [00:20 - 00:23]: with up to 60% fewer CO2 emissions than coal

LOGO: ExxonMobil



D50

SOURCE: Shell, social media post, *X/Twitter*, February 6, 2024, 2:00 A.M., 00:43, https://x.com/Shell/status/1754761879254176045, archived November 25, 2025, at https://perma.cc/8LXE-3DUG

TRANSCRIPT:

V.O. & SUPER [00:00 - 00:07]:
Meet Marissa. Her factory needs power 24/7. But this power produces emissions.

V.O. & SUPER [00:08 - 00:24]:
To help reduce them Marissa had solar panels installed.
And when the sun's not shining the grid still supplies continuous power from sources like natural gas and renewables.

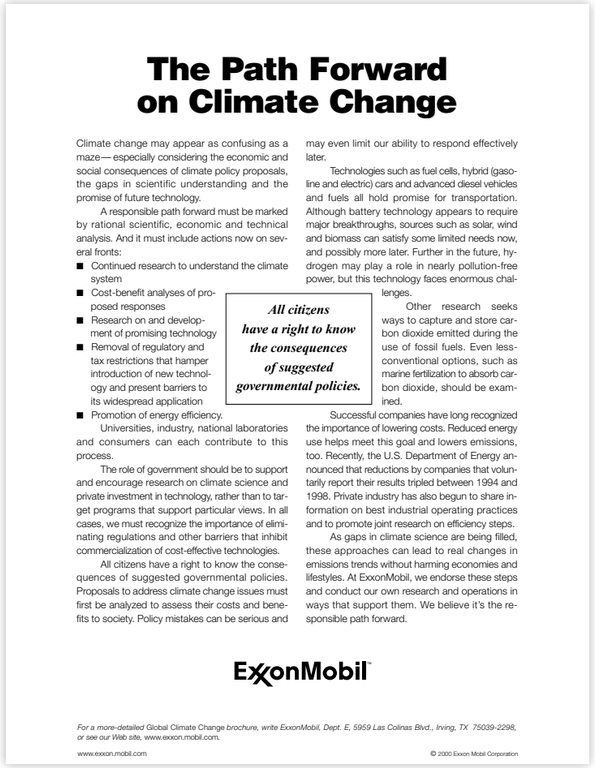
V.O. & SUPER [00:25 - 00:29]:
So Marissa's factory can deliver all year round.

V.O. & SUPER [00:30 - 00:36]:
Shell helps power businesses like Marissa's. Now and into the future.

LOGO: SHELL

WEBSITE: shell.com/poweringprogress

APPENDIX E: Pushing the False Solution of Carbon Capture and Storage



The Path Forward on Climate Change

Climate change may appear as confusing as a maze— especially considering the economic and social consequences of climate policy proposals, the gaps in scientific understanding and the promise of future technology.

A responsible path forward must be marked by rational scientific, economic and technical analysis. And it must include actions now on several fronts:

- Continued research to understand the climate system
- Cost-benefit analyses of proposed responses
- Research on and development of promising technology
- Removal of regulatory and tax restrictions that hamper introduction of new technology and present barriers to its widespread application
- Promotion of energy efficiency.

All citizens have a right to know the consequences of suggested governmental policies.

Universities, industry, national laboratories and consumers can each contribute to this process.

The role of government should be to support and encourage research on climate science and private investment in technology, rather than to target programs that support particular views. In all cases, we must recognize the importance of eliminating regulations and other barriers that inhibit commercialization of cost-effective technologies.

All citizens have a right to know the consequences of suggested governmental policies. Proposals to address climate change issues must first be analyzed to assess their costs and benefits to society. Policy mistakes can be serious and may even limit our ability to respond effectively later.

Technologies such as fuel cells, hybrid (gasoline and electric) cars and advanced diesel vehicles and fuels all hold promise for transportation. Although battery technology appears to require major breakthroughs, sources such as solar, wind and biomass can satisfy some limited needs now, and possibly more later. Further in the future, hydrogen may play a role in nearly pollution-free power, but this technology faces enormous challenges.

Other research seeks ways to capture and store carbon dioxide emitted during the use of fossil fuels. Even less-conventional options, such as marine fertilization to absorb carbon dioxide, should be examined.

Successful companies have long recognized the importance of lowering costs. Reduced energy use helps meet this goal and lowers emissions, too. Recently, the U.S. Department of Energy announced that reductions by companies that voluntarily report their results tripled between 1994 and 1998. Private industry has also begun to share information on best industrial operating practices and to promote joint research on efficiency steps.

As gaps in climate science are being filled, these approaches can lead to real changes in emissions trends without harming economies and lifestyles. At ExxonMobil, we endorse these steps and conduct our own research and operations in ways that support them. We believe it's the responsible path forward.

ExxonMobil

For a more-detailed Global Climate Change brochure, write ExxonMobil, Dept. E, 5959 Las Colinas Blvd., Irving, TX 75039-2298, or see our Web site, www.exxon.mobil.com.

www.exxon.mobil.com

E1

CAMPAIGN: Op-Ed Series

SOURCE: ExxonMobil, "The Path Forward on Climate Change," print advertisement, *Washington Post*, April 6, 2000, A20, archived March 12, 2006, at https://web.archive.org/web/20060312063542/http://www.exxonmobil.com/Corporate/Newsroom/OpEds/OpEdsSearch.asp#011999

A responsible path forward on climate

This week the Global Climate and Energy Project (GCEP) was announced at Stanford University. The initiative creates an innovative academic and private-sector collaboration that is intended to undertake fundamental precommercial research on ways to address climate and energy issues.

The multiyear project is an unprecedented alliance among ExxonMobil and other leading global companies. These companies will provide significant sustained funding for research at Stanford and complementary academic institutions worldwide.

GCEP

It is hoped that this initiative will accelerate the development of low-greenhouse-emission energy technologies that will be practical and economic.

Stanford has a rich history of developing strategic partnerships to address public issues using advanced technologies. It has itself written that "this century's energy challenge is to accommodate a transition to new technologies and new energy options in a way that recognizes the centrality of energy use to human well-being in the developed world and its importance to the aspirations of the developing world for a better life."

We wholeheartedly agree.

On an overall basis, many of today's suggested alternative energy approaches are not as energy efficient, environmentally beneficial or economic as competing fossil fuels. They are often sustained only through special advantages and government subsidies. This is not a desirable basis for public policy or the provision of energy.

The GCEP will try to find innovative and cost-effective ways to approach both energy and prosperity needs. It will look at the full spectrum of energy resources and end uses, including improved generation and transmission of electricity, advanced transportation options, the expanded use of hydrogen, the contribution to be made by fuels derived from crops and plants, and next-generation coal, nuclear and renewable energy.

It will assess the potential for carbon sequestration and for carbon dioxide separation and storage.

The infrastructure required to produce and deliver energy products will be addressed, along with needed advances in materials, combustion technology and systems management.

The focus will not be placed solely upon industrialized country options — it will also include the prospects for truly global adoption of advanced technologies.

Balancing the long-term risks of climate change against society's need for unsubsidized but affordable energy requires improved knowledge, cooperation among many organizations, and advanced technology.

In fact, we believe that technology provides the key avenue to solutions that manage long-term risk and preserve prosperity. And development of technological options will almost certainly require decades of research and many billions of dollars of investment over an extended period.

This initiative is the beginning of what is an admittedly ambitious undertaking that will require the sustained application of significant resources. Yet we are confident that the effort will help guide us toward a sustainable and environmentally sound energy future.

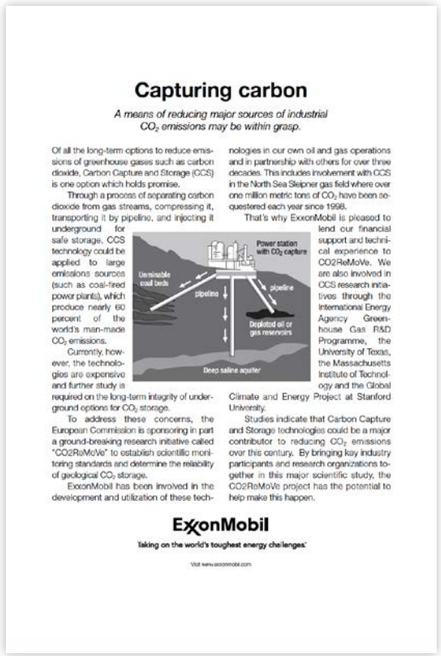
ExxonMobil

For more information on this and other topics visit our Web site at www.exxonmobil.com

E2

CAMPAIGN: Op-Ed Series

SOURCE: ExxonMobil, "A responsible path forward on climate," print advertisement, *New York Times*, November 22, 2002, A27, archived March 12, 2006, at https://web.archive.org/web/20060312063542/http://www.exxonmobil.com/Corporate/Newsroom/OpEds/OpEdsSearch.asp#011999



Capturing carbon

A means of reducing major sources of industrial CO_2 emissions may be within grasp.

Of all the long-term options to reduce emissions of greenhouse gases such as carbon dioxide, Carbon Capture and Storage (CCS) is one option which holds promise.

Through a process of separating carbon dioxide from gas streams, compressing it, transporting it by pipeline, and injecting it underground for safe storage, CCS technology could be applied to large emissions sources (such as coal-fired power plants), which produce nearly 60 percent of the world's man-made CO_2 emissions.

Currently, however, the technologies are expensive and further study is required on the long-term integrity of underground options for CO_2 storage.

To address these concerns, the European Commission is sponsoring in part a ground-breaking research initiative called "CO2ReMoVe" to establish scientific monitoring standards and determine the reliability of geological CO_2 storage.

ExxonMobil has been involved in the development and utilization of these technologies in our own oil and gas operations and in partnership with others for over three decades. This includes involvement with CCS in the North Sea Sleipner gas field where over one million metric tons of CO_2 have been sequestered each year since 1998.

That's why ExxonMobil is pleased to lend our financial support and technical experience to CO2ReMoVe. We are also involved in CCS research initiatives through the International Energy Agency Greenhouse Gas R&D Programme, the University of Texas, the Massachusetts Institute of Technology and the Global Climate and Energy Project at Stanford University.

Studies indicate that Carbon Capture and Storage technologies could be a major contributor to reducing CO_2 emissions over this century. By bringing key industry participants and research organizations together in this major scientific study, the CO2ReMoVe project has the potential to help make this happen.

ExxonMobil

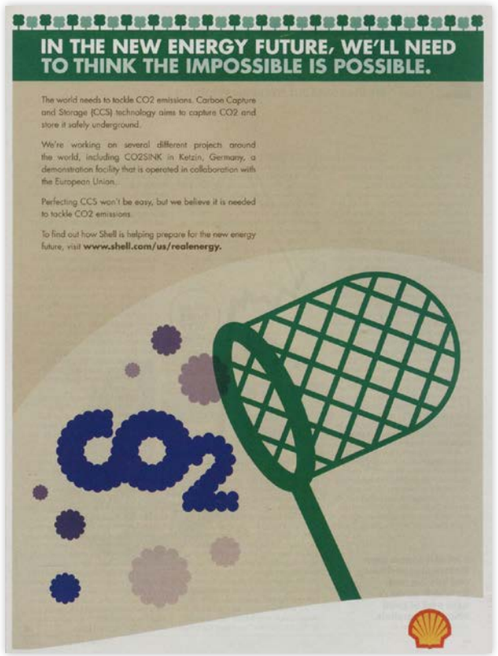
Taking on the world's toughest energy challenges.

Visit www.exxonmobil.com

E3

CAMPAIGN: Op-Ed Series

SOURCE: ExxonMobil, "Capturing Carbon," print advertisement, *New York Times*, November 2, 2006, A27, archived November 10, 2006, at https://web.archive.org/web/20061110210618/http://www.exxonmobil.com/Corporate/Newsroom/OpEds/OpEdsSearch.asp



IN THE NEW ENERGY FUTURE, WE'LL NEED TO THINK THE IMPOSSIBLE IS POSSIBLE.

The world needs to tackle CO2 emissions. Carbon Capture and Storage (CCS) technology aims to capture CO2 and store it safely underground.

We're working on several different projects around the world, including CO2SINK in Ketzin, Germany, a demonstration facility that is operated in collaboration with the European Union.

Perfecting CCS won't be easy, but we believe it is needed to tackle CO2 emissions.

To find out how Shell is helping prepare for the new energy future, visit **www.shell.com/us/realenergy.**

CO_2

E4

CAMPAIGN: Real Energy

SOURCE: Shell, print advertisement, *Time*, December 22, 2008, 51, https://time.com/vault/issue/2008-12-22/page/51/, November 18, 2025, at https://perma.cc/2VNB-LSGV, The TIME Magazine Vault

E5

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New Yorker*, May 18, 2009, 39, New Yorker Archive

E6

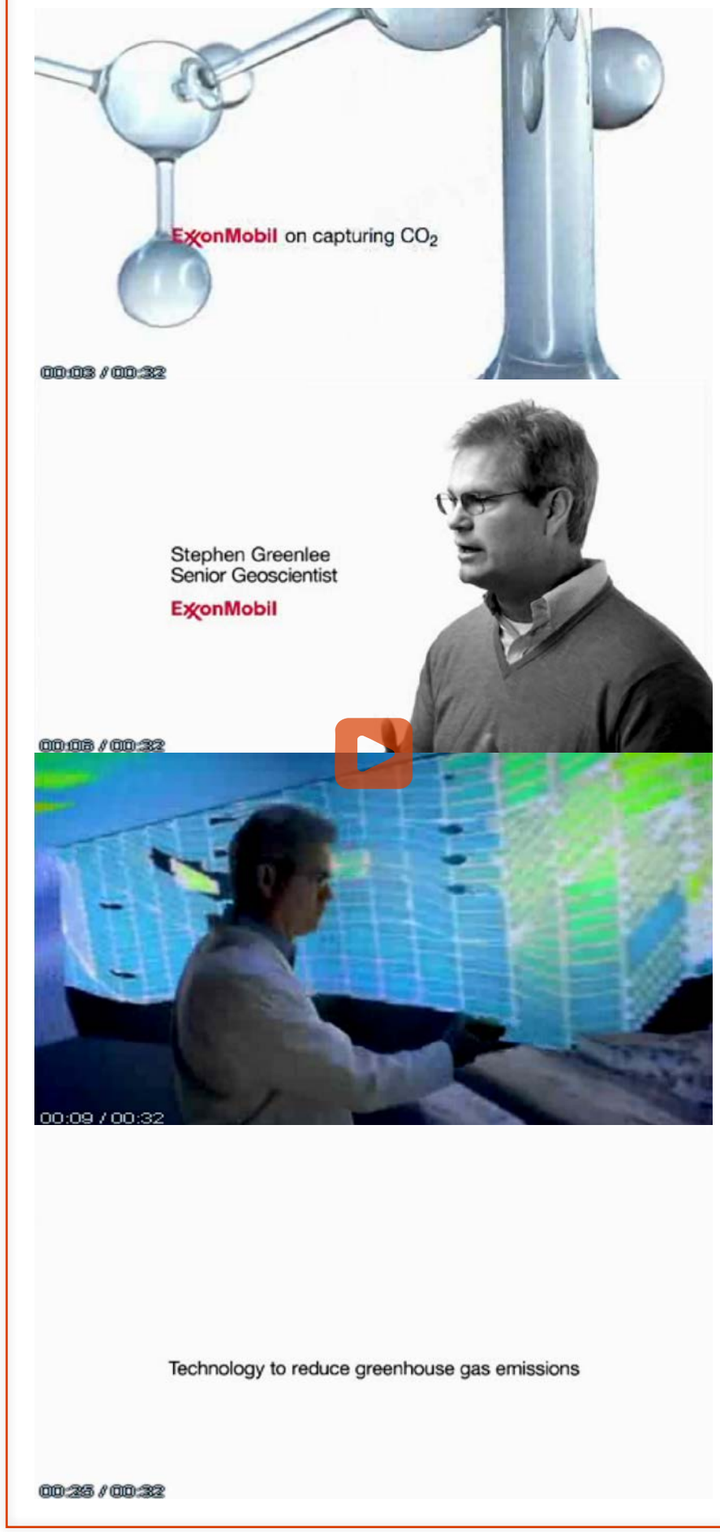
CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New York Times*, May 19, 2009, cover, https://archive.nytimes.com/www.nytimes.com/indexes/2009/05/19/pageone/scan/index.html, archived November 18, 2025, at https://perma.cc/28Q6-TQ48, New York Times Archive

E7

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *Time*, December 27, 2010, 85, MediaRadar



E8

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, "Capturing CO2," television advertisement, 00:32, archived May 25, 2010, at https://web.archive.org/web/20100525000042/http://www.exxonmobil.com/Corporate/news_ad_corpus_capturingco2.aspx

TRANSCRIPT:

STEPHEN GREENLEE (Senior Geoscientist, ExxonMobil) [00:02 - 00:07]: Natural gas is a cleaner-burning fuel, yet, a lot of natural gas has impurities like CO2 in it.

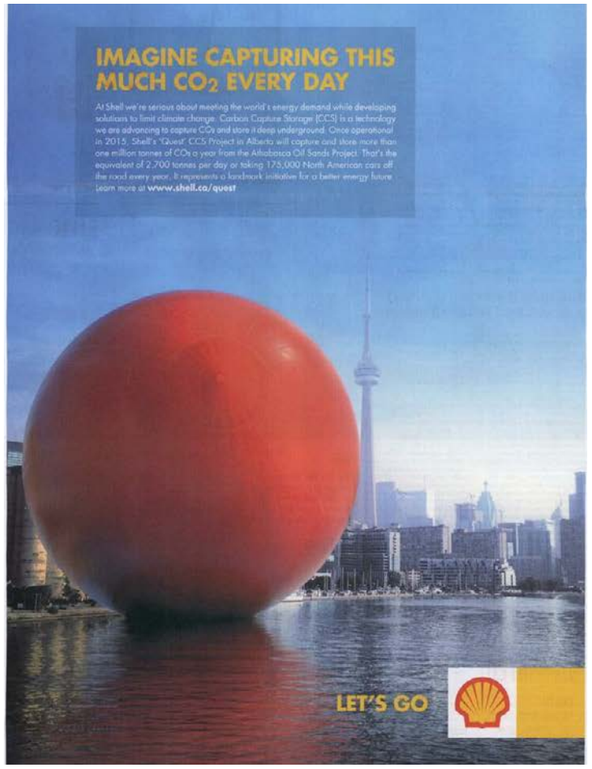
GREENLEE [00:08 - 00:16]: Controlled Freeze Zone is a new technology being developed by ExxonMobil to remove the CO2 from the natural gas so we can safely store it where it won't get into the atmosphere.

GREENLEE, V.O. [00:17 - 00:22]: ExxonMobil is spending more than $100 million to build a plant that will demonstrate this process.

GREENLEE, V.O. [00:23 - 00:29]: I'm very optimistic about it because this technology could be used to reduce greenhouse gas emissions significantly.

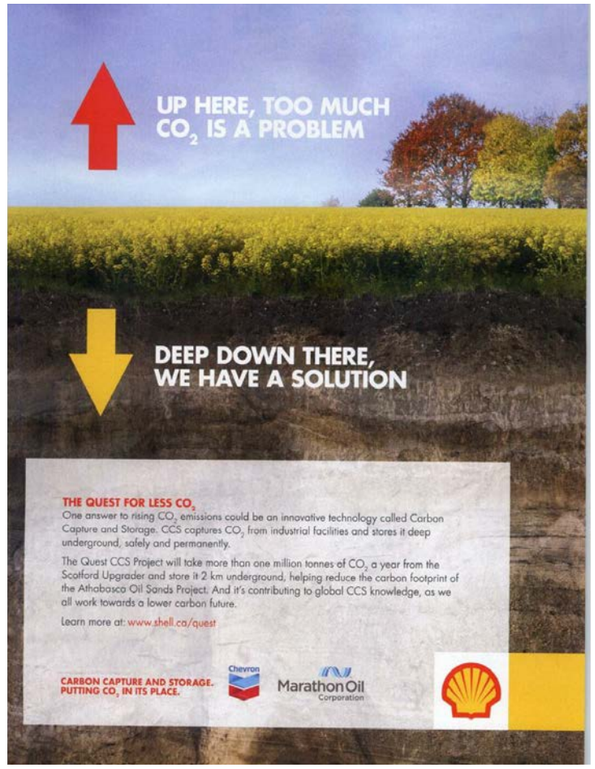
SUPER [00:25 - 00:27]: Technology to reduce greenhouse gas emissions

LOGO: ExxonMobil



E9

SOURCE: Shell, print advertisement, *Globe and Mail*, November 18, 2014, 14, MediaRadar

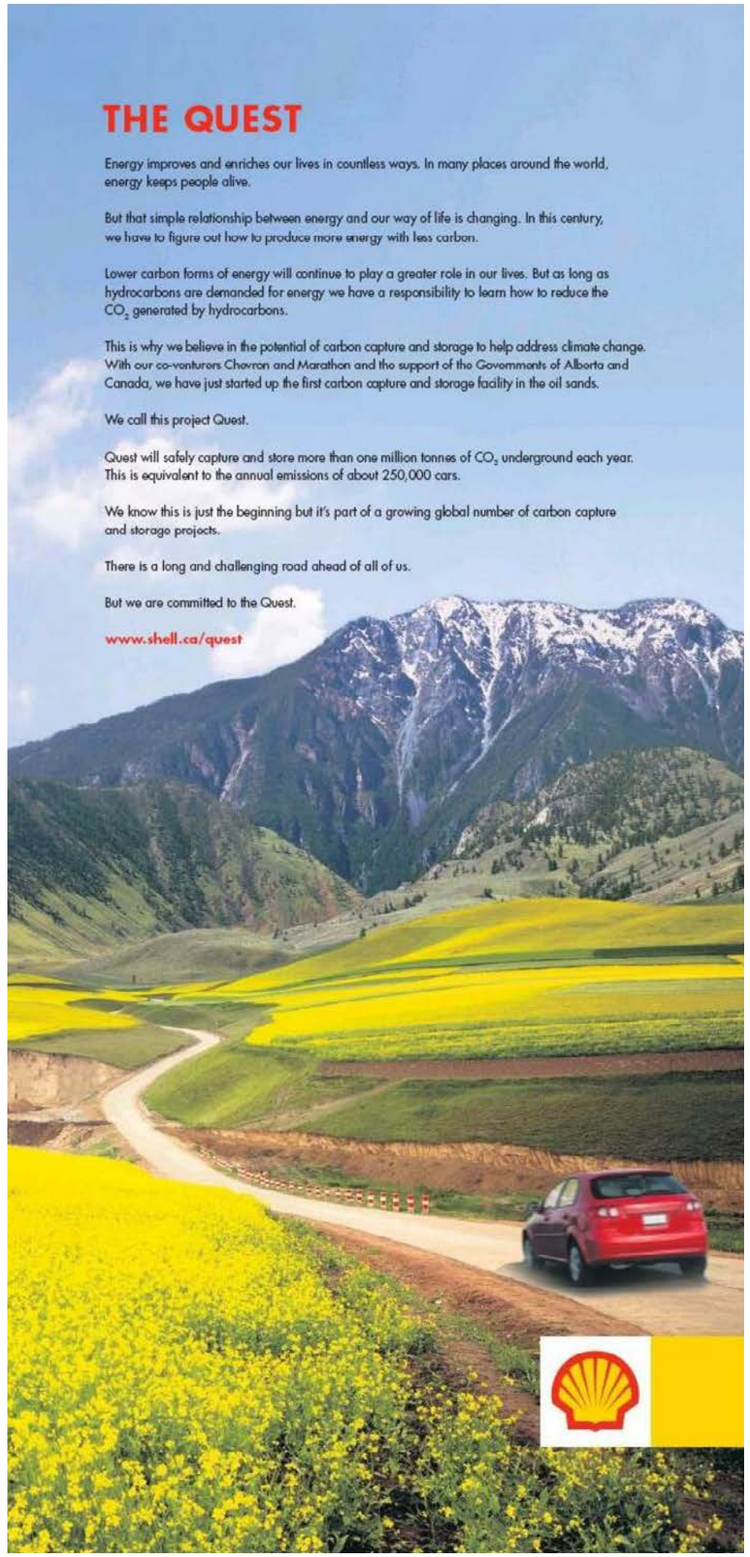


E10

SOURCE: Shell, print advertisement, *Canadian Geographic*, December 1, 2015, 43, MediaRadar

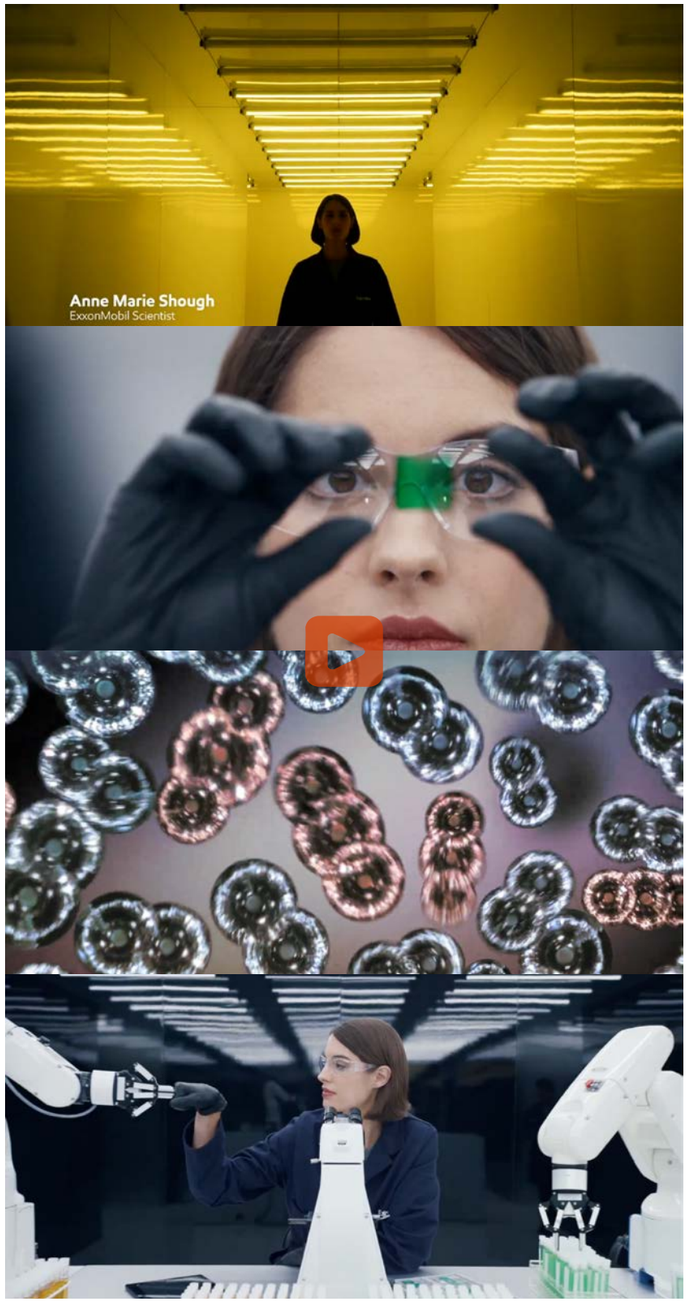
E11

SOURCE: Shell, print advertisement, *Wired*, November 1, 2015, 46-47, MediaRadar



E12

SOURCE: Shell, print advertisement, *Globe and Mail*, November 7, 2015, 14, MediaRadar



E13

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, "Making the world's energy go further," *YouTube* video, November 25, 2015, 00:45, https://www.youtube.com/watch?v=M6H3_MD4EIY, archived November 14, 2025, at https://perma.cc/477C-76GC

TRANSCRIPT:

SUPER [00:00 - 00:02]: Anne Marie Shough (ExxonMobil Scientist)

V.O. [00:06 - 00:08]: This is the one place we're not afraid to fail.

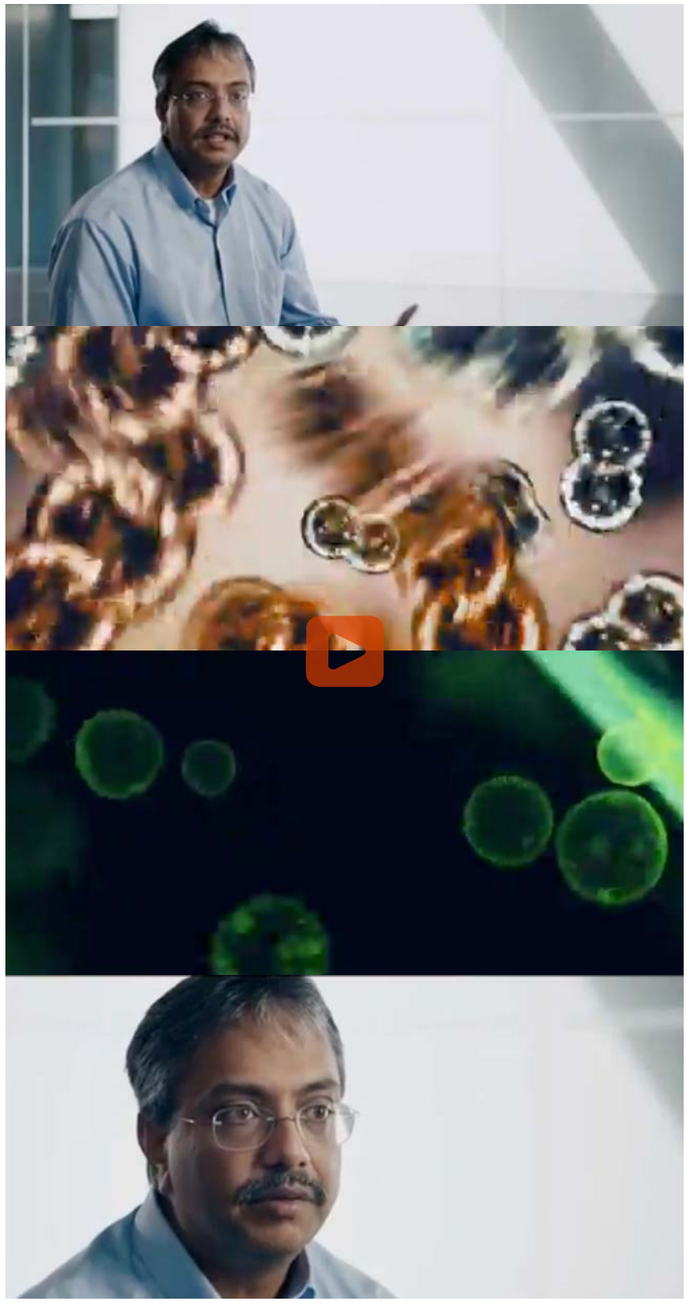
V.O. [00:11 - 00:13]: Some of these experiments may not work.

V.O. [00:17 - 00:19]: But a few might shape the future.

V.O. [00:21 - 00:31]: Like turning algae into biofuel. New technology for capturing CO2 emissions. And cars twice as efficient as the average car today.

V.O. [00:32 - 00:39]: Ideas ExxonMobil scientists are working on to make energy go further. No matter how many tries it takes.

V.O. [00:40 - 00:41]: Energy lives here.



E14

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, "From Curiosity to Discovery," digital advertisement, *Facebook*, *X/Twitter*, *YouTube*, December 13, 2015, 1:00, https://www.ispot.tv/ad/AoMk/exxon-mobil-from-curiosity-to-discovery, archived November 21, 2025, at https://perma.cc/786Z-B8XK

TRANSCRIPT:

VIJAY SWARUP [00:01 - 00:08]: Are you curious? Do you wonder why things work? Do you look at things and say, "I can make that better?"

SWARUP [0:08 - 00:15]: These questions, these curiosities, then lead to discoveries. And those discoveries are going to lead to the solutions for the next 50 years.

SWARUP [00:16 - 00:22]: We have big, big challenges. One challenge is to capture the CO2 before it's released into the atmosphere.

SWARUP [00:22 - 00:30]: We captured more than six million tons in 2014 alone. That's the equivalent of eliminating the annual emissions of more than 1 million cars.

SWARUP [00:31 - 00:46]: In the longer term, we're working on how to convert algae into biofuels. The ultimate objective is to be able to put it into an existing car, to not have to redo the engine. That could be one of the very important parts of the energy equation in the future.

SWARUP [00:47 - 00:53]: We want to drive our scientists, we want to drive our engineers, to never be satisfied with where we are today because there are always better ways to do things.

SWARUP [00:54 - 00:57]: I'm Vijay Swarup, and I'm a scientist at ExxonMobil

LOGO: ExxonMobil

E15

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, "Carbon Capture Technology," YouTube video, August 5, 2016, 00:30, https://www.youtube.com/watch?v=8Ij-HWslPwM, archived November 21, 2025, at https://perma.cc/QTE5-4M9B

TRANSCRIPT:

VIJAY SWARUP, V.O. [00:01 - 00:09]: Energy is a complex challenge. People want power, and power plants account for more than a third of energy-related carbon emissions.

SWARUP, V.O. [00:10 - 00:13]: The challenge is to capture the emissions before they're released into the atmosphere.

SUPER [00:14 - 00:16]: CARBON CAPTURE TECHNOLOGY

SWARUP, V.O. [00:14 - 00:16]: ExxonMobil is a leader in carbon capture.

SWARUP, V.O. [00:17 - 00:22]: Our team is working to make this technology better, more affordable, so we can reduce emissions around the world.

SWARUP, V.O. [00:23 - 00:25]: That's what we're working on, right now.

SUPER [00:24 - 00:25]: WE'RE WORKING ON THE HARD STUFF.

HASHTAG: #CAPTURECARBON

SWARUP, V.O. [00:27 - 00:29]: Energy lives here.

LOGO: ExxonMobil

E16

SOURCE: BP, social media post, *X/Twitter*, November 4, 2016, 11:14 A.M., https://x.com/bp_plc/status/794558349979197440, archived November 30, 2025, at https://perma.cc/2TNT-5A2U

E17

SOURCE: Shell, print advertisement, *Canadian Geographic*, December 1, 2016, 51, MediaRadar

E18

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, "This is Big," digital advertisement, *Facebook, X/Twitter, YouTube*, October 2, 2017, 00:30, https://www.ispot.tv/ad/wKjY/exxon-mobil-a-new-way-to-capture-carbon, archived November 21, 2025, at https://perma.cc/92PR-4X7C

TRANSCRIPT:

V.O. [00:00 - 00:01]: This is electricity

V.O. [00:07 - 00:08]: This is a power plant

V.O. [00:10 - 00:11]: This is Tim Barckholtz.

TIM BARCKHOLTZ [00:11 - 00:12: That's me!

V.O. [00:12 - 00:18]: This is something he's researching at ExxonMobil: using fuel cells to capture carbon emissions at power plants.

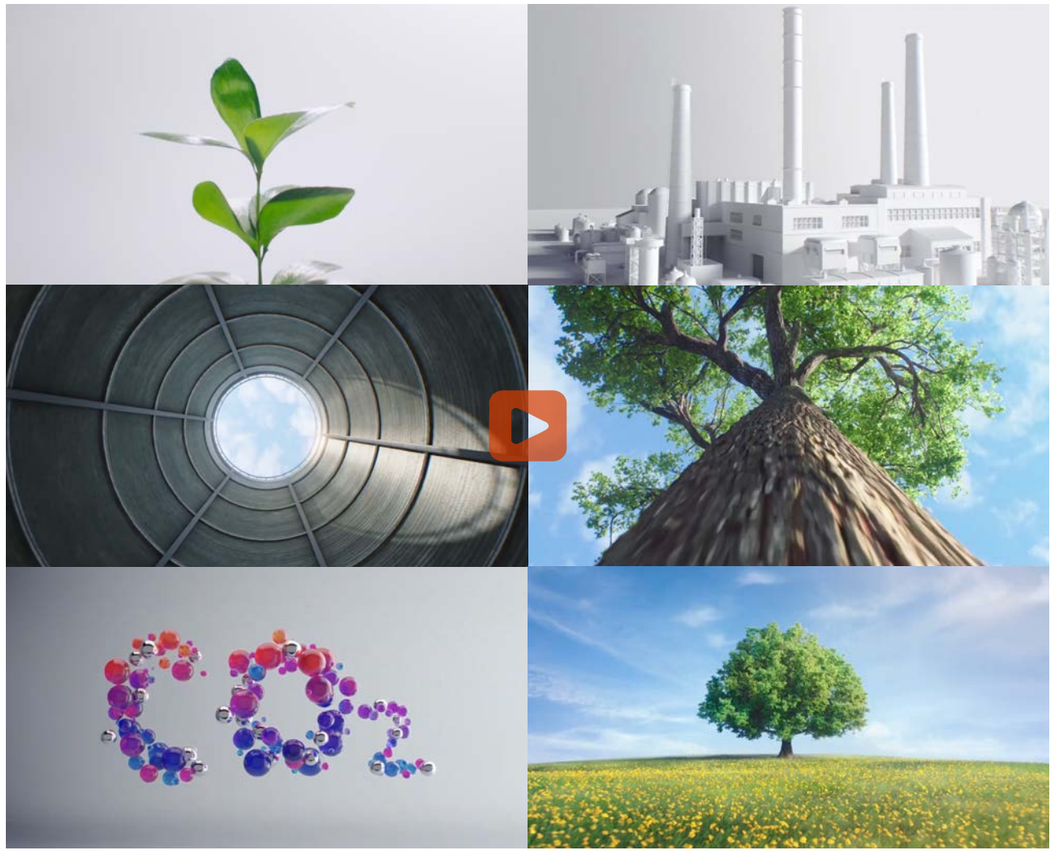
BARCKHOLTZ [00:18 - 00:19]: This is the potential.

V.O. [00:20 - 00:24]: Reducing CO2 emissions by up to 90 percent, while also producing more power.

BARCKHOLTZ [00:25 - 00:26]: This could be big!

V.O. [00:26 - 00:28]: Energy lives here.

LOGO: ExxonMobil



E19

CAMPAIGN:
Unexpected Energy

SOURCE: ExxonMobil, "Plants," YouTube video, March 17, 2019, 00:30, https://www.youtube.com/watch?v=_HahC_6nB3Y, archived November 21, 2025, at https://perma.cc/BC69-3BYJ

TRANSCRIPT:

V.O. [00:03 - 00:07]: Plants capture CO2. What if other kinds of plants captured it too?

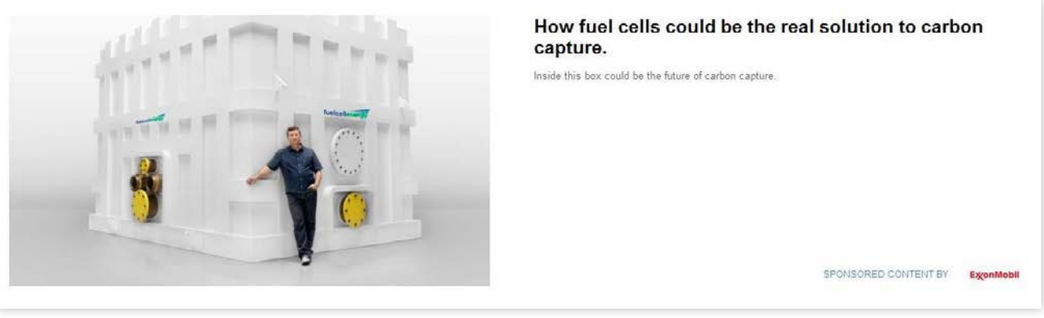
V.O. [00:09 - 00:15]: If these industrial plants had technology that captured carbon like trees, we could help lower emissions.

V.O. [00:16 - 00:22]: Carbon capture is important technology, and experts agree. That's why we're working on ways to improve it.

V.O. [00:22 - 00:26]: So plants can be a little more like plants.

LOGO: ExxonMobil

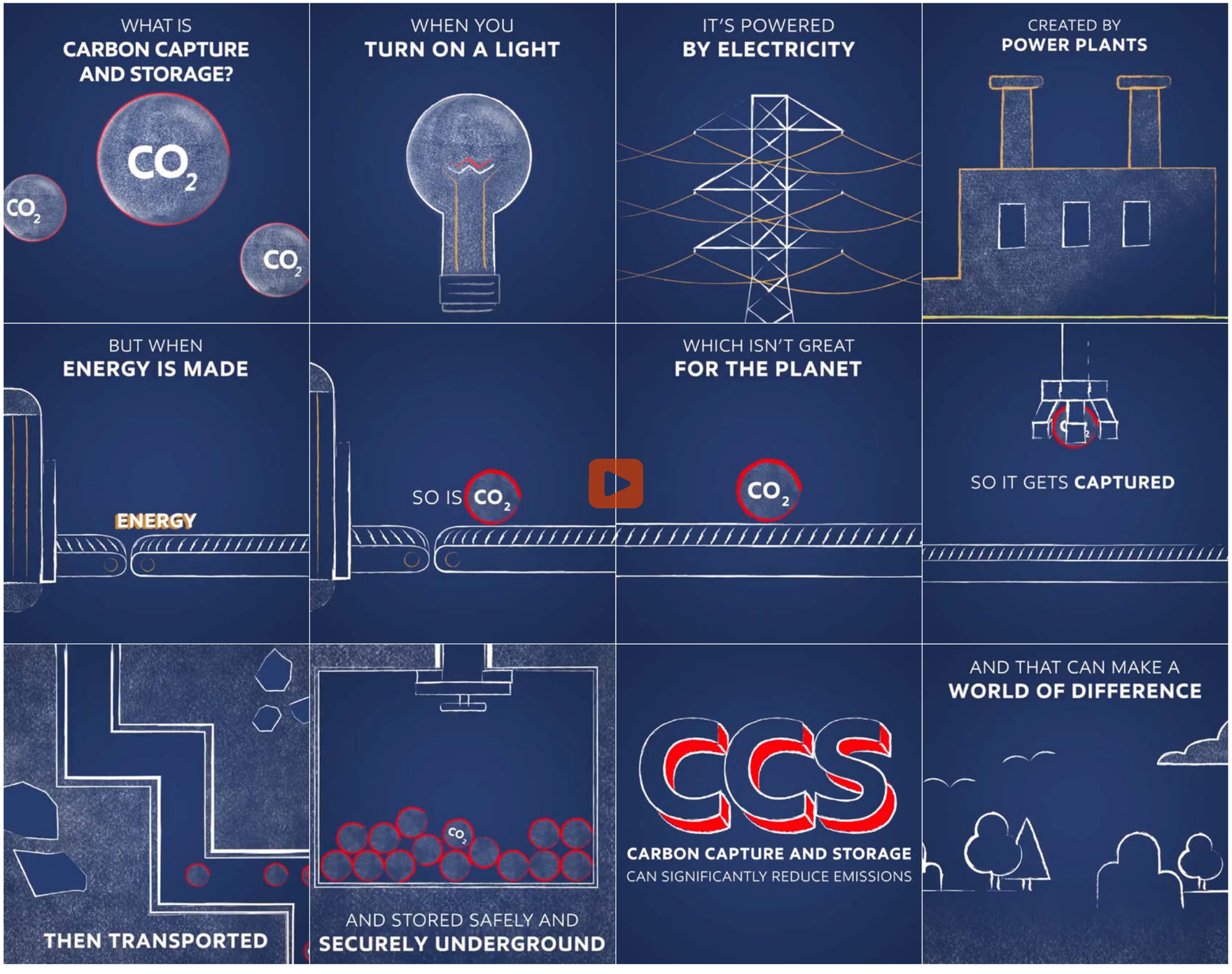
HASHTAG:
#UnexpectedEnergy



E20

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *Hartford Courant*, October 12, 2017, MediaRadar



E21

SOURCE: ExxonMobil, "Understanding Carbon Capture and Storage," YouTube video, May 1, 2019, 00:50, https://www.youtube.com/watch?v=PoF61K04kts, archived November 21, 2025, at https://perma.cc/GZY8-KM3V

TRANSCRIPT:

SUPER [00:00 - 00:03]: WHAT IS CARBON CAPTURE AND STORAGE?

SUPER [00:04 - 00:06]: WHEN YOU TURN ON A LIGHT

SUPER [00:07 - 00:09]: IT'S POWERED BY ELECTRICITY

SUPER [00:11 - 00:13]: CREATED BY POWER PLANTS

SUPER [00:15 - 00:17]: BUT WHEN ENERGY IS MADE

SUPER [00:18 - 00:20]: SO IS CO2

SUPER [00:21 - 00:23]: WHICH ISN'T GREAT FOR THE PLANET

SUPER [00:25 - 00:27]: SO IT GETS CAPTURED

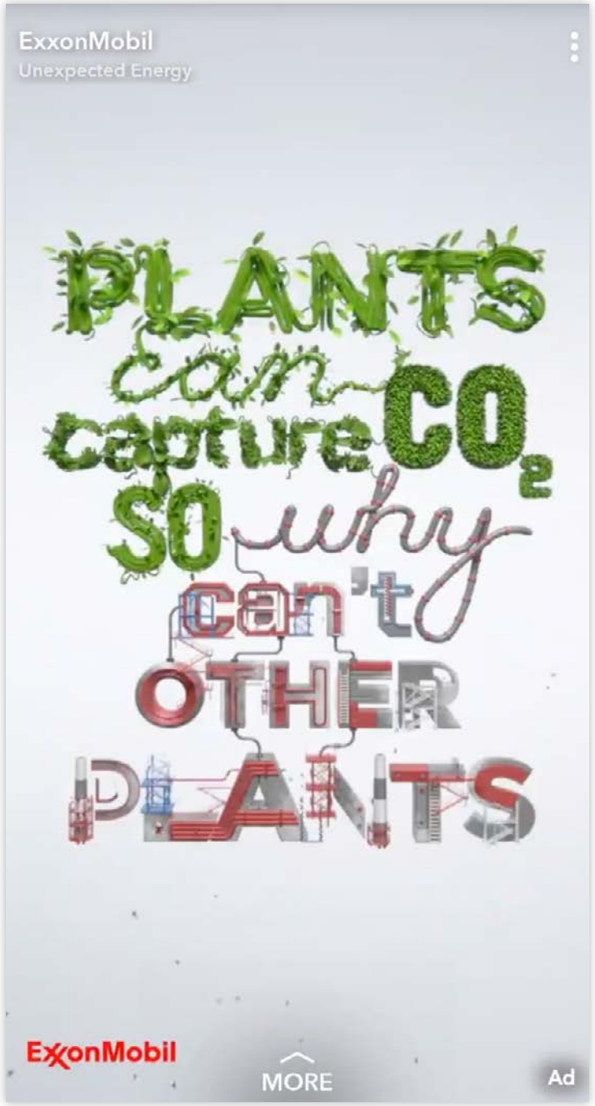
SUPER [00:29 - 00:31]: THEN TRANSPORTED

SUPER [00:33 - 00:36]: AND STORED SAFELY AND SECURELY UNDERGROUND

SUPER [00:38 - 00:41]: CCS: CARBON CAPTURE AND STORAGE CAN SIGNIFICANTLY REDUCE EMISSIONS

SUPER [00:43 - 00:46]: AND THAT CAN MAKE A WORLD OF DIFFERENCE.

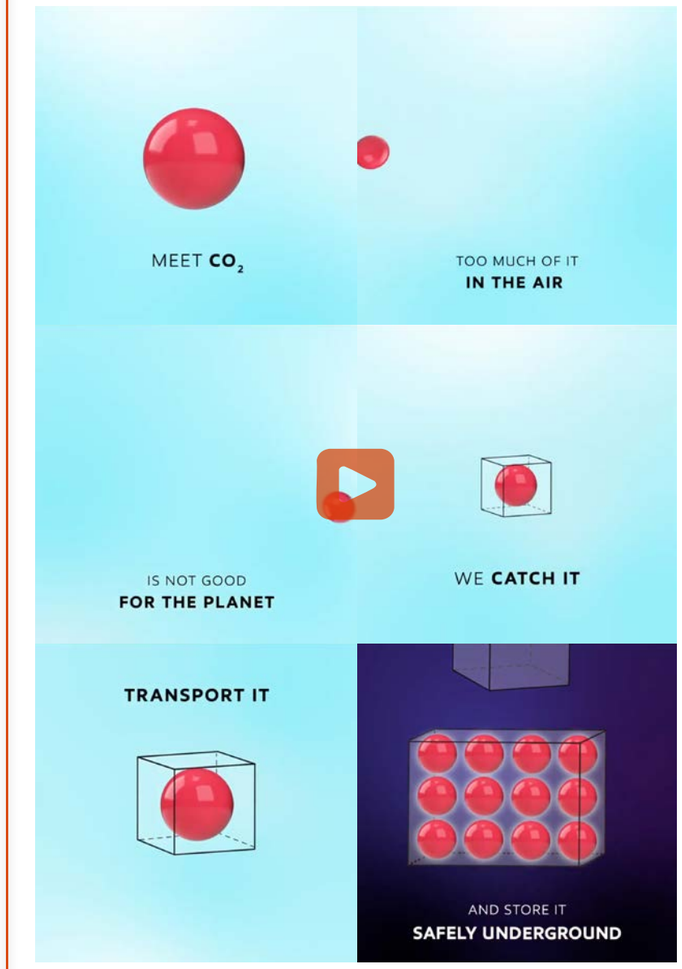
LOGO: ExxonMobil



E22

CAMPAIGN: Unexpected Energy

SOURCE: ExxonMobil, digital advertisement, *Snapchat*, May 13, 2019, 00:03, MediaRadar



E23

SOURCE: ExxonMobil, "Catching Carbon," YouTube video, May 29, 2019, 00:20, https://www.youtube.com/watch?v=8NqJlueEBSY, archived November 21, 2025, at https://perma.cc/HWA9-U2PG

TRANSCRIPT:

SUPER [00:00 - 00:03]: MEET CO2

SUPER [00:04 - 00:07]: TOO MUCH OF IT IN THE AIR

SUPER [00:07 - 00:09]: IS NOT GOOD FOR THE PLANET

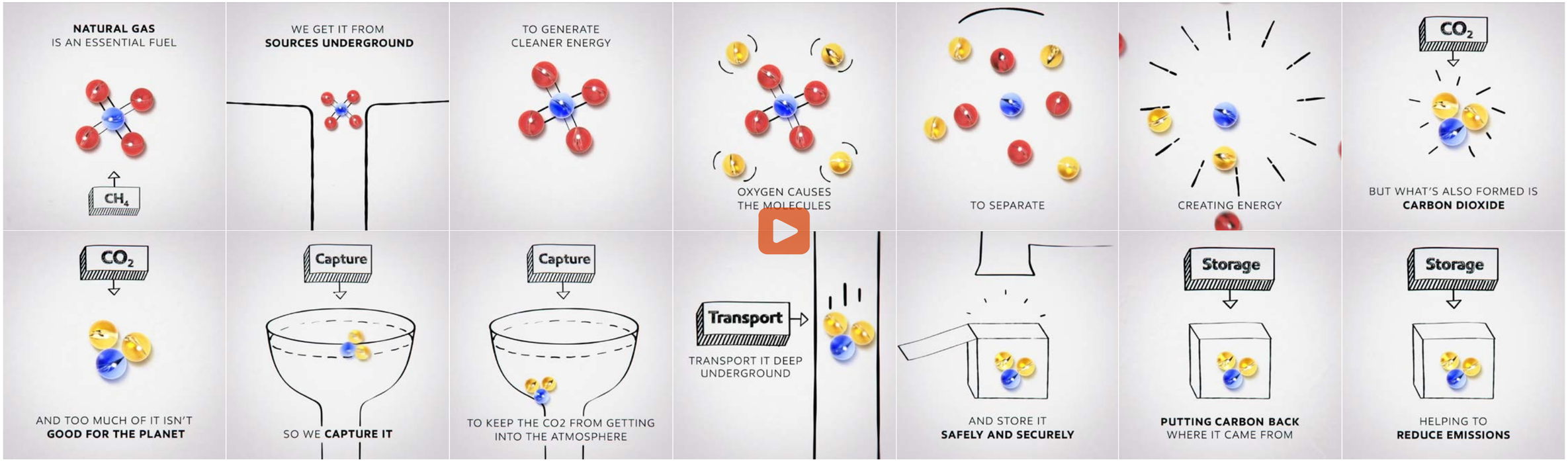
SUPER [00:10 - 00:12]: WE CATCH IT

SUPER [00:13 - 00:14]: TRANSPORT IT

SUPER [00:17 - 00:20]: AND STORE IT SAFELY UNDERGROUND

E24

SOURCE: ExxonMobil, digital advertisement, *Chicago Sun Times*, July 27, 2019, MediaRadar



E25

SOURCE: ExxonMobil, social media post, *Facebook*, October 22, 2019, 00:45, https://www.facebook.com/ExxonMobil/videos/1336632276508111, archived December 1, 2025, at https://archive.ph/7Q4oW

TRANSCRIPT:

SUPER [00:00 - 00:02]: NATURAL GAS IS AN ESSENTIAL FUEL

SUPER [00:03 - 00:05]: WE GET IT FROM SOURCES UNDERGROUND

SUPER [00:06 - 00:08]: TO GENERATE CLEANER ENERGY

SUPER [00:09 - 00:11]: OXYGEN CAUSES THE MOLECULES

SUPER [00:12 - 00:13]: TO SEPARATE

SUPER [00:13 - 00:15]: CREATING ENERGY

SUPER [00:16 - 00:18]: BUT WHAT'S ALSO FORMED IS CARBON DIOXIDE

SUPER [00:19 - 00:21]: AND TOO MUCH OF IT ISN'T GOOD FOR THE PLANET

SUPER [00:22 - 00:24]: SO WE CAPTURE IT

SUPER [00:25 - 00:26]: TO KEEP THE CO2 FROM GETTING INTO THE ATMOSPHERE

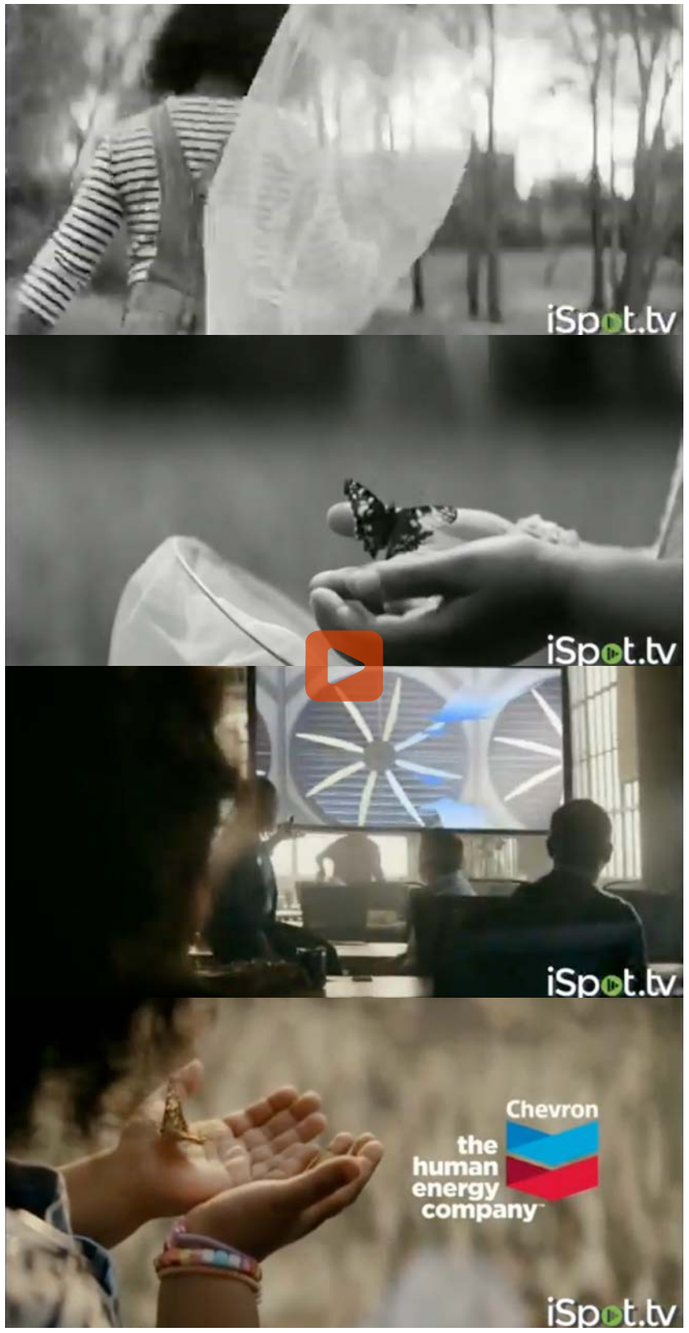
SUPER [00:28 - 00:30]: TRANSPORT IT DEEP UNDERGROUND

SUPER [00:34 - 00:36]: AND STORE IT SAFELY AND SECURELY

SUPER [00:37 - 00:39]: PUTTING CARBON BACK WHERE IT CAME FROM

SUPER [00:39 - 00:41]: HELPING TO REDUCE EMISSIONS

LOGO: ExxonMobil



E26

CAMPAIGN: Only Human

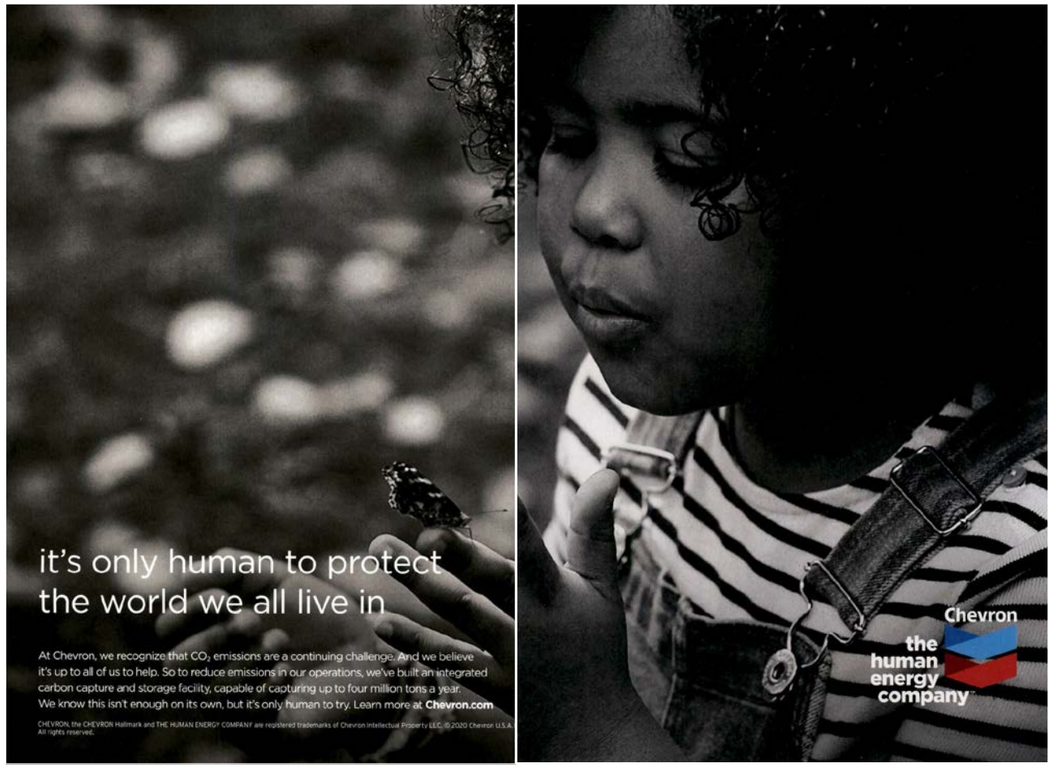
SOURCE: Chevron, "Butterfly," digital advertisement, *Facebook, X/Twitter, YouTube*, July 24, 2020, 00:29, https://www.ispot.tv/ad/nsNl/chevron-butterfly, archived November 21, 2025, at https://perma.cc/KJA5-MNS5

TRANSCRIPT:

V.O. [00:05 - 00:14]: It's only human to pursue the illusive, while also capturing the possibilities. Even something like CO2.

V.O. [00:15 - 00:26]: Over the last decade, Chevron has spent over 1 billion dollars on carbon capture projects, and is investing in start-up companies working to transform carbon into new forms of energy.

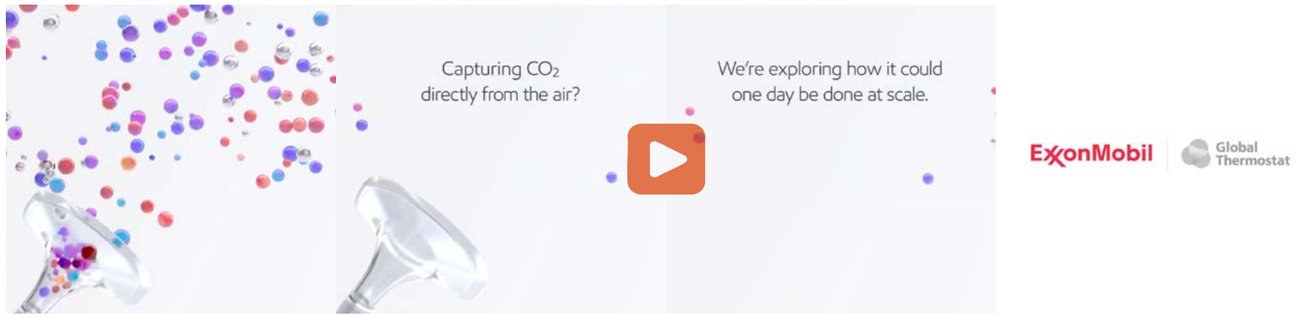
LOGO: Chevron



E27

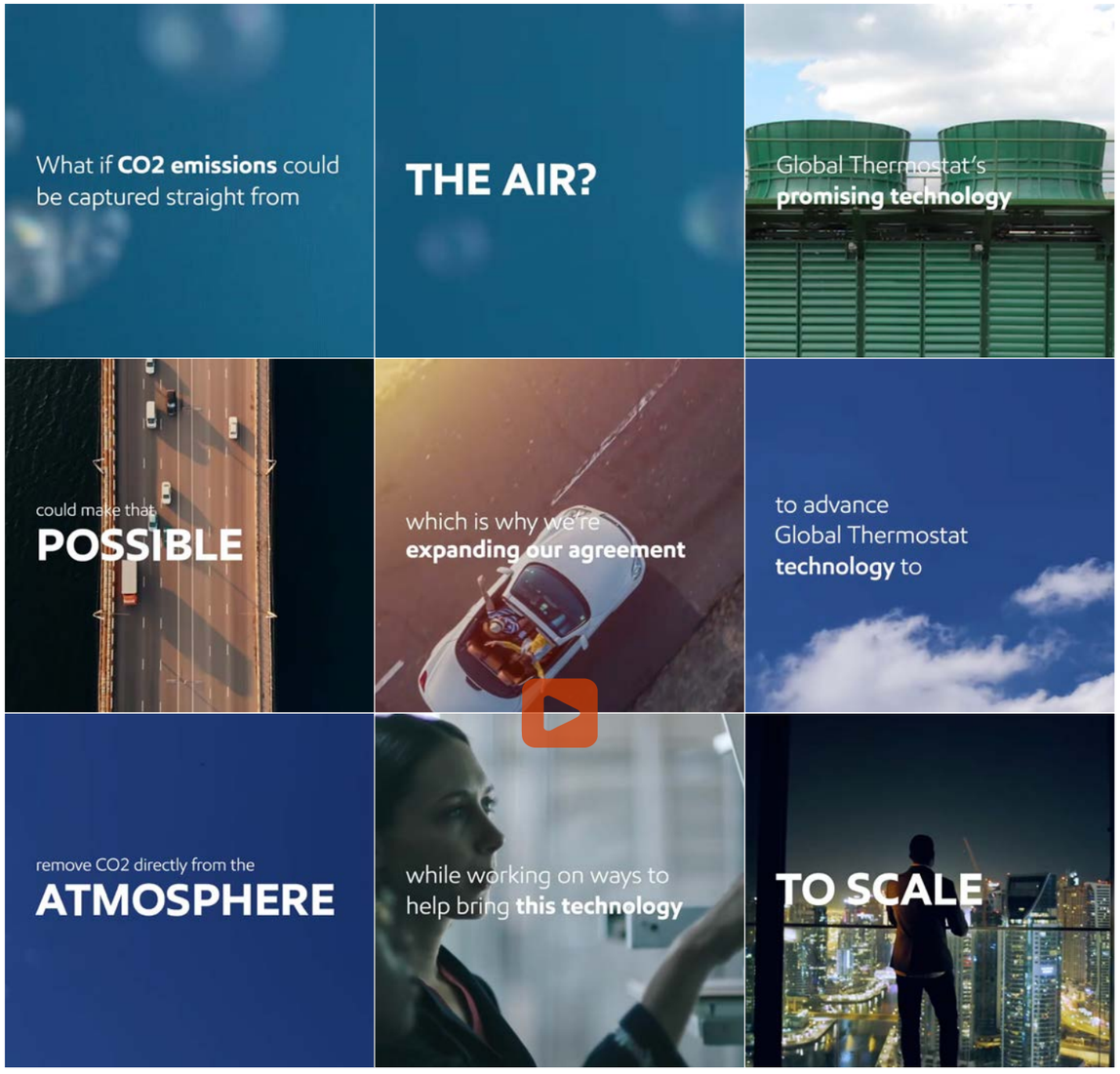
CAMPAIGN: Only Human

SOURCE: Chevron, print advertisement, *Foreign Affairs*, September 1, 2020, cover 2, MediaRadar



E28

SOURCE: ExxonMobil, social media post, *X/Twitter*, September 21, 2020, 8:18 A.M., 00:10, https://x.com/exxonmobil/status/1308017769271697408?s=20, archived November 13, 2025, at https://perma.cc/3MB6-TWWZ



E29

SOURCE: ExxonMobil, social media post, *Facebook*, September 21, 2020, https://www.facebook.com/reel/378346926516346, archived December 1, 2025, at https://archive.ph/ovS6W

TRANSCRIPT:

SUPER [00:00 - 00:02]: What if CO2 emissions could be captured straight from

SUPER [00:03 - 00:05]: THE AIR?

SUPER [00:05 - 00:08]: Global Thermostat's promising technology

SUPER [00:09 - 00:12]: could make that POSSIBLE

SUPER [00:13 - 00:15]: which is why we're expanding our agreement

SUPER [00:16 - 00:18]: to advance Global Thermostat technology to

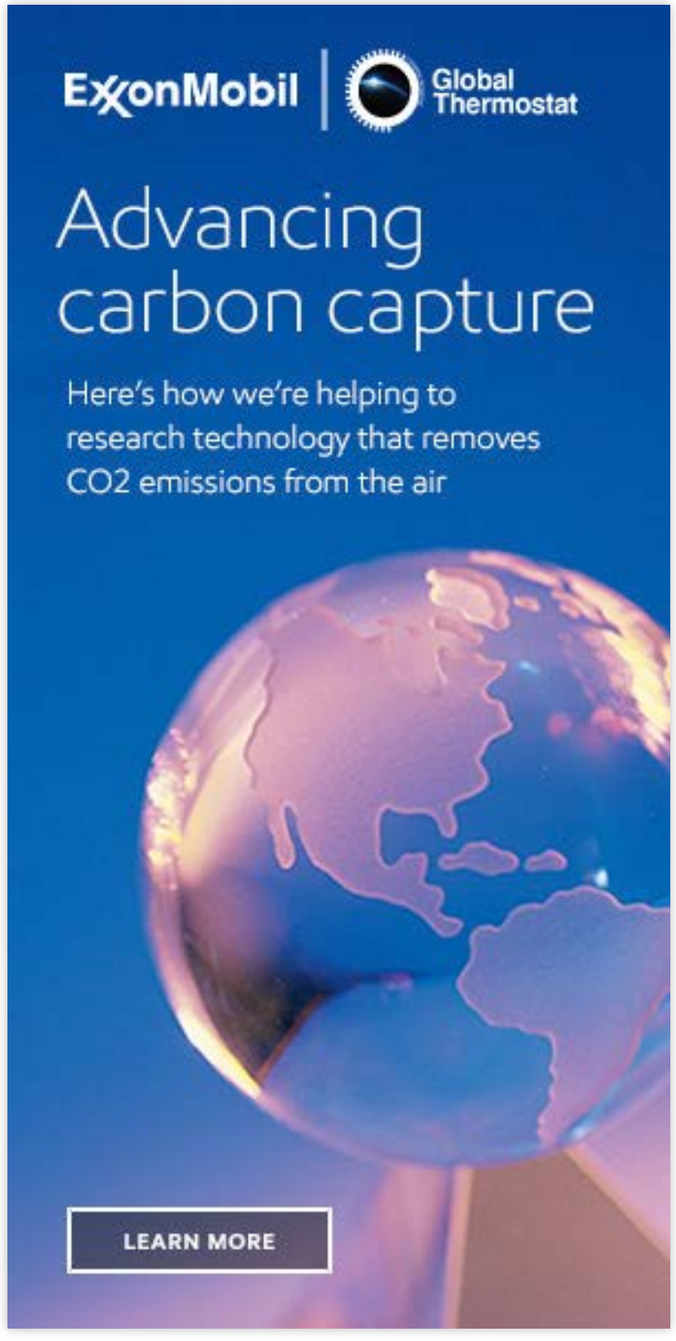
SUPER [00:19 - 00:21]: remove CO2 directly from the ATMOSPHERE

SUPER [00:22 - 00:25]: while working on ways to help bring this technology

SUPER [00:26 - 00:29]: TO SCALE

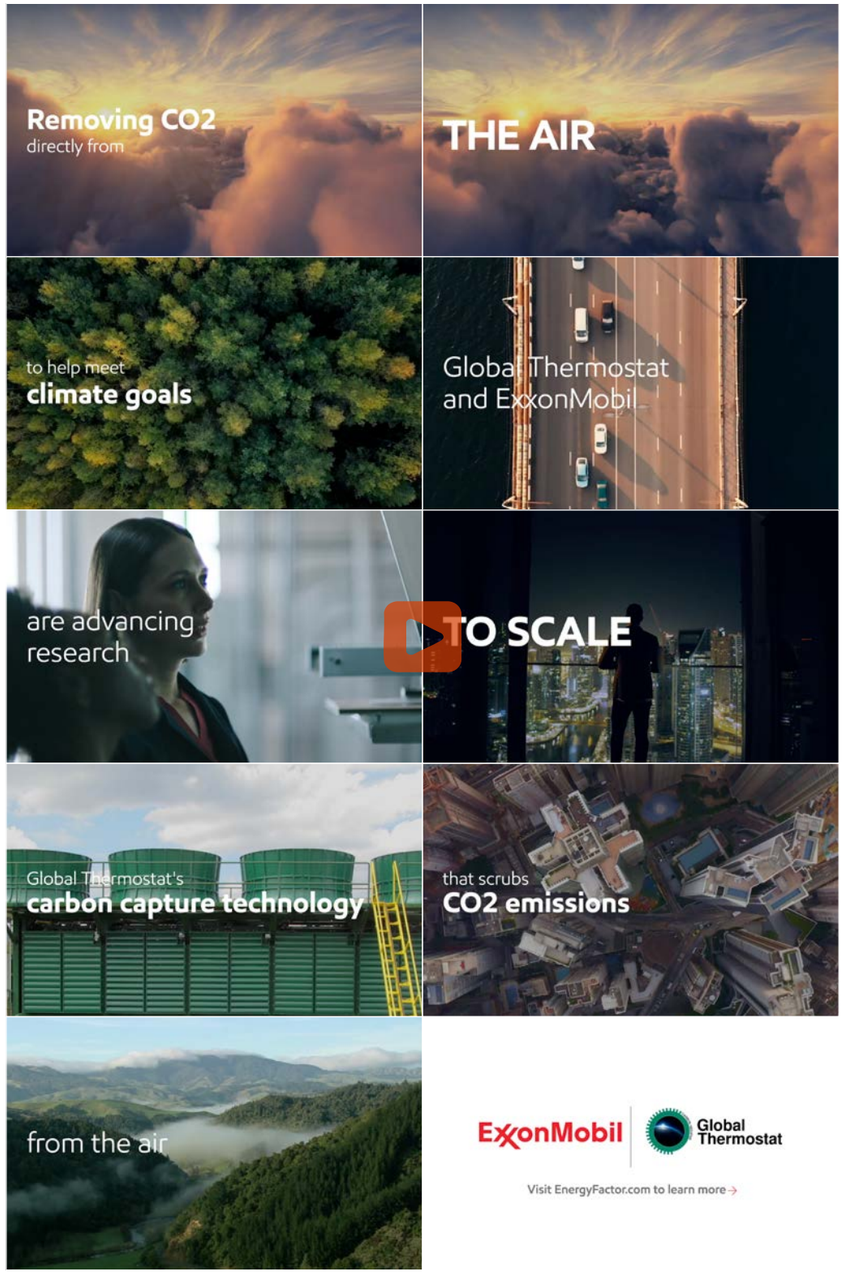
LOGO: Global Thermostat

LOGO: ExxonMobil



E30

SOURCE: ExxonMobil, digital advertisement, *NBC News*, October 28, 2020, MediaRadar



E31

SOURCE: ExxonMobil, digital advertisement, *CNN*, November 5, 2020, 00:30, MediaRadar

TRANSCRIPT:

SUPER [00:00 - 00:02]: Removing CO2 directly from

SUPER [00:02 - 00:03]: THE AIR

SUPER [00:04 - 00:07]: to help meet climate goals

SUPER [00:08 - 00:10]: Global Thermostat and ExxonMobil

SUPER [00:11 - 00:14]: are advancing research

SUPER [00:15 - 00:17]: TO SCALE

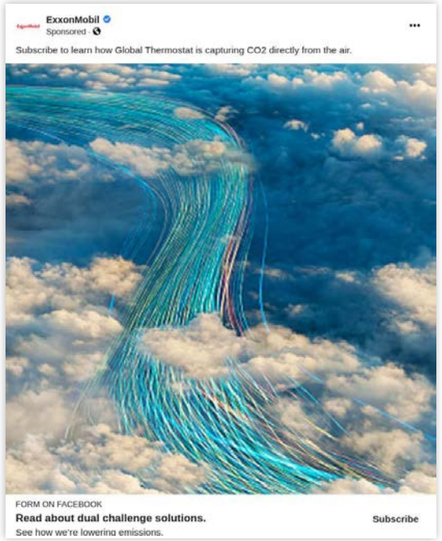
SUPER [00:18 - 00:20]: Global Thermostat's carbon capture technology

SUPER [00:21 - 00:23]: that scrubs CO2 emissions

SUPER [00:24 - 00:27]: from the air

LOGO: ExxonMobil

LOGO: Global Thermostat



E32

SOURCE: ExxonMobil, digital advertisement, *Facebook*, November 20, 2020, MediaRadar

E33

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, digital advertisment, *Wall Street Journal*, August 28, 2021, 00:15, MediaRadar

TRANSCRIPT:

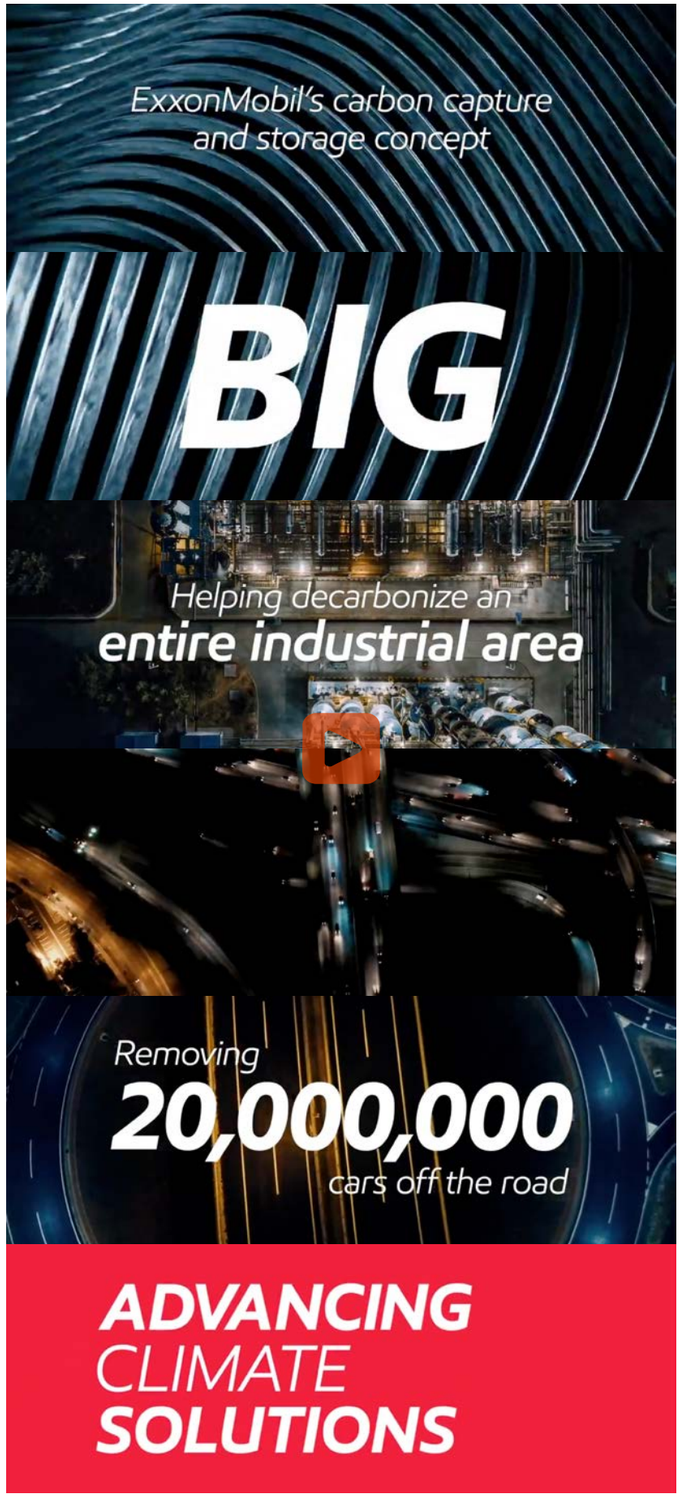
V.O. & SUPER [00:01 - 00:07]: Imagine if 100 million metric tons of CO2 could be captured and stored every year.

V.O. & SUPER [00:08 - 00:09]: It's possible.

V.O. [00:10 - 00:13]: ExxonMobil is working to advance climate solutions.

SUPER [00:10 - 00:12]: ADVANCING CLIMATE SOLUTIONS

LOGO: ExxonMobil



E34

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, digital advertisement, *Wall Street Journal*, August 12, 2021, 00:15, MediaRadar

TRANSCRIPT:

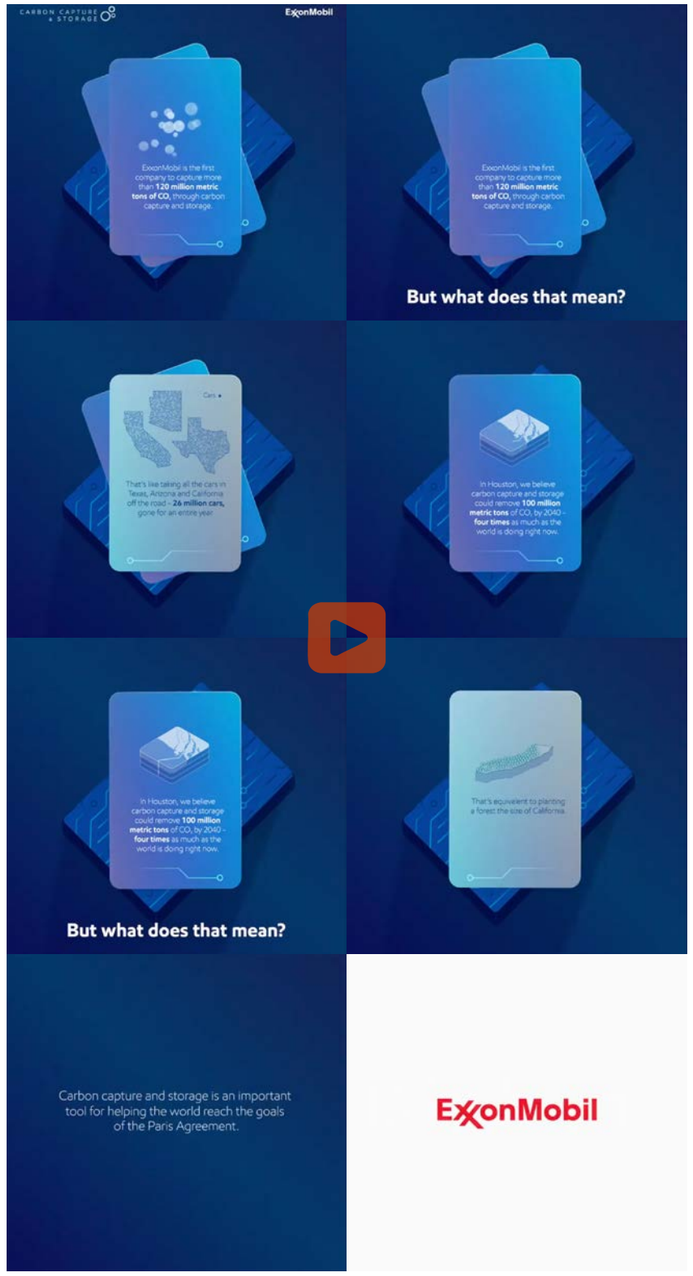
V.O. & SUPER [00:01 - 00:03]: ExxonMobil's carbon capture and storage concept is big.

V.O. & SUPER [00:03 - 00:08]: Like helping decarbonize an entire industrial area, big.

V.O. & SUPER [00:08 - 00:12]: Which is just like removing 20 million cars off the road, big.

SUPER [00:12 - 00:13]: ADVANCING CLIMATE SOLUTIONS.

LOGO: ExxonMobil



E35

SOURCE: ExxonMobil, social media post, *X/Twitter*, January 6, 2022, 12:31 P.M., 00:37, https://x.com/exxonmobil/status/1479143581432844288, archived November 21, 2025, at https://perma.cc/978T-8QKP

TRANSCRIPT:

SUPER [00:00 - 00:06]: ExxonMobil is the first company to capture more than 120 million metric tons of CO2 through carbon capture and storage.

SUPER [00:05 - 00:06]: But what does that mean?

SUPER [00:07 - 00:13]: That's like taking all the cars in Texas, Arizona and California off the road - 26 million cars, gone for an entire year.

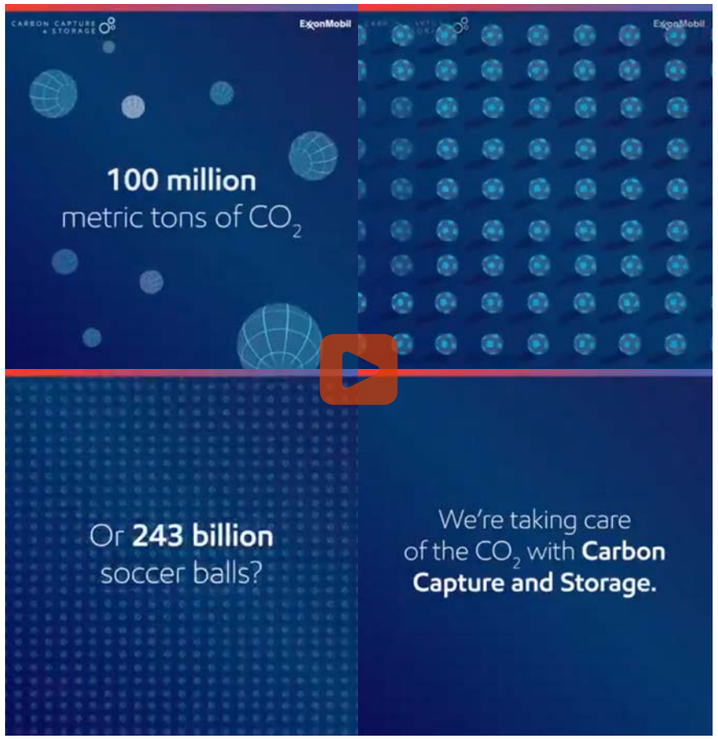
SUPER [00:14 - 00:22]: In Houston, we believe carbon capture and storage could remove 100 million metric tons of CO2 by 2040 - four times as much as the world is doing right now.

SUPER [00:20 - 00:23]: But what does that mean?

SUPER [00:23 - 00:26]: That's equivalent to planting a forest the size of California.

SUPER [00:27 - 00:32]: Carbon capture and storage is an important tool for helping the world reach the goals of the Paris Agreement.

LOGO: ExxonMobil



E36

SOURCE: ExxonMobil, social media post, *Facebook*, November 30, 2021, 00:15, https://www.facebook.com/reel/418101896453712, archived September 5, 2025, at https://web.archive.org/web/20250905184406/https://www.facebook.com/reel/418101896453712

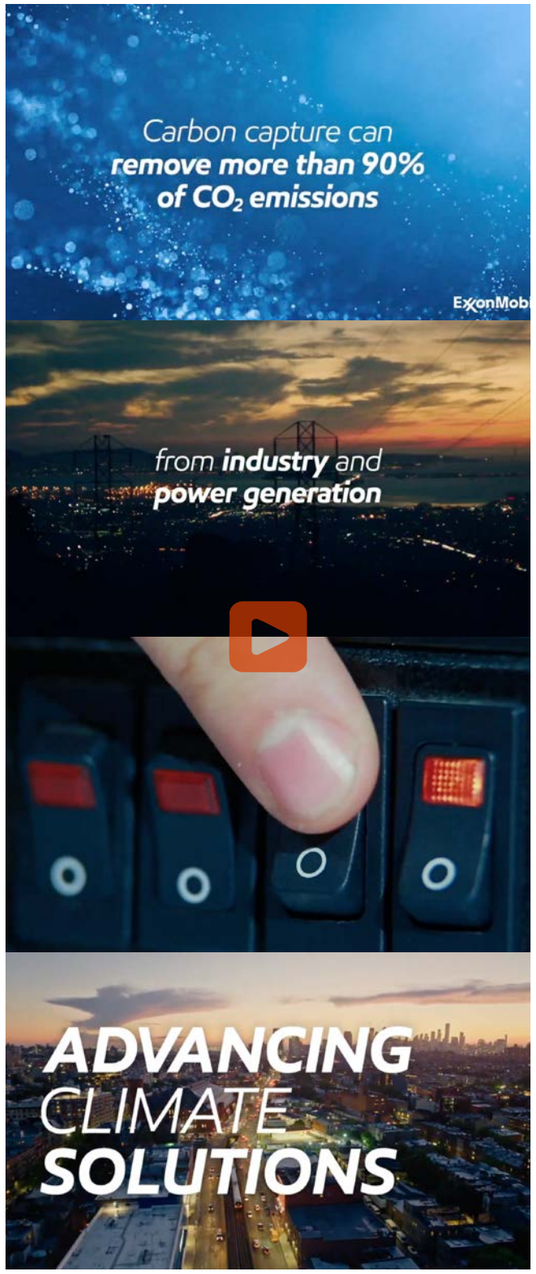
TRANSCRIPT:

SUPER [00:00 - 00:02]: 100 million metric tons of CO2

SUPER [00:04 - 00:06]: Or 243 billion soccer balls?

SUPER [00:07 - 00:10]: We're taking care of the CO2 with Carbon Capture and Storage.

LOGO: ExxonMobil



E37

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, digital advertisement, *Washington Post*, February 9, 2022, 00:15, MediaRadar

TRANSCRIPT:

V.O. & SUPER [00:02 - 00:07]: Carbon capture and storage can remove more than 90% of CO2 emissions from industry and power generation.

V.O. [00:08 - 00:12]: This technology is one of the ways ExxonMobil is advancing climate solutions.

SUPER [00:11 - 00:12]: ADVANCING CLIMATE SOLUTIONS

LOGO: ExxonMobil

TRANSCRIPT:

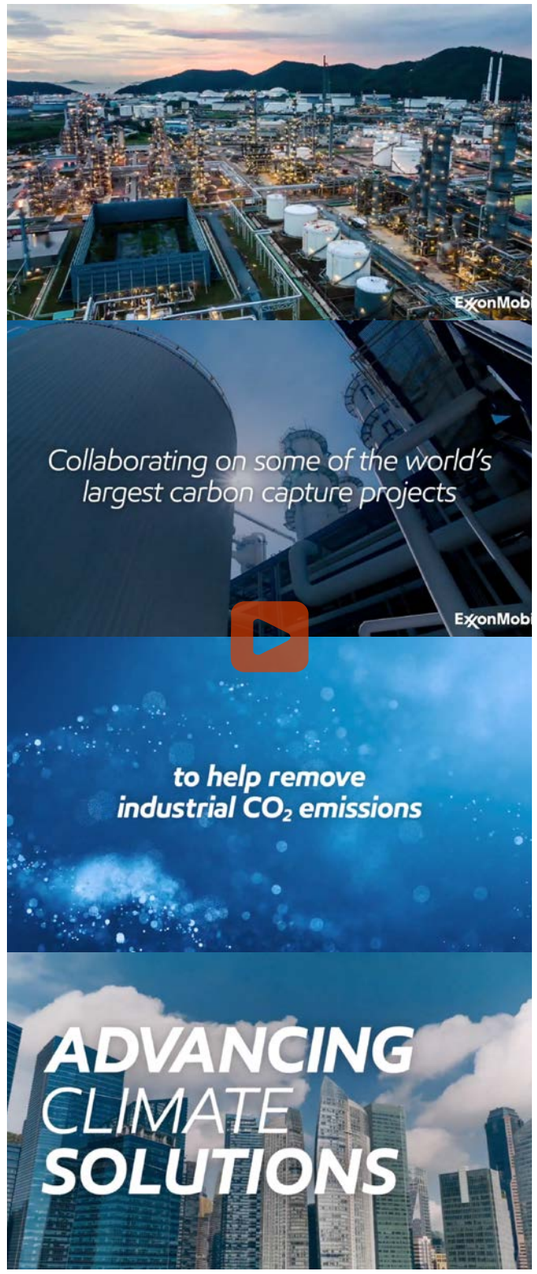
V.O. [00:00 - 00:08]: ExxonMobil is collaborating on some of the world's largest carbon capture and storage projects to help remove industrial CO2 emissions.

SUPER [00:01 - 00:05]: Collaborating on some of the world's largest carbon capture projects

V.O. [00:08 - 00:12]: It's one of the ways ExxonMobil is advancing climate solutions.

SUPER [00:10 - 00:11]: ADVANCING CLIMATE SOLUTIONS

LOGO: ExxonMobil



E38

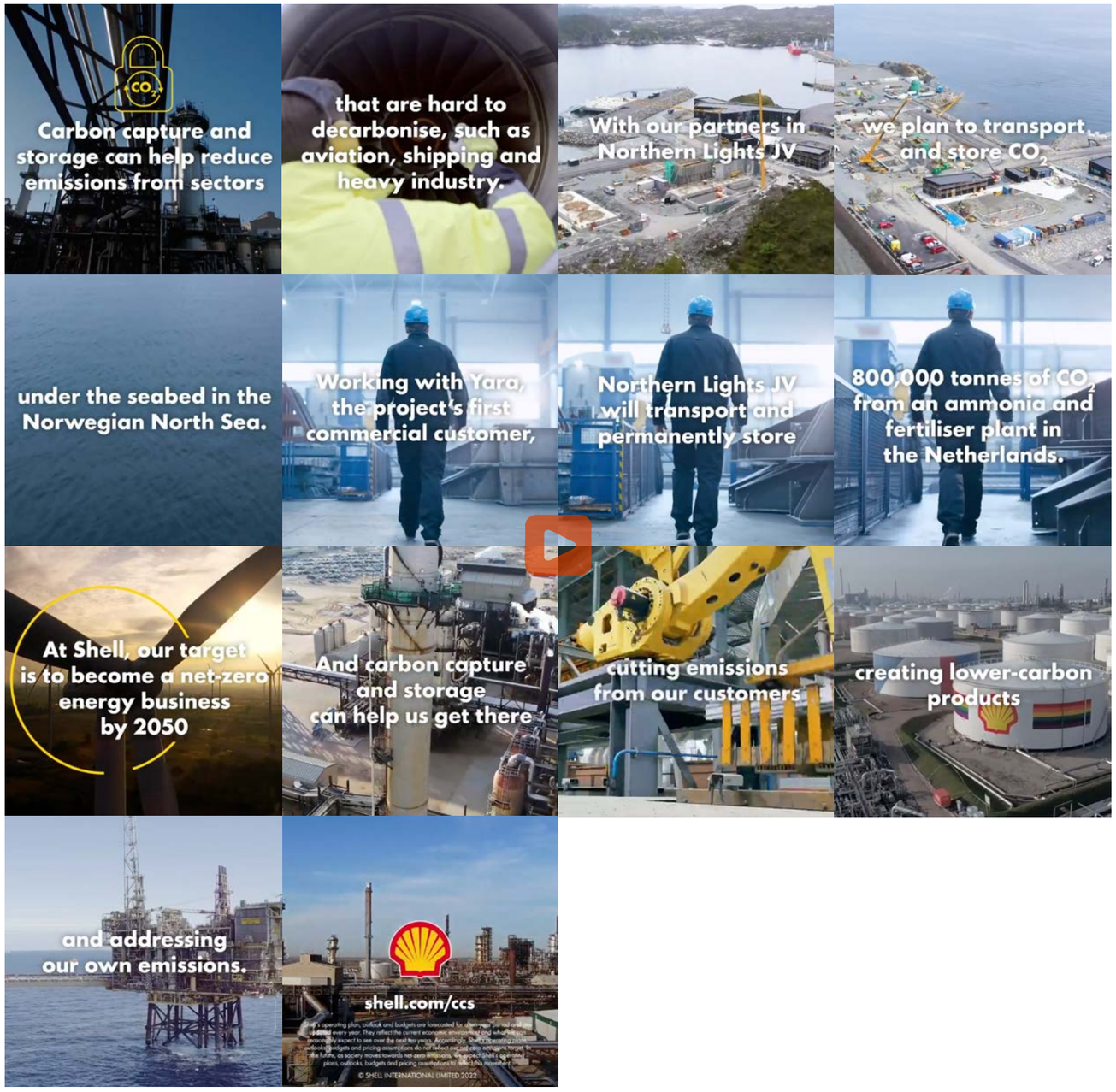
CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, digital advertisement, *Washington Post*, February 14, 2022, 00:15, MediaRadar

E39

CAMPAIGN: Advancing Climate Solutions

SOURCE: ExxonMobil, digital advertisement, *Business Insider*, March 16, 2022, MediaRadar



E40

SOURCE: Shell, social media post, *X/Twitter*, August 29, 2022, 3:51 A.M., 00:59, https://x.com/Shell/status/1564158677535391745, archived November 21, 2025, at https://perma.cc/BSC2-B6MM

TRANSCRIPT:

SUPER [00:00 - 00:08]: Carbon capture and storage can help reduce emissions from sectors that are hard to decarbonise, such as aviation, shipping and heavy industry.

SUPER [00:10 - 00:17]: With our partners in Northern Lights JV we plan to transport and store CO2 under the seabed in the Norwegian North Sea.

SUPER [00:20 - 00:29]: Working with Yara, the project's first commercial customer, Northern Lights JV will transport and permanently store 800,000 tonnes of CO2 from an ammonia and fertiliser plant in the Netherlands.

SUPER [00:32 - 00:36]: At Shell, our target is to become a net-zero energy business by 2050

SUPER [00:40 - 00:41]: And carbon capture and storage can help us get there

SUPER [00:42 - 00:49]: Cutting emissions from our customers, creating lower-carbon products, and addressing our own emissions.

SUPER [00:50 - 00:53]: shell.com/ccs

LOGO: SHELL

HASHTAG: #PoweringProgress

CONTENT FROM CHEVRON

FUELING A LOWER CARBON FUTURE

How **Chevron** is leveraging its strengths—and partnering with leading-edge upstarts—to drive energy innovation.

IN LIGHT OF GLOBAL CLIMATE CHANGE, ACHIEVING THE Paris Climate Accord's carbon neutrality goals has garnered significant focus recently. As a result, major industries are making historic investments in point source carbon capture, utilization, and storage (CCUS). This technology, which captures carbon dioxide (CO_2) before it enters the atmosphere, can catch up to 90% of CO_2 created through electricity generation and industrial processes.

"Energy demand is going to continue to increase," says Chris Powers, vice president, CCUS, at Chevron New Energies, an organization focused on advancing lower carbon solutions and affordable, reliable, ever-cleaner energy. "So, we had to figure out how we could both meet the growing need for energy while also reducing the carbon intensity of the energy that we produce. CCUS is helping us do that."

As the technology scales, CCUS is expected to play an essential role in mitigating greenhouse gas emissions: The International Energy Agency counts CCUS as one of "four key pillars of global energy transitions" and asserts that the next decade will be critical for deploying the technology to meet global climate goals.

In order to tap into the power of CCUS, Chevron has invested in numerous projects globally that further the technology. In May 2022, the company put $50 million toward developing Bayou Bend, a carbon capture and storage project in Southeast Texas. This project marks the first and only offshore lease in the U.S. dedicated to CO_2 storage and is being done in partnership with offshore operator Talos Energy and Carbonvert, a startup dedicated to CCUS projects. According to preliminary estimates, the site could potentially sequester between 225 million and 275 million metric tons of CO_2 from surrounding industrial sources.

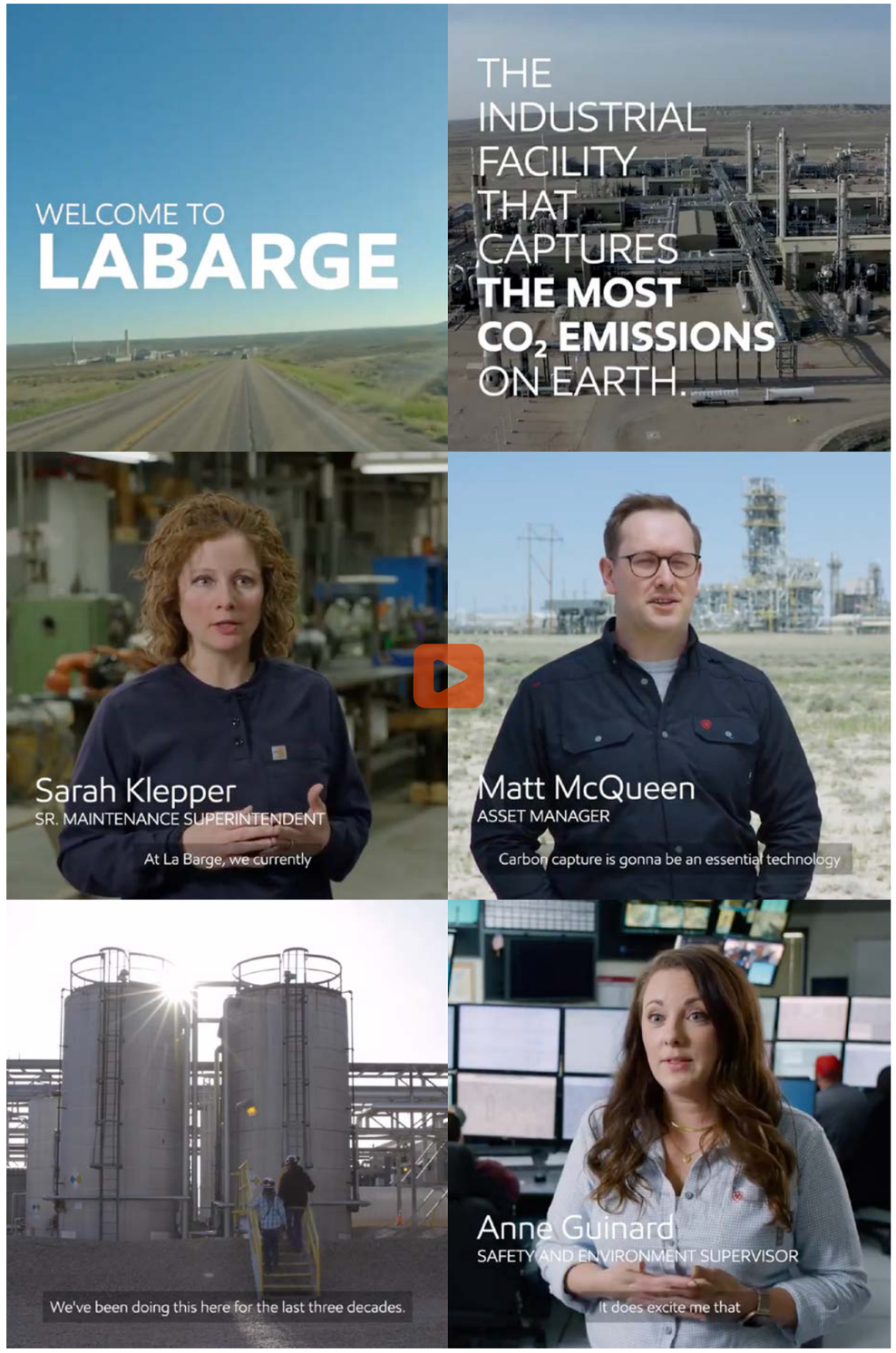
The Bayou Bend project, with its emphasis on partnership and cross-industry impacts, is emblematic of the collaboration needed to tackle climate change, says Powers. "We start with humility and recognize that we are not going to tackle this challenge alone."

This type of collaboration is needed from the top-down—starting with governmental policy that can help reduce the cost of CO_2 capture. Then, companies can invest in infrastructure and innovation and focus on bringing their most valuable assets to the table. For Chevron, this includes a workforce with highly specialized skill sets, including process engineers, subsurface specialists, and project managers, all with decades of energy sector experience, to move these projects forward.

"Chevron is uniquely positioned to help tackle this global challenge," says Powers. "We are excited about the opportunity to help create a lower carbon future for generations to come." ■

E41

SOURCE: Chevron, print advertisement, *Fortune*, October 1, 2022, 52, MediaRadar



E42

SOURCE: ExxonMobil, social media post, *X/Twitter*, October 27, 2022, 10:03 A.M., 00:57, https://x.com/exxonmobil/status/1585633209156440064, archived November 21, 2025, at https://perma.cc/X8MH-YZWQ

TRANSCRIPT:

SUPER [00:00 - 00:01]: WECOME TO LABARGE

SUPER [00:02 - 00:05]: THE INDUSTRIAL FACILITY THAT CAPTURES THE MOST CO2 EMISSIONS ON EARTH.

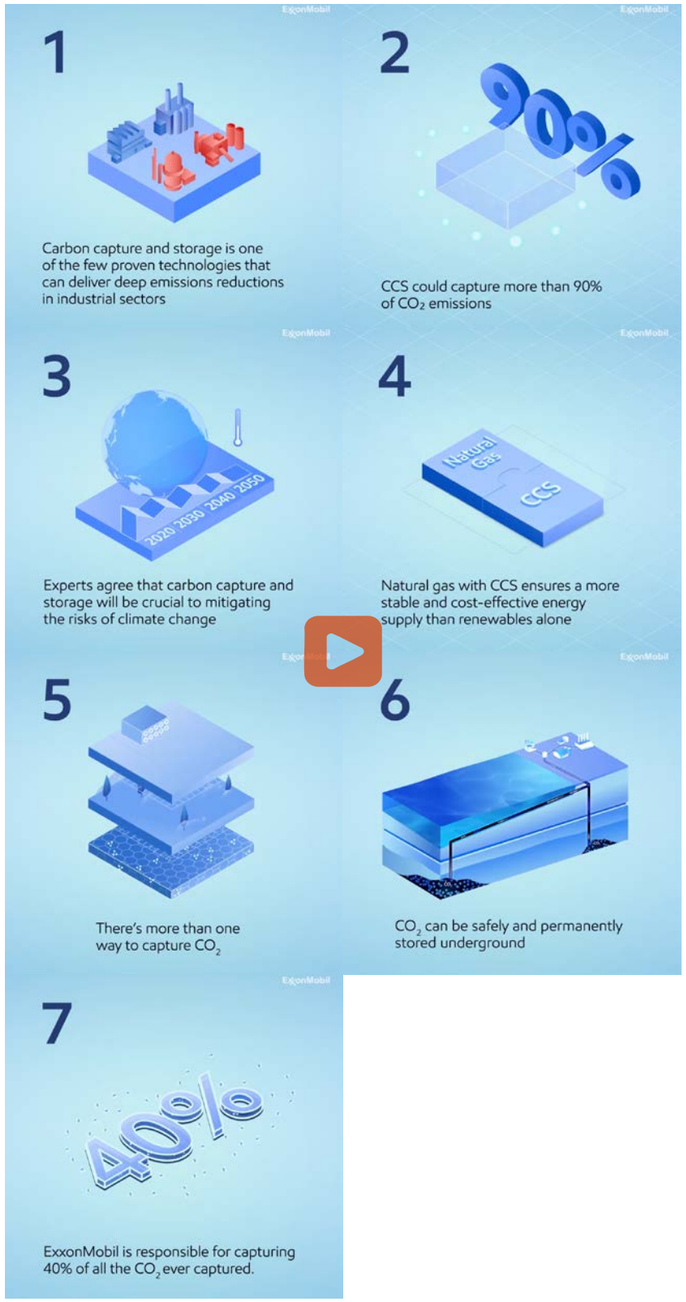
SARAH KLEPPER (Sr. Maintenance Superintendent, ExxonMobil) [00:06 - 00:20]: At LaBarge, we currently capture, separate and store CO2. The carbon capture project is taking that a step further in expanding those existing operations and facilities as a way to further reduce greenhouse gas emissions.

MATT McQUEEN (Asset Manager, ExxonMobil) [00:21 - 00:33]: Carbon capture is gonna be an essential technology to help advance the energy transition. We've been doing this here for the last three decades. So we have the expertise to scale up this technology to help society meet its net-zero ambitions.

ANNE GUINARD (Safety and Environment Supervisor, ExxonMobil) [00:34 - 00:40]: It does excite me that this is a place of innovation, that we are pioneering technology here.

KLEPPER [00:41 - 00:51]: The experiences and lessons learned here can be applied across the globe as we progress future carbon capture opportunities that are really necessary for us to be able to meet our net-zero objective.

LOGO: ExxonMobil



E43

SOURCE: ExxonMobil, social media post, Facebook, February 15, 2023, 01:10, https://www.facebook.com/watch/?v=928243451534922

TRANSCRIPT:

SUPER [00:00 - 00:08]: 1. Carbon capture and storage is one of the few proven technologies that can deliver deep emissions reductions in industrial sectors

SUPER [00:11 - 00:18]: 2. CCS could capture more than 90% of CO2 emissions

SUPER [00:20 - 00:28]: 3. Experts agree that carbon capture and storage will be crucial to mitigating the risks of climate change

SUPER [00:31 - 00:38]: 4. Natural gas with CCS ensures a more stable and cost-effective energy supply than renewables alone

SUPER [00:40 - 00:48]: 5. There's more than one way to capture CO2

SUPER [00:50 - 00:58]: 6. CO2 can be safely and permanently stored underground

SUPER [01:00 - 01:08]: 7. ExxonMobil is responsible for capturing 40% of all the CO2 ever captured.

E44

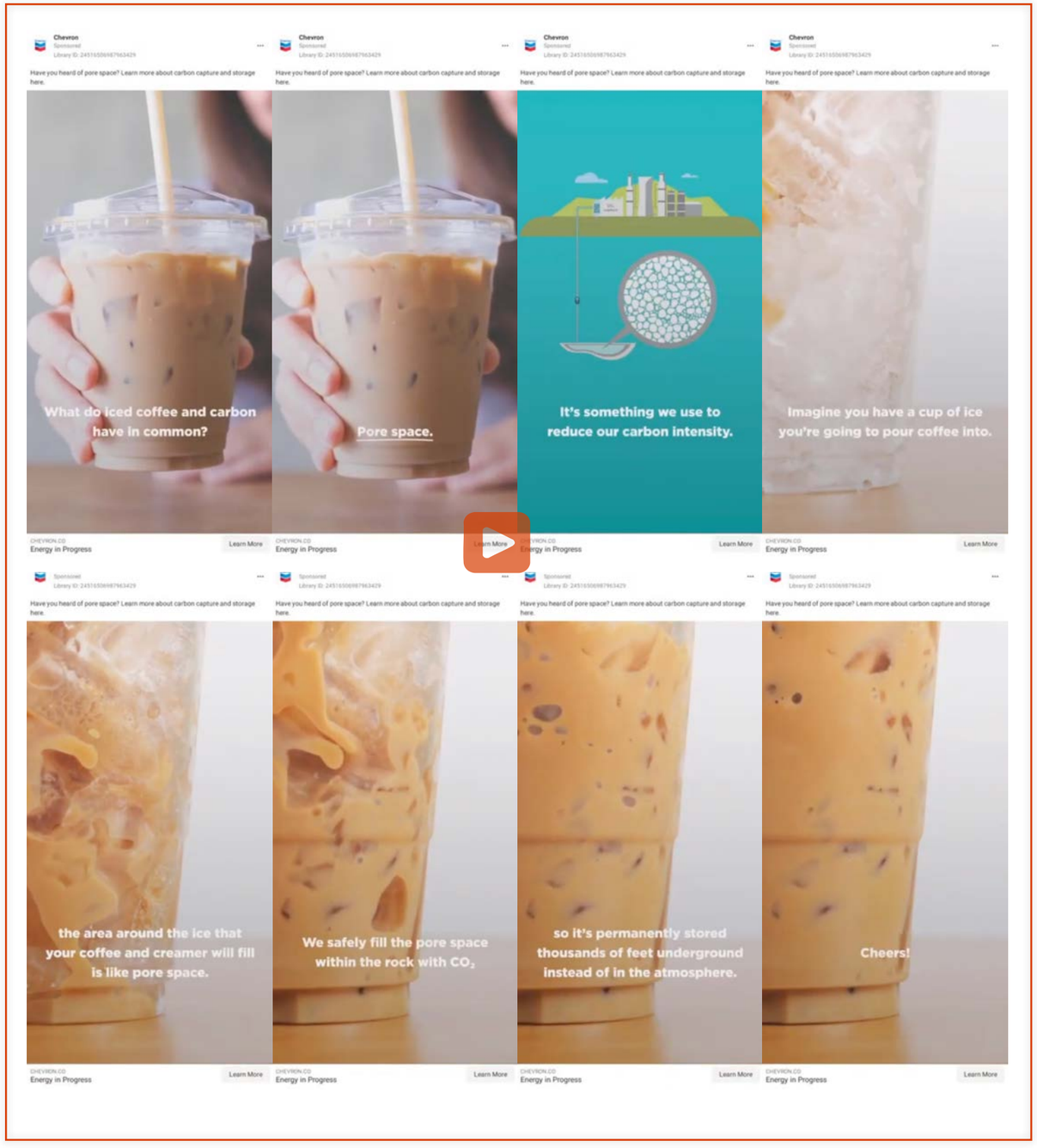
SOURCE: ExxonMobil, social media post, *Facebook*, September 19, 2023, https://www.facebook.com/share/p/MJ43VG8XkGstFZ3H/, archived December 1, 2025, at https://archive.ph/ePAd1

E45

SOURCE: ExxonMobil, digital advertisement, *Facebook*, December 10, 2023, https://www.facebook.com/ads/library/?id=730782358495851, Meta Ad Library

E46

SOURCE: ExxonMobil, digital advertisement, *Wall Street Journal*, December 13, 2023, MediaRadar



E47

SOURCE: Chevron, digital advertisement, *Facebook*, November 3, 2023, 00:32, MediaRadar

TRANSCRIPT:

SUPER [00:00 - 00:03]: What do iced coffee and carbon have in common?

SUPER [00:04 - 00:05]: Pore space.

SUPER [00:05 - 00:08]: It's something we use to reduce our carbon intensity.

SUPER [00:09 - 00:12]: Imagine you have a cup of ice you're going to pour coffee into.

SUPER [00:13 - 00:17]: the area around the ice that your coffee and creamer will fill is like pore space.

SUPER [00:18 - 00:21]: We safely fill the pore space within the rock with CO2

SUPER [00:22 - 00:26]: so it's permanently stored thousands of feet underground instead of in the atmosphere.

SUPER [00:27 - 00:29]: Cheers!

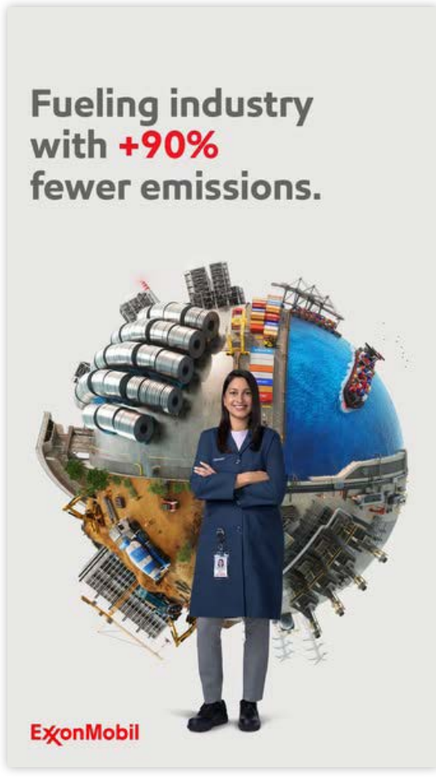
SUPER [00:30 - 00:32]: Energy in Progress

LOGO: Chevron

E48

CAMPAIGN: Let's Deliver

SOURCE: ExxonMobil, digital advertisment, *Facebook, Instagram*, January 15, 2024, https://www.facebook.com/ads/library/?id=337096365834826, Meta Ad Library



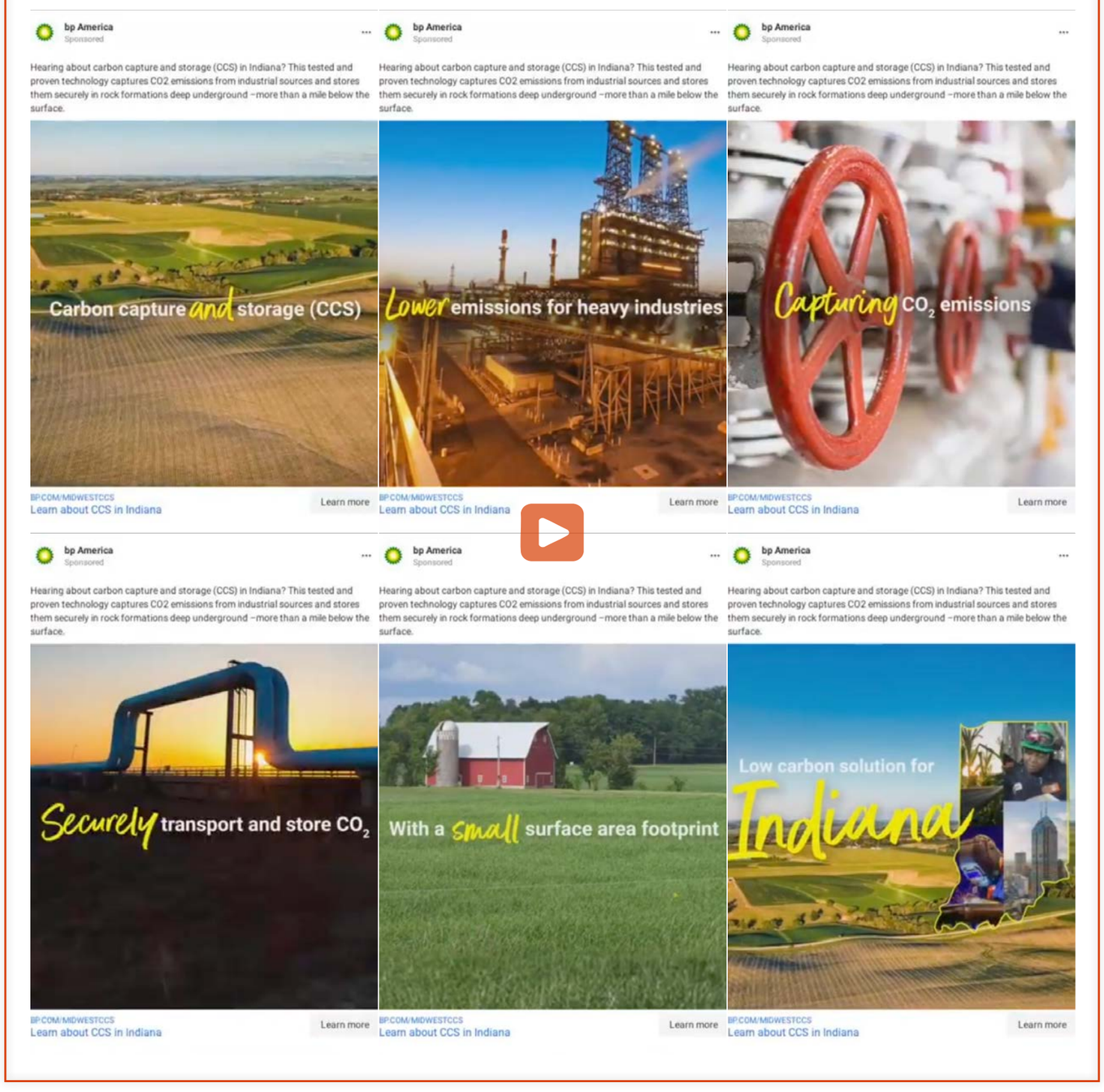
E49

CAMPAIGN: Let's Deliver

SOURCE: SOURCE: ExxonMobil, digital advertisement, *Facebook*, *Instagram*, January 15, 2024, https://www.facebook.com/ads/library/?id=745170920818806, Meta Ad Library

E50

SOURCE: BP, digital advertisement, *Facebook*, February 12, 2024, 00:07, MediaRadar



E51

SOURCE: BP, digital advertisment, *Facebook*, April 30, 2024, 00:30, MediaRadar

TRANSCRIPT:

V.O. [00:00 - 00:09]: Want the facts on carbon capture and storage? CCS technology can lower carbon emissions across industries, like ethanol, cement, refining and steel.

SUPER [00:00 - 00:03]: Carbon capture and storage (CCS)

SUPER [00:04 - 00:09]: Lower emissions for heavy industries

V.O. [00:10 - 00:19]: CCS captures CO2 before it enters the atmosphere, then transports and stores it securely underground with a small footprint on the surface.

SUPER [00:11 - 00:13]: Capturing CO2 emissions

SUPER [00:14 - 00:15]: Securely transport and store CO2

SUPER [00:16 - 00:19]: With a small surface area footprint

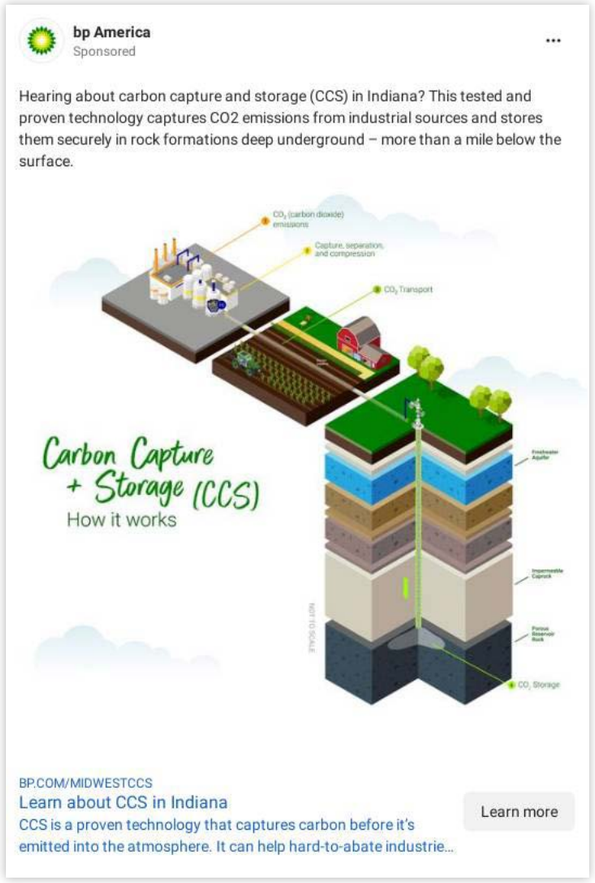
V.O. [00:20 - 00:25]: It's a low-carbon solution that can help Indiana boost its economy and supply America with lower carbon fuels.

SUPER [00:20 - 00:24]: Low carbon solution for Indiana

V.O. [00:26 - 00:30]: Visit bp.com/MidwestCCS to learn more.

SUPER [00:27 - 00:30]: bp.com/MidwestCCS

LOGO: BP



E52

SOURCE: BP, digital advertisement, *Facebook*, July 17, 2024, MediaRadar

E53

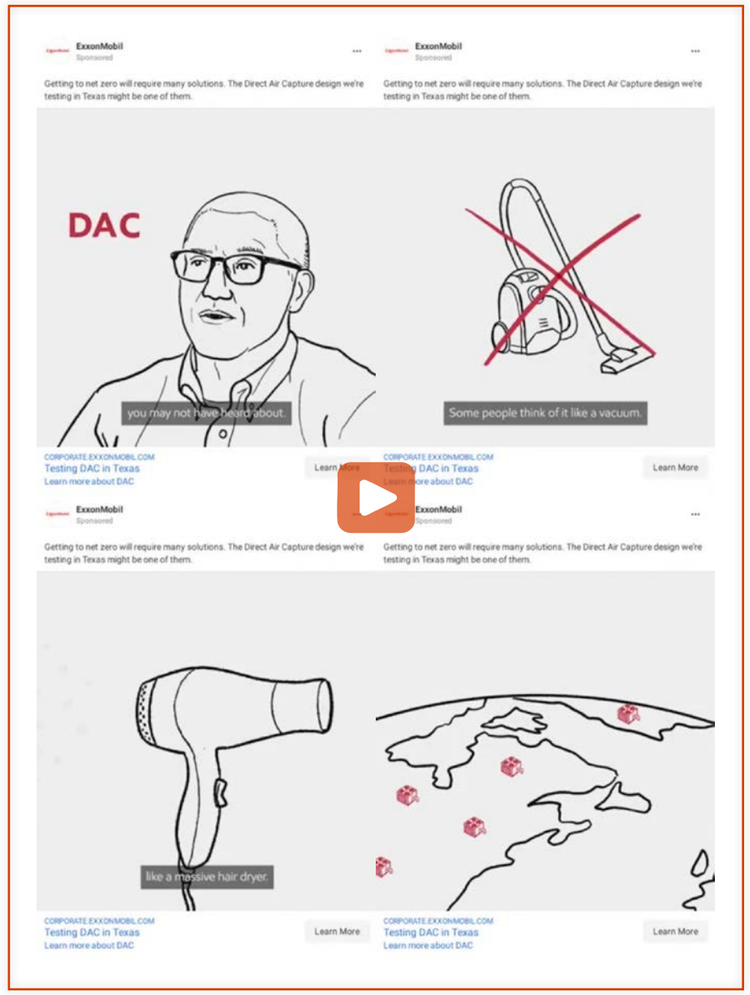
SOURCE: ExxonMobil, digital advertisement, *Facebook*, July 27, 2024, 00:06, MediaRadar

TRANSCRIPT:

V.O. [00:00 - 00:02]: Direct Air Capture is a tool that removes CO2 from the air.

V.O. [00:03 - 00:05]: It can be installed almost anywhere.

SUPER [00:05 - 00:06]: Learn more at exxonmobil.com



E54

SOURCE: ExxonMobil, digital advertisement, *Facebook*, July 27, 2024, 00:30, MediaRadar

TRANSCRIPT:

V.O. [00:00 - 00:03]: Direct Air Capture is a really cool technology you may not have heard about.

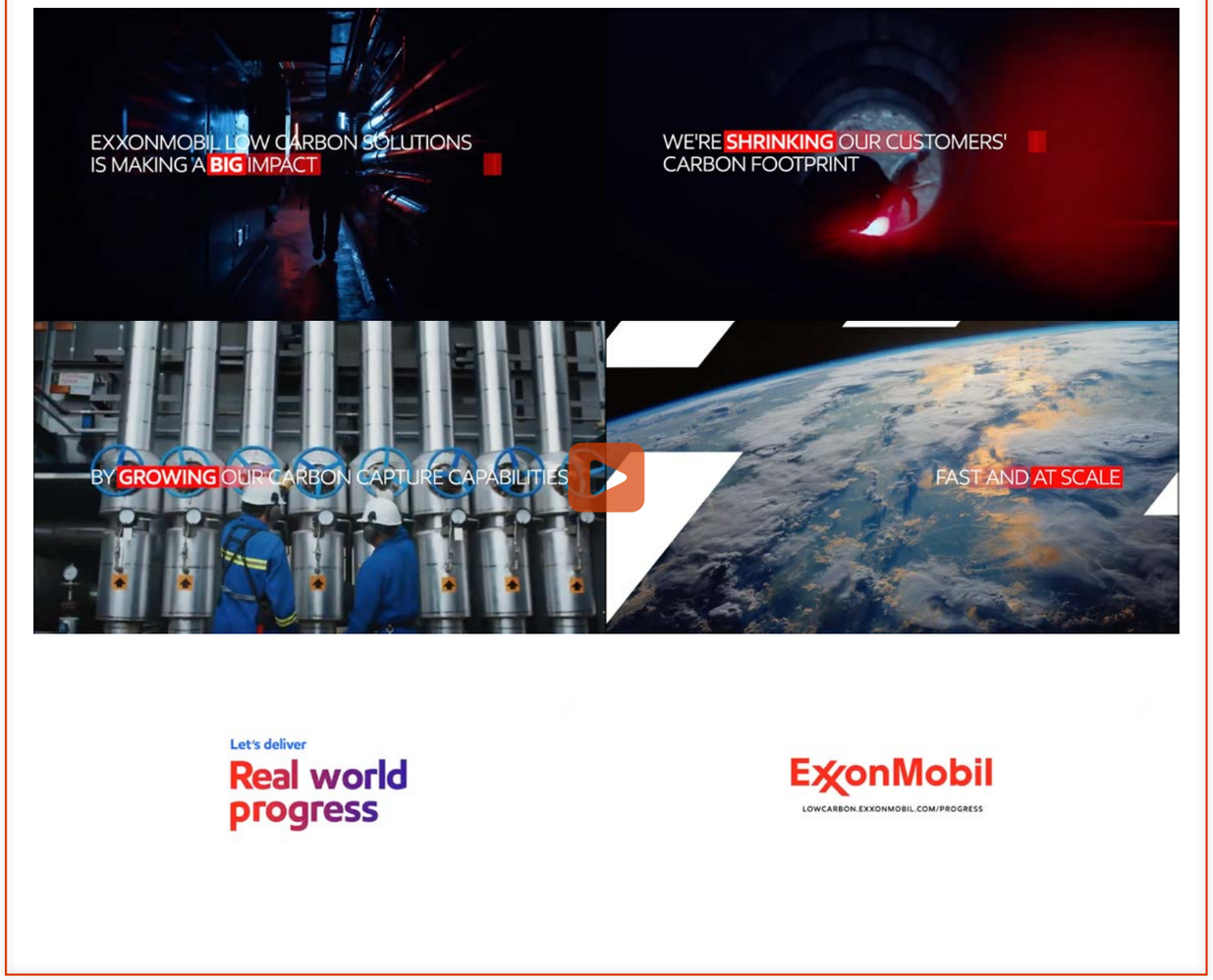
V.O. [00:04 - 00:08]: Some people think of it like a vacuum. However, I think of it like a massive hair dryer.

V.O. [00:09 - 00:13]: It pulls in air, filters out CO2, and then releases the air back out.

V.O. [00:14 - 00:18]: Because it removes CO2 directly from the air, it can be installed almost anywhere.

V.O. [00:21 - 00:24]: Getting to net zero will require many solutions. DAC can be one of them.

SUPER [00:25 - 00:30] Learn more at exxonmobil.com



E55

CAMPAIGN: Let's Deliver

SOURCE: ExxonMobil, digital advertisment, *YouTube*, September 24, 2025, 00:15, MediaRadar

TRANSCRIPT:

V.O. & SUPER [00:00 - 00:04]: ExxonMobil low carbon solutions is making a big impact

V.O. & SUPER [00:04 - 00:06]: We're shrinking our customer's carbon footprint

V.O. & SUPER [00:06 - 00:09]: By growing our carbon capture capabilities

V.O. & SUPER [00:10 - 00:11]: Fast and at scale

V.O. [00:12 - 00:14]: And that's huge

SUPER [00:12 - 00:14]: Let's deliver Real world progress

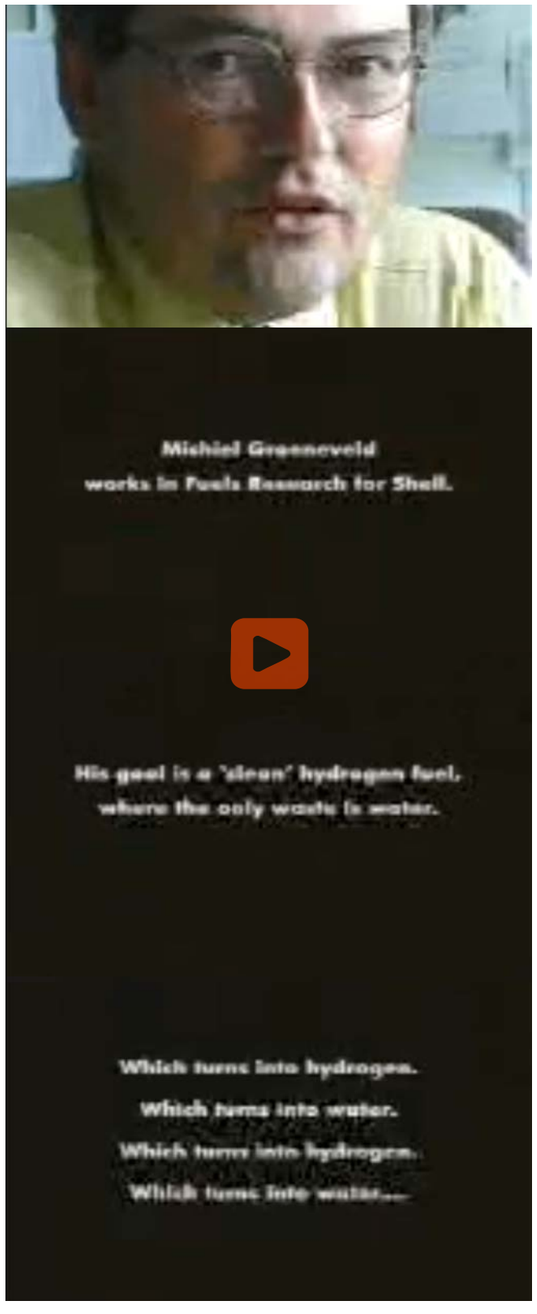
LOGO: ExxonMobil

E56

CAMPAIGN: Let's Deliver

SOURCE: ExxonMobil, digital advertisement, *Facebook*, Instagram, October 22, 2025, https://www.facebook.com/ads/library/?id=788976617452443, Meta Ad Library

APPENDIX F: Seeding False Narratives About Hydrogen



F1

CAMPAIGN: Living the Values

SOURCE: Shell, "Obsessive," television advertisement, 01:01, archived March 2, 2000, at https://web.archive.org/web/20000302145050/http://www3.shellus.com/stream/pxx/99182/home.htm

TRANSCRIPT

MICHIEL GROENEVELD [00:00 - 00:02]: Some people would call me obsessive.

V.O. [00:06 - 00:23]: This man believes it is better to anticipate change than to have it forced upon you. If he gets his way, the pollution of town and country will be a thing of the past, the drain on our precious natural resources would ease.

GROENVELD [00:24 - 00:33]: And our dependence on traditional fossil fuels would be ended forever, in favor of an energy supply which is practically inexhaustible.

V.O. [00:34 - 00:41]: Once, he would have been an oil company's worst nightmare. Today, he's their brightest hope.

SUPER [00:42 - 00:46]: Michiel Groeneveld works in Fuels Research for Shell.

SUPER [00:47 - 00:50]: His goal is a "clean" hydrogen fuel, where the only waste is water.

SUPER [00:51 - 00:54]: Which turns into hydrogen. Which turns into water. Which turns into hydrogen. Which turns into water.

LOGO: Shell

F2

CAMPAIGN:
Understanding Energy

SOURCE: ExxonMobil, "Understanding energy: fuel cells," television advertisement, 00:30, archived September 18, 2002, at https://web.archive.org/web/20020918111906/http://www.understanding-energy.com/tvspots.html

TRANSCRIPT:

JACK JOHNSTON, Ph.D. (ExxonMobil) [00:01 - 00:14]: ExxonMobil is engaged in research with the auto industry on a whole variety of advanced vehicle systems, including gasoline fuel cell vehicles. The basic concept behind a fuel cell is to take hydrogen to make electricity.

DANIEL O'CONNELL (Staff Engineer/General Motors) [00:14 - 00:21]: This technology allows us to make a significant improvement in fuel economy, as well as a 50 percent reduction in emissions.

JOHNSTON [00:21 - 00:27]: The challenge for our industry is how do we supply the growing demand for energy in the world with a lower environmental impact? That's the journey that we're on.

LOGO: ExxonMobil


No. 2 in a series | Understanding energy: fuel cells

Fuel cell vehicles:
fact, fiction, or somewhere
in between?

As the world's energy needs continue to grow, so does the need to responsibly manage this increasing demand with more innovative technology. One of the many advanced fuel systems currently being explored is fuel cell technology. Originally developed by NASA to power spacecraft, fuel cells are now being developed to power cars.

Fuel cells combine hydrogen and oxygen in a chemical reaction to make electricity, which is used to power the car. But how consumers actually get the hydrogen is key. ExxonMobil is working with automotive manufacturers designing demonstration vehicles that use an onboard processor to safely extract hydrogen from gasoline – a widely available fuel. Further development of this technology could potentially accelerate the availability of fuel cell vehicles and their benefits, which include twice the fuel efficiency of today's vehicles, along with greatly reduced emissions. It's the pursuit of these kinds of technologies that will ensure the world's demand for energy will continue to be met, both economically, and environmentally.

To learn more, visit understanding-energy.com

ExxonMobil

F3

CAMPAIGN: Understanding Energy

SOURCE: ExxonMobil, print advertisement, archived April 3, 2003, at https://web.archive.org/web/20030403071227/http://understanding-energy.com/fuelcells/fc_print.pdf

F6

CAMPAIGN: Turning Partnership into Energy

SOURCE: Chevron, print advertisement, *Time*, January 10, 2005, 4-5, https://time.com/vault/issue/2005-01-10/page/4/, archived November 17, 2025, at https://perma.cc/Z4E7-7UM3, The TIME Magazine Vault

F4

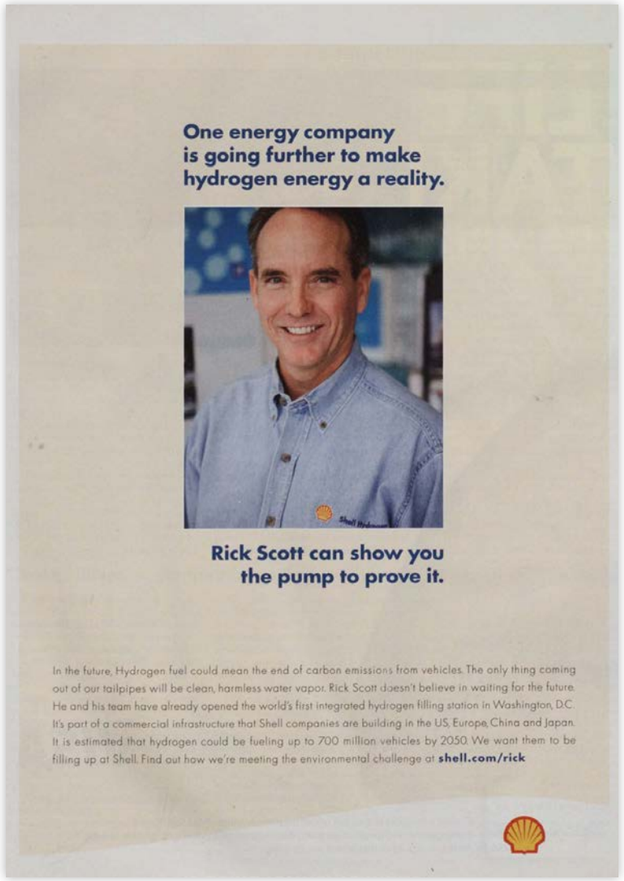
CAMPAIGN: Living the Values

SOURCE: Shell, print advertisement, *Time*, October 25, 2004, 171, https://time.com/vault/issue/2004-10-25/page/171/, archived November 17, 2025, at https://perma.cc/V3M8-V4J5, The TIME Magazine Vault

F5

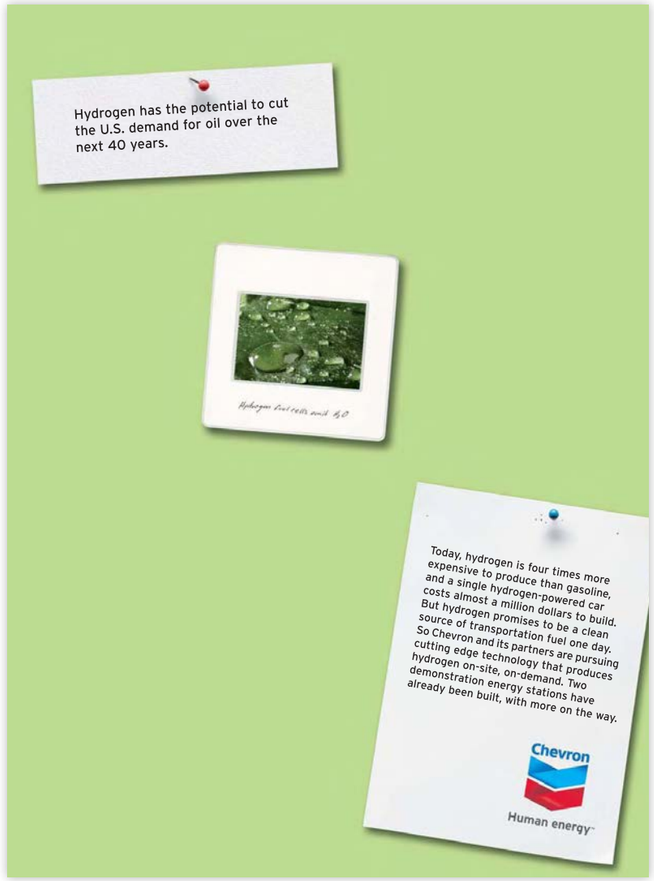
CAMPAIGN: BP On the Street

SOURCE: BP, print advertisement, 2005, archived June 15, 2021, at https://web.archive.org/web/20210615194723/https://donmillerartdirection.com/bp-corporate



F7

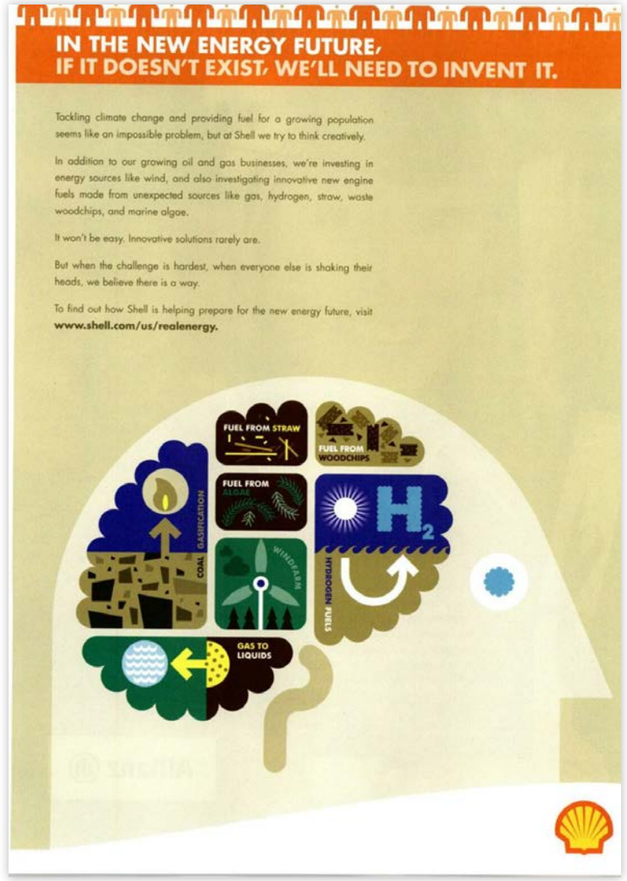
SOURCE: Shell, print advertisement, *Time*, October 23, 2006, 90, https://time.com/vault/issue/2006-10-23/page/90/, archived November 17, 2025, at https://perma.cc/E5JR-UBZU, The TIME Magazine Vault



F8

CAMPAIGN: Real Issues

SOURCE: Chevron, print advertisement, archived October 11, 2007, at https://web.archive.org/web/20071011153328/http://www.chevron.com/documents/pdf/realissuesadenergyspectrum.pdf



F9

CAMPAIGN: Real Energy

SOURCE: Shell, print advertisement, *The Economist (US)*, November 29, 2008, 30, MediaRadar

F10

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New York Times*, May 11, 2009, A16, MediaRadar

F11

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New Yorker*, December 20, 2010, 67, New Yorker Archive

F12

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, "Advancing hydrogen technology," television advertisement, 00:33, archived May 24, 2010, at https://web.archive.org/web/20100524235851/http://www.exxonmobil.com/Corporate/news_ad_corpus_hydrogen.aspx

TRANSCRIPT:

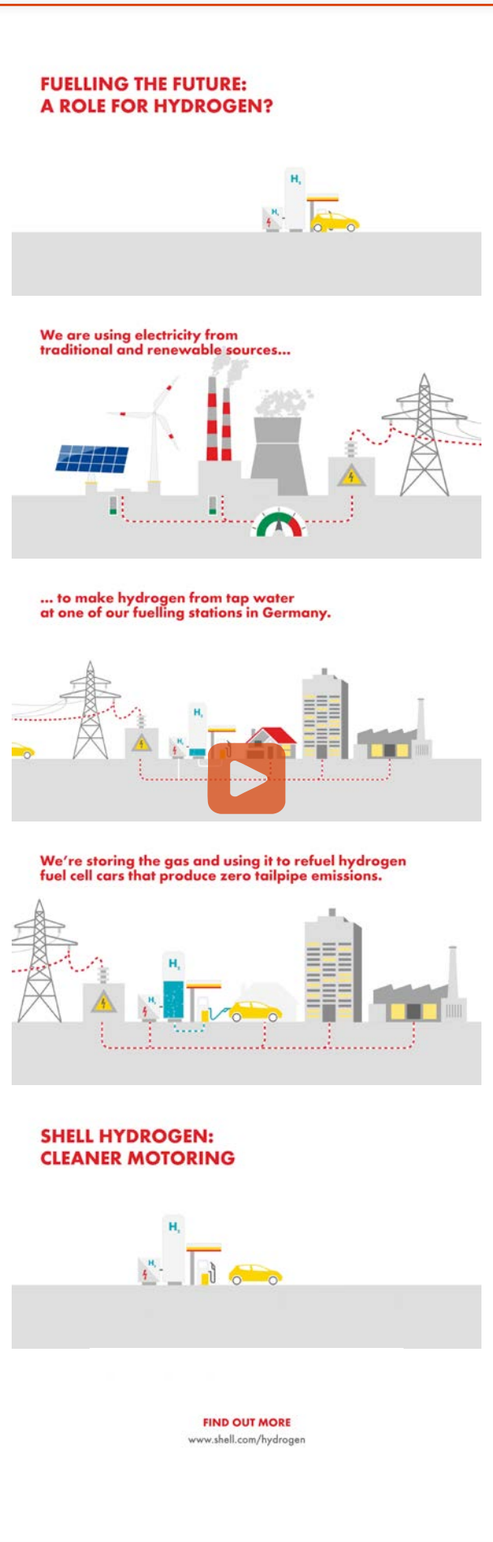
SUPER [00:00 - 00:03]: ExxonMobil on advancing hydrogen technology

NAZEER BHORE (Engineer, ExxonMobil) [00:01 - 00:21]: Most people feel that ExxonMobil is a company that supplies gasoline in the gas station around the street corner. But we also are working with partners to develop a new energy saving technology for future decades that takes gasoline and converts it into hydrogen on board a car with significantly lower greenhouse gas emissions.

BHORE [00:22 - 00:30]: Our onboard hydrogen system on a fuel cell car could enable about 80 percent better fuel economy in the car you and I drive today.

SUPER [00:26 - 00:28]: More efficiency. Fewer emissions.

LOGO: ExxonMobil



F13

CAMPAIGN: Make the Future

SOURCE: Shell, "Fuelling the future: a role for hydrogen," *YouTube* video, October 13, 2025, 00:42, https://www.youtube.com/watch?v=XSKnFdgkKDk, archived November 17, 2025, at https://perma.cc/F2F9-QZVZ

TRANSCRIPT:

SUPER [00:00 - 00:05]: FUELLING THE FUTURE; A ROLE FOR HYDROGEN?

SUPER [00:06 - 00:11]: We are using electricity from traditional and renewable sources...

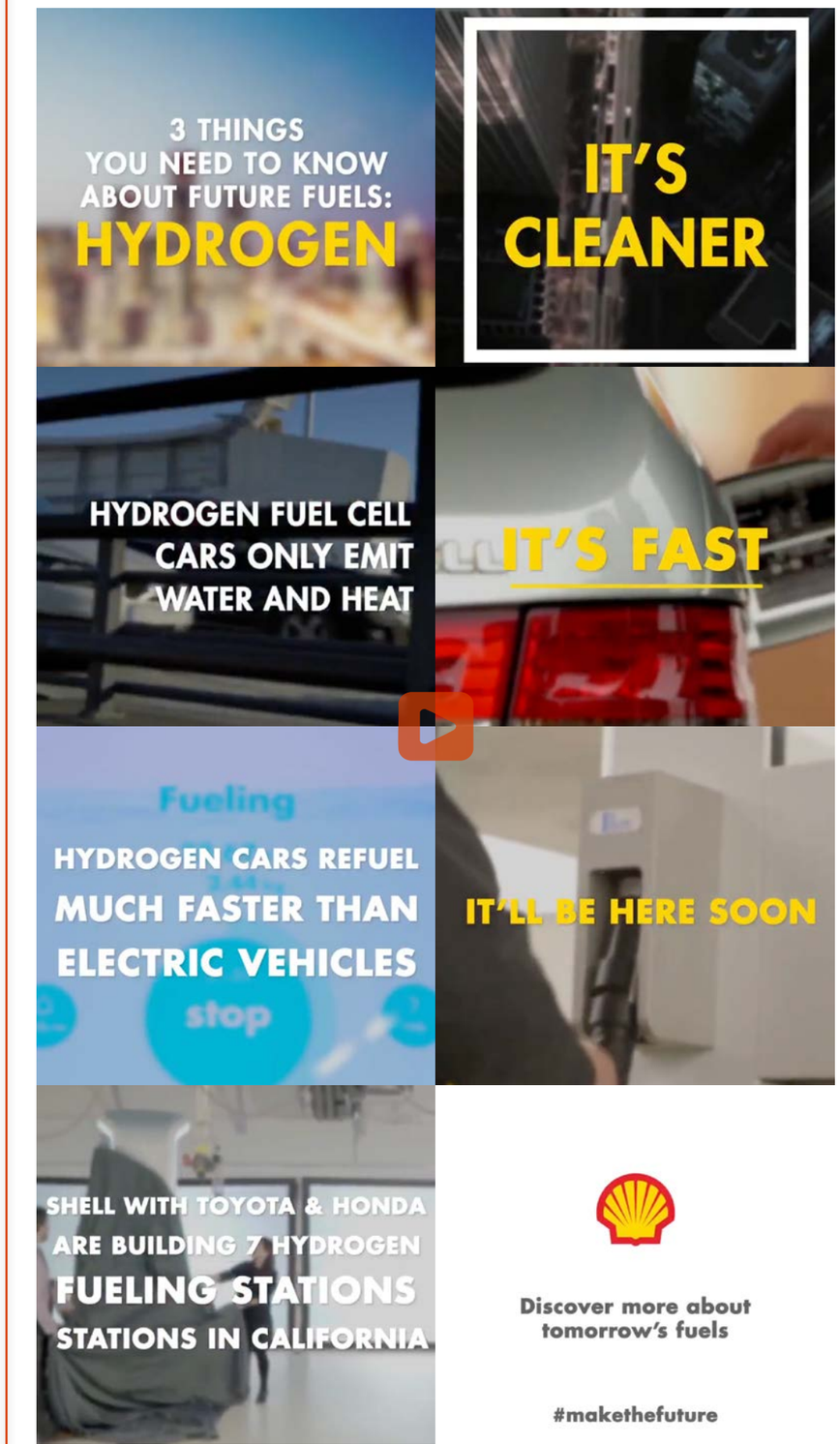
SUPER [00:14 - 00:20]: ... to make hydrogen from tap water at one of our fuelling stations in Germany.

SUPER [00:21 - 00:29]: We're storing the gas and using it to refuel hydrogen fuel cell cars that produce zero tailpipe emissions.

SUPER [00:30 - 00:33]: SHELL HYDROGEN: CLEANER MOTORING

SUPER [00:33 - 00:38]: FIND OUT MORE www.shell.com/hydrogen

LOGO: Shell



F14

CAMPAIGN: Make the Future

SOURCE: Shell, social media post, *X/Twitter*, December 20, 2017, 3:45 A.M., 00:29, https://x.com/Shell_USA/status/943401985193242625, archived November 17, 2025, at https://perma.cc/2KE6-X48H

TRANSCRIPT:

SUPER [00:00 - 00:03]: 3 THINGS YOU NEED TO KNOW ABOUT FUTURE FUELS: HYDROGEN

SUPER [00:04 - 00:06]: IT'S CLEANER

SUPER [00:06 - 00:09]: HYDROGEN FUEL CELL CARS ONLY EMIT WATER AND HEAT

SUPER [00:10 - 00:12]: IT'S FAST

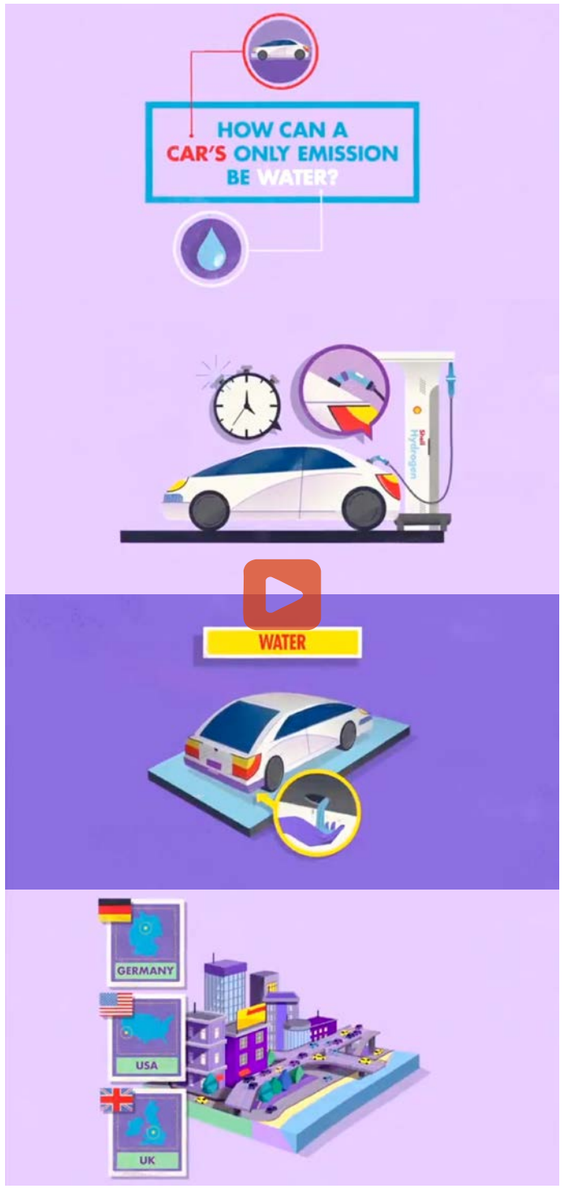
SUPER [00:13 - 00:16]: HYDROGEN CARS REFUEL MUCH FASTER THAN ELECTRIC VEHICLES

SUPER [00:17 - 00:20]: IT'LL BE HERE SOON

SUPER [00:21 - 00:25]: SHELL WITH TOYOTA & HONDA ARE BUILDING 7 HYDROGEN FUELING STATIONS IN CALIFORNIA

LOGO: Shell

HASHTAG: Discover more about tomorrow's fuels #makethefuture



F15

CAMPAIGN: Make the Future

SOURCE: Shell, digital advertisement, *YouTube*, March 17, 2018, 01:01, MediaRadar

TRANSCRIPT:

V.O. & SUPER [00:00 - 00:03]: How can a car's only emission be water?

V.O. [00:03 - 00:13]: With the number of vehicles on our roads still growing, Shell is developing cleaner ways to help people get around, like cars powered by hydrogen.

V.O. [00:14 - 00:26]: Hydrogen fuel cells drive motors which give all the performance of a conventional car that can be fully refueled in minutes with a range of more than 500 kilometers.

V.O. [00:27 - 00:30]: And the only emission — H2O. Water.

V.O. [00:31 - 00:48]: Shell is developing hydrogen fuel stations in California, and across Germany and the UK, in addition to developing and supplying a range of other future fuels like liquefied natural gas and biofuels, as well as charging points for electric vehicles.

V.O. [00:49 - 00:55]: These are just some of the ways that Shell is helping to bring better energy to everyone.

LOGO: Shell

HASHTAG: #makethefuture

F16

CAMPAIGN: Make the Future

SOURCE: Shell, digital advertisement, *Washington Post*, March 29, 2018, 00:20, MediaRadar

TRANSCRIPT:

SUPER [00:00 - 00:03]: Shell are pioneering

SUPER [00:03 - 00:06]: new filling stations

SUPER [00:06 - 00:11]: for hydrogen powered vehicles

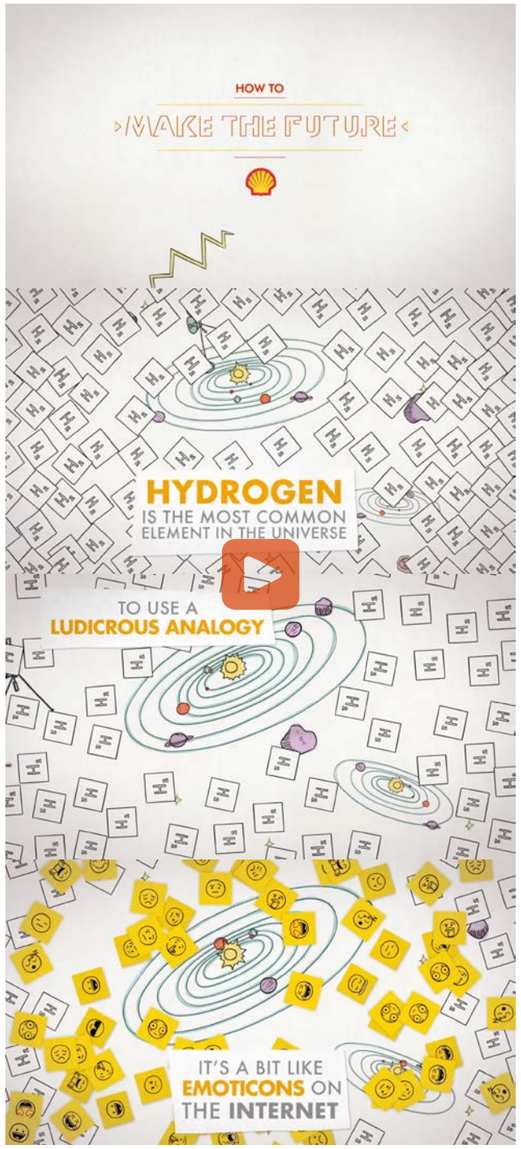
SUPER [00:11 - 00:16]: whose only emission is water

LOGO: Shell

HASHTAG: Search #makethefuture for other bright energy ideas

F17

SOURCE: Shell, digital advertisement, *New York Times*, March 21, 2018, MediaRadar



F18

CAMPAIGN: Ludicrous Anaologies

SOURCE: Shell, "How is hydrogen like emoticons? | Ludicrous Analogies," YouTube video, October 23, 2018, 01:10, https://www.youtube.com/watch?v=tNNrxbjbS2Q&t, archived November 17, 2025, at https://perma.cc/BF5Q-Y86G

TRANSCRIPT:

V.O. & SUPER [00:00 - 00:02]: How to make the future.

V.O. & SUPER [00:03 - 00:04]: Let's talk about hydrogen fuels.

V.O. & SUPER [00:05 - 00:08]: Hydrogen is the most common element in the universe.

V.O. & SUPER [00:09 - 00:13]: To use a ludicrous analogy, it's a bit like emoticons on the internet.

V.O. & SUPER [00:14 - 00:15]: It's everywhere!

V.O. & SUPER [00:16 - 00:21]: Even in water, where it's bonded to another common element: oxygen. So cute!

V.O. & SUPER [00:22 - 00:24]: But they can be split up using electricity.

V.O. & SUPER [00:25 - 00:31]: And if that electricity comes from renewable sources then this whole deal becomes free of CO_2 emissions.

V.O. & SUPER [00:32 - 00:40]: When hydrogen is used in a fuel cell it bonds back together with oxygen from the air. D'awwww... you guys!

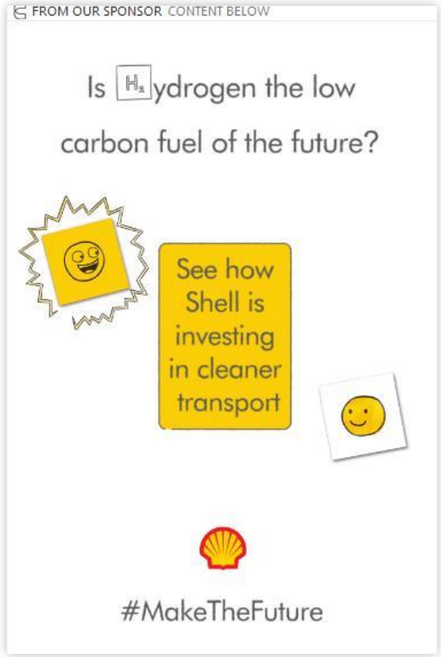
V.O. & SUPER [00:41 - 00:46]: This releases the electricity to power your car, as well as trucks, and even trains.

V.O. & SUPER [00:47 - 00:52]: And of course, the only emission of this cleaner fuel is sweet, sweet water vapor.

V.O. [00:54 - 00:56]: Now that's how to make the future.

LOGO: Shell

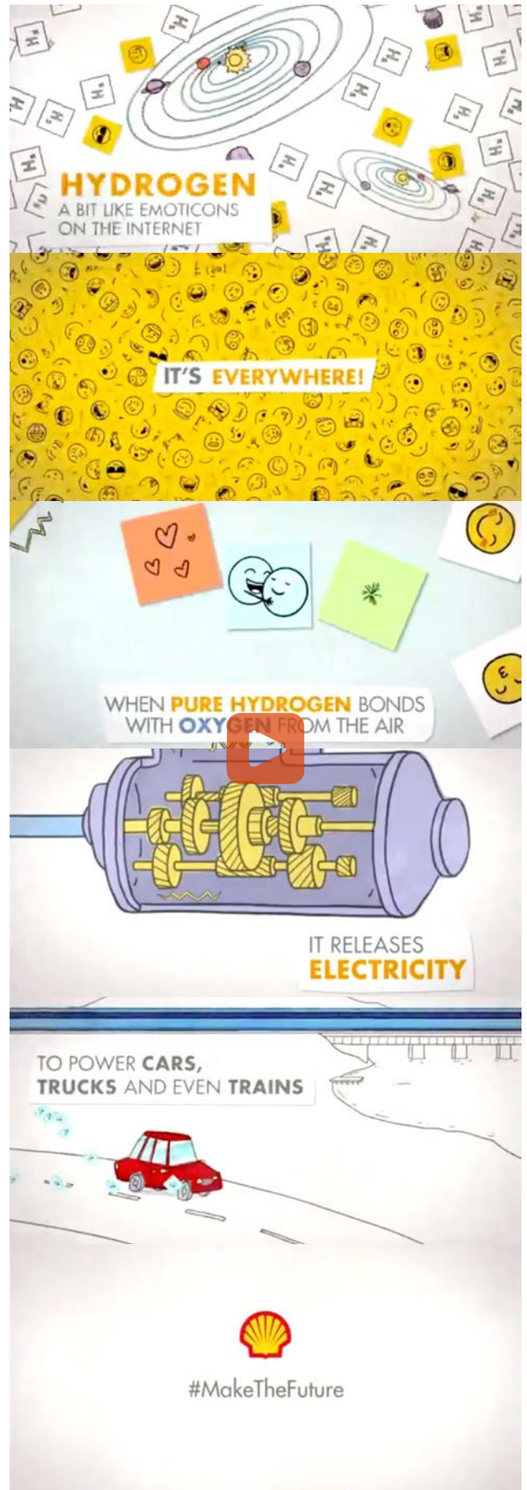
HASHTAG: #MakeTheFuture



F19

CAMPAIGN: Ludicrous Anaologies

SOURCE: Shell, digital advertisement, *Vox*, November 28, 2018, MediaRadar



F20

CAMPAIGN: Ludicrous Anaologies

SOURCE: Shell, digital advertisement, *Washington Post*, December 4, 2018, 00:15, MediaRadar

TRANSCRIPT:

V.O. & SUPER [00:00 - 00:03]: Hydrogen. A bit like emoticons on the Internet.

V.O. & SUPER [00:03 - 00:04]: It's everywhere!

V.O. & SUPER [00:04 - 00:07]: When pure hydrogen bonds with oxygen from the air...

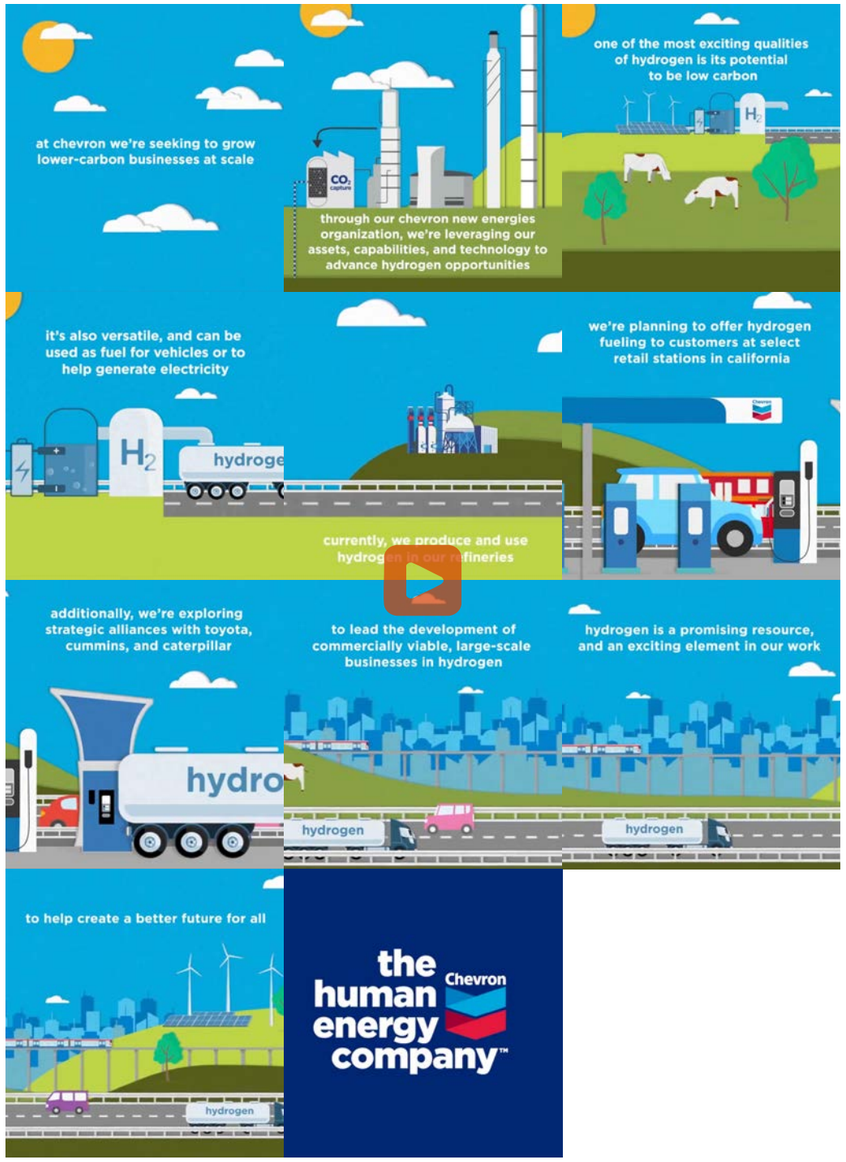
V.O. & SUPER [00:08 - 00:08]: (So cute!)

V.O. & SUPER [00:08 - 00:12]: ... It releases electricity to power cars, trucks and even trains.

V.O. [00:13 - 00:15]: Now that's how to make the future.

LOGO: Shell

HASHTAG: #MakeTheFuture



F21

SOURCE: Chevron, social media post, *X/Twitter*, March 14, 2022, 3:05 P.M., 00:58, https://x.com/Chevron/status/1503447211958587392, archived November 17, 2025, at https://perma.cc/3RZZ-U6DU

TRANSCRIPT:

SUPER [00:00 - 00:03]: at chevron we're seeking to grow lower-carbon businesses at scale

SUPER [00:03 - 00:11]: through our chevron new energies organization, we're leveraging our assets, capabilities, and technology to advance hydrogen opportunities

SUPER [00:12 - 00:18]: one of the most exciting qualities of hydrogen is its potential to be low carbon

SUPER [00:22 - 00:26]: it's also versatile, and can be used as fuel for vehicles or to help generate electricity

SUPER [00:27 - 00:32]: currently, we produce and use hydrogen in our refineries

SUPER [00:33 - 00:37]: we're planning to offer hydrogen fueling to customers at select retail stations in california

SUPER [00:38 - 00:42]: additionally, we're exploring strategic alliances with toyota, cummins, and caterpillar

SUPER [00:42 - 00:46]: to lead the development of commercially viable, large-scale businesses in hydrogen

SUPER [00:47 - 00:50]: hydrogen is a promising resource and an exciting element in our work

SUPER [00:51 - 00:53]: to help create a better future for all

LOGO: Chevron

F22

CAMPAIGN: Only Human

SOURCE: Chevron, "the power of hydrogen | Chevron," YouTube video, June 27, 2022, 00:15, https://www.youtube.com/watch?v=QefwFYv4YvM, archived November 17, 2025, at https://perma.cc/WC42-Q2YW

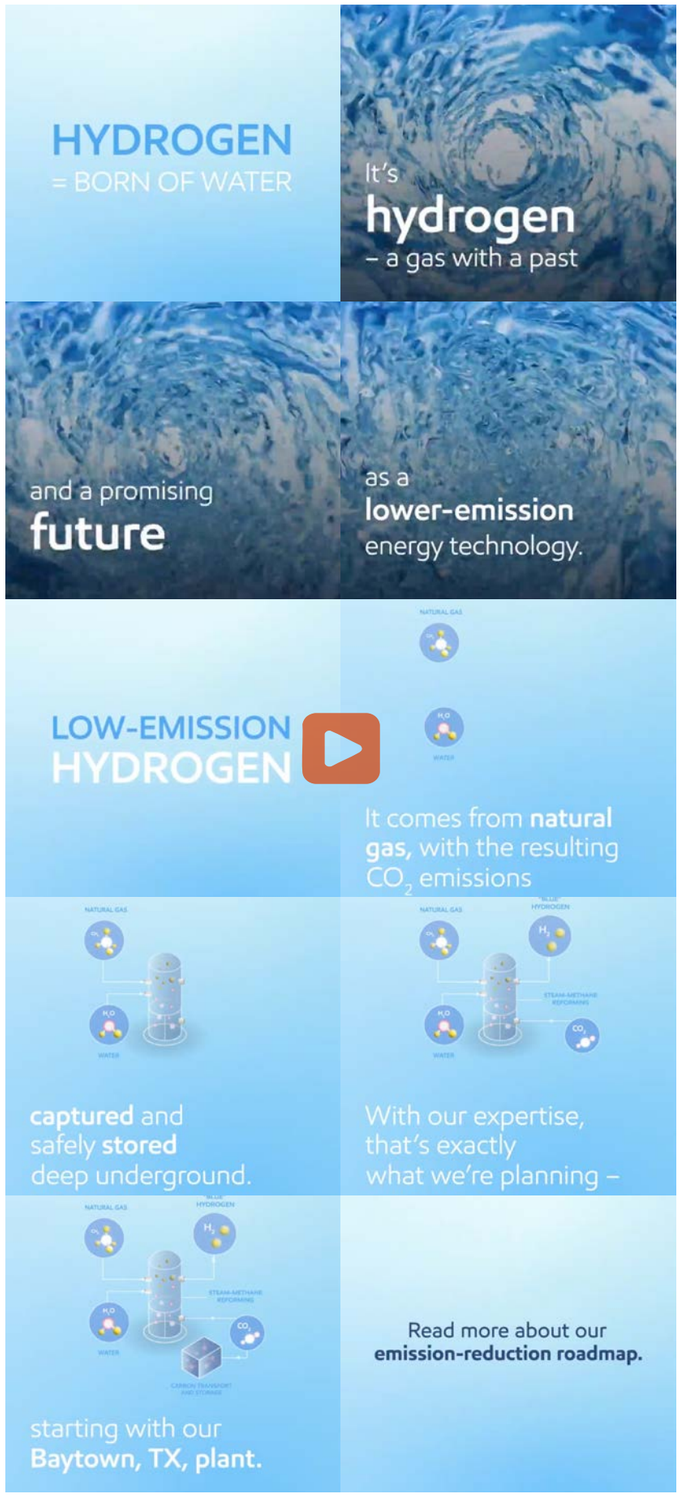
TRANSCRIPT:

V.O. [00:00 - 00:03]: Hydrogen is the most abundant element in the universe.

V.O. [00:04 - 00:11]: At Chevron, we're exploring ways to expand our hydrogen fuel capabilities to help make heavy-duty transport lower carbon.

LOGO: Chevron

SUPER: Learn more at Chevron.com/Hydrogen



F23

SOURCE: ExxonMobil, social media post, *X/Twitter*, August 10, 2022, 10:30 A.M., 01:03, https://x.com/exxonmobil/status/1557373796348317696, archived November 18, 2025, at https://perma.cc/L7VV-FE2A

TRANSCRIPT:

SUPER [00:00 - 00:01]: HYDRO = WATER

SUPER [00:02 - 00:03]: GENE = BORN OF

SUPER [00:04 - 00:05]: HYDROGEN = BORN OF WATER

SUPER [00:06 - 00:07]: It's three-quarters of the universe's mass.

SUPER [00:07 - 00:09]: It's most of Jupiter.

SUPER [00:10 - 00:11]: It's hydrogen — a gas with a past

SUPER [00:12 - 00:13]: and a promising future

SUPER [00:13 - 00:16]: as a lower-emission technology.

SUPER [00:16 - 00:18]: 1671 - Hydrogen is discovered

SUPER [00:19 - 00:22]: 1900 - Count Ferdinand von Zeppelin launched first hydrogen-filled airship

SUPER [00:23 - 00:25]: 1938 - Igor Sikorsky proposed liquid hydrogen as a fuel

SUPER [00:26 - 00:28]: 1943 - Liquid hydrogen is tested as rocket fuel

SUPER [00:29 - 00:31]: 1981 - Space Shuttle Main Engine first flight fueled by hydrogen

SUPER [00:32 - 00:34]: 2016 - Hydrogen fuel cell car

SUPER [00:34 - 00:36]: WHERE IT'S GOING:

SUPER [00:37 - 00:41]: WHEREVER WE NEED IT

SUPER [00:42 - 00:44]: LOW-EMISSION HYDROGEN

SUPER [00:44 - 00:47]: It comes from natural gas, with the resulting CO2 emissions

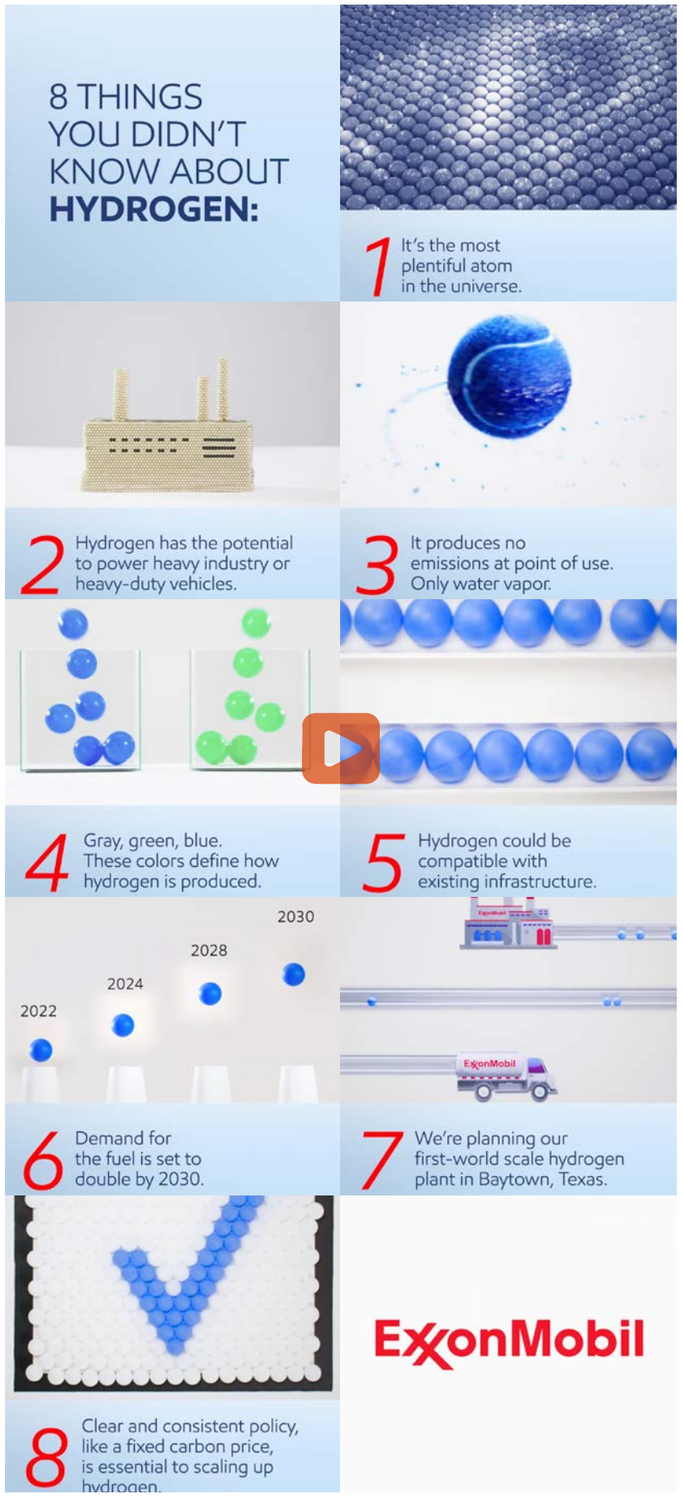
SUPER [00:47 - 00:50]: captured and safely stored deep underground.

SUPER [00:50 - 00:52]: With our expertise, that's exactly what we're planning —

SUPER [00:53 - 00:55]: starting with our Baytown, TX, plant.

SUPER [00:56 - 00:59]: Read more about our emission-reduction roadmap.

LOGO: ExxonMobil



F24

SOURCE: ExxonMobil, social media post, *Facebook*, September 15, 2022, https://www.facebook.com/reel/1032780464030207, archived November 30, 2025, at https://archive.ph/qYvMr

TRANSCRIPT:

SUPER [00:00 - 00:02]: 8 THINGS YOU DIDN'T KNOW ABOUT HYDROGEN:

SUPER [00:04 - 00:06]: 1. It's the most plentiful atom in the universe.

SUPER [00:10 - 00:12]: 2. Hydrogen has the potential to power heavy industry or heavy-duty vehicles.

SUPER [00:14 - 00:16]: 3. It produces no emissions at point of use. Only water vapor.

SUPER [00:19 - 00:23]: 4. Gray, green, blue. These colors define how hydrogen is produced.

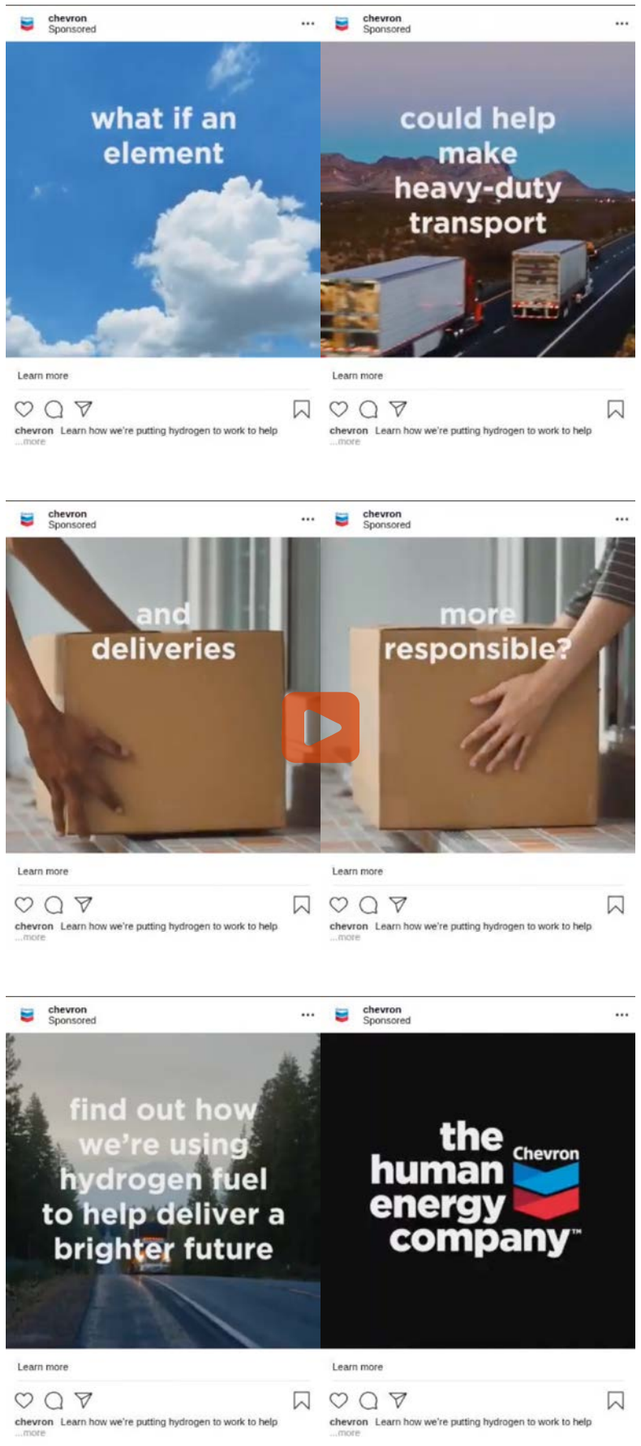
SUPER [00:25 - 00:27]: 5. Hydrogen could be compatible with existing infrastructure.

SUPER [00:29 - 00:31]: 6. Demand for the fuel is set to double by 2030.

SUPER [00:34 - 00:37]: 7. We're planning our first-world scale hydrogen plant in Baytown, Texas.

SUPER [00:41 - 00:44]: 8. Clear and consistent policy, like a fixed carbon price, is essential to scaling up hydrogen.

LOGO: ExxonMobil



F25

SOURCE: Chevron, digital advertisement, *Instagram*, October 7, 2022, 00:21, MediaRadar

TRANSCRIPT:

SUPER [00:00 - 00:02]: what if an element

SUPER [00:03 - 00:05]: could help make heavy-duty transport

SUPER [00:06 - 00:08]: and deliveries

SUPER [00:09 - 00:11]: more responsible?

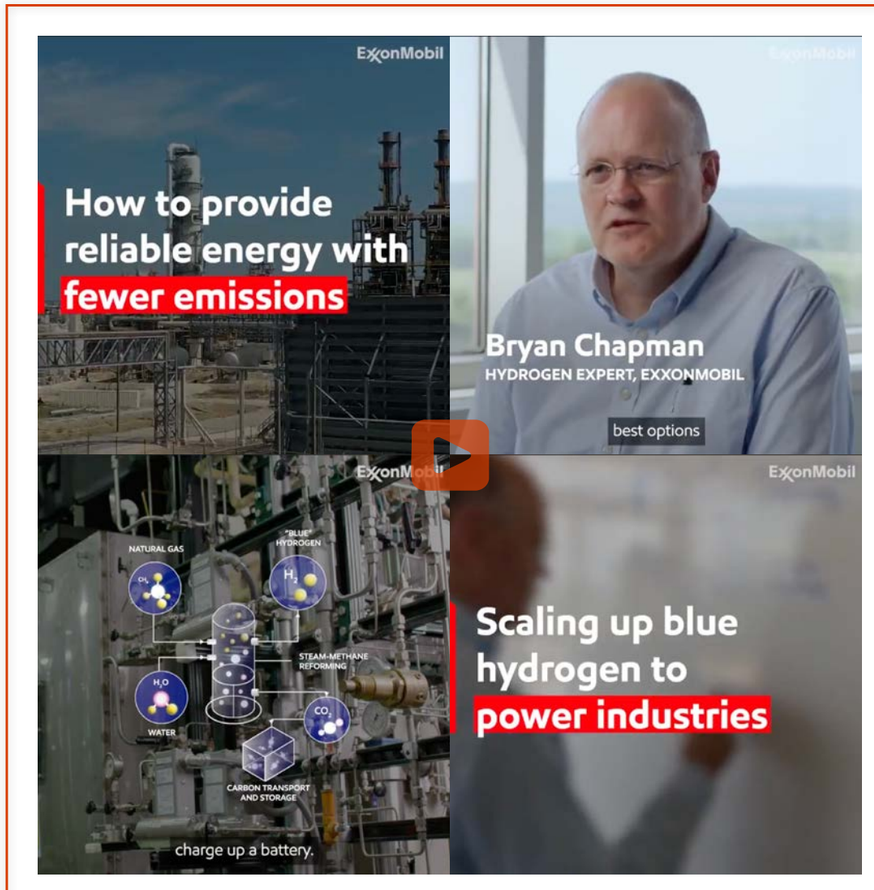
SUPER [00:12 - 00:16]: find out how we're using hydrogen fuel to help deliver a brighter future

LOGO: Chevron

F26

CAMPAIGN: Only Human

SOURCE: Chevron, digital advertisement, *Fleet Owner*, October 28, 2022, MediaRadar



F27

SOURCE: ExxonMobil, social media post, *X/Twitter*, August 3, 2023, 11:00 A.M., https://x.com/exxonmobil/status/1687116317302870016, archived November 18, 2025, at https://perma.cc/39YW-NLHK

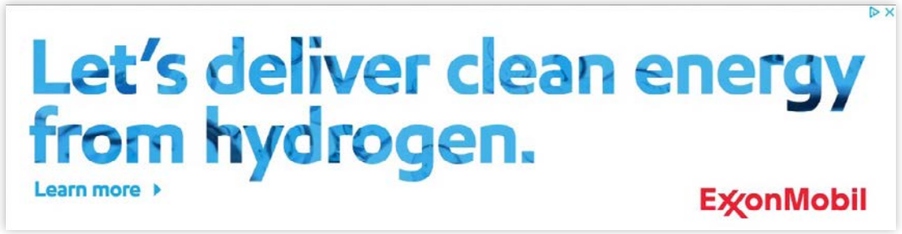
TRANSCRIPT:

SUPER [00:00 - 00:02]: How to provide reliable energy with fewer emissions

BRYAN CHAPMAN (Hydrogen Expert, ExxonMobil) [00:03 - 00:34]: Hydrogen is one of the best options for decarbonizing applications like heavy-duty trucking, heavy-industry heating, ships — even energy storage. You can't electrify everything. Think, high temperature heat in an industrial application. Think, a ship that goes across the ocean where there's no place to charge up a battery. I think hydrogen is going to be critical. And I think that ExxonMobil is capable of providing the scale of hydrogen that the world is going to require.

SUPER [00:35 - 00:38]: Scaling up blue hydrogen to power industries

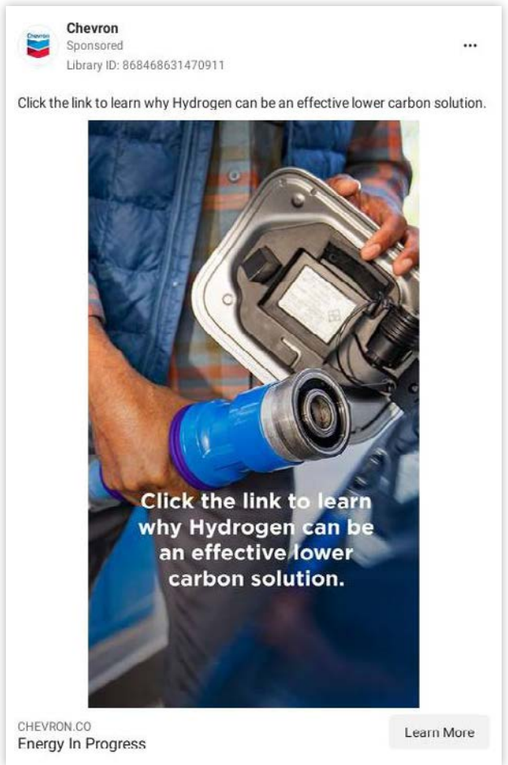
LOGO: ExxonMobil



F28

CAMPAIGN: Let's Deliver

SOURCE: ExxonMobil, digital advertisement, *New York Times*, December 16, 2023, MediaRadar



F29

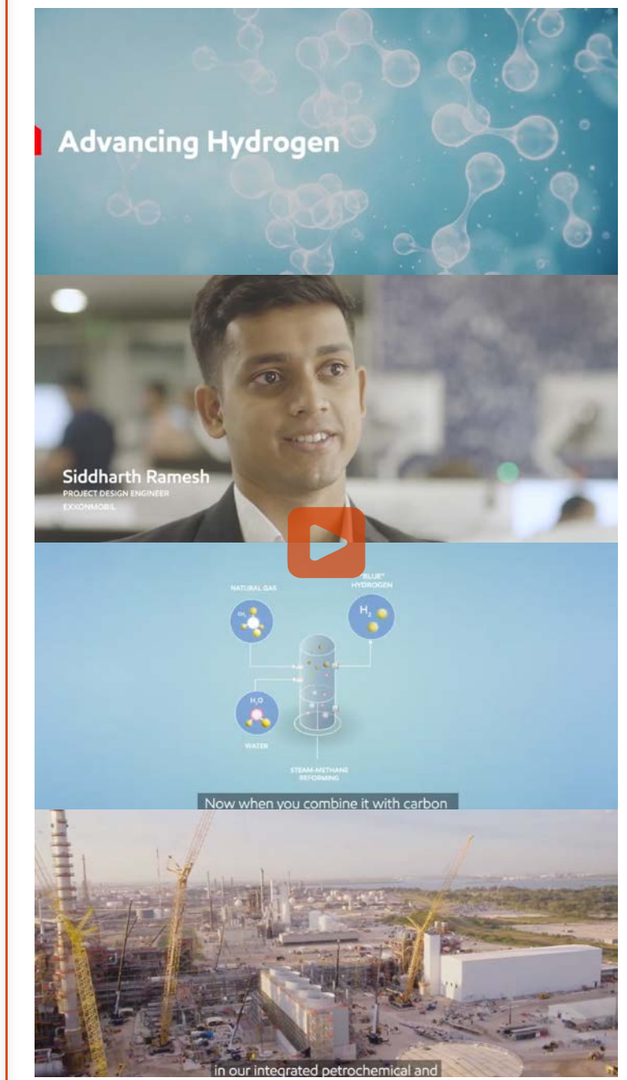
CAMPAIGN: Energy In Progress

SOURCE: Chevron, digital advertisement, *Facebook*, December 31, 2023, MediaRadar

F30

CAMPAIGN: Let's Deliver

SOURCE: ExxonMobil, digital advertisement, *Facebook, Instagram*, January 15, 2024, https://www.facebook.com/ads/library/?id=912160070558184, Meta Ad Library



F31

SOURCE: ExxonMobil, digital advertisement, *ESPN*, August 15, 2024, 00:58, MediaRadar

TRANSCRIPT:

SUPER [00:00 - 00:03]: Advancing Hydrogen

SIDDARTH RAMESH (Project Design Engineer, ExxonMobil) [00:03 - 00:10]: Hi, I'm Siddarth Ramesh. I'm a project design engineer in the Global Projects organization at the ExxonMobil Bangalore campus.

RAMESH [00:11 - 00:22]: Blue hydrogen is a low-carbon product which is generated from natural gas. Now, when you combine it with carbon capture and storage, the carbon dioxide which is generated is stored under the ground, permanently and safely.

RAMESH [00:23 - 00:26]: Because of this, you're going to get clean, low-carbon hydrogen.

RAMESH [00:26 - 00:40]: Now, what ExxonMobil is trying to do is build a large-scale blue hydrogen plant and also build one of the largest carbon capture and storage facilities in the world in our integrated petrochemical and refining complex in Baytown, Texas.

RAMESH [00:40 - 00:47]: So here in the Bangalore office, we are trying to look at the economic feasibility and also the technical feasibility of the project.

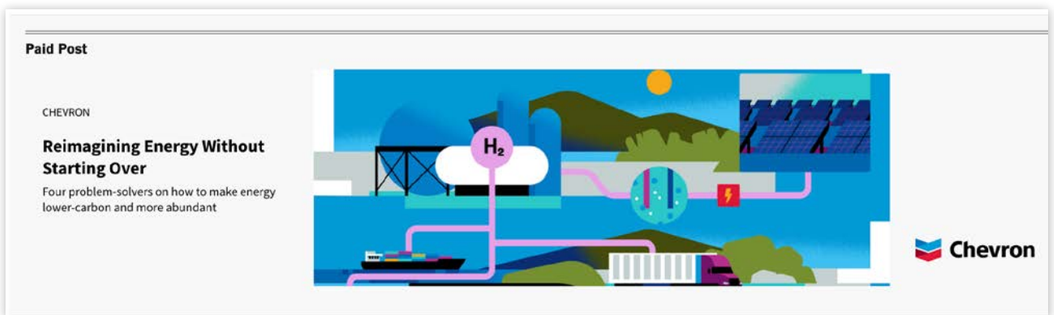
RAMESH [00:47 - 00:52]: When we have worked on all of that, we are looking at how we are trying to execute this project to completion.

LOGO: ExxonMobil

F32

CAMPAIGN: Meet the Problem Solvers

SOURCE: Chevron, digital advertisement, *New York Times*, July 14, 2025, New York Times



APPENDIX G: Promoting the False Solution of Algae Biofuels


"All the News That's Fit to Print"

The New York Times

Late Edition

VOL. CLVIII ... No. 54,750 NEW YORK, TUESDAY, JULY 28, 2009 $2.00

IN STUDY, TEXTING LIFTS CRASH RISK BY LARGE MARGIN

HAZARD RISES 23 FOLD

Truckers Typically Took Eyes Off the Road for Five Seconds

By MATT RICHTEL

ECONOMIC PILLAR IN PAKISTAN AREA IS AMONG MISSING

LANDOWNERS STAY OUT

They Won't Go Back to Swat After Clashes With the Taliban

Sgt. First Class Edward Tierney, acting on an urge while heading a patrol in Iraq, gave a command to fall back right before a blast.

Hunches Prove to Be Valuable Assets in Battle

Health Policy Is Carved Out At Table for 6

By DAVID E. SANGER and ROBERT PEAR

Merce Cunningham, Dance Visionary, Dies at 90

By ALASTAIR MACAULAY

Merce Cunningham in 1982.

In Tennessee Corner, Stimulus Meets New Deal

By MICHAEL COOPER

Scott Kimble is at work again because of stimulus money.

Sectarian Fighting in Nigeria

New Questions in Gates Case

Puzzles in a Deadly Week

Changing Mores in Japan

David Brooks

– Real for Managkind –

Energy from algae.

The energy from algae holds potential as an economically viable, low emissions transportation fuel. ExxonMobil is partnering with Synthetic Genomics, Inc., as part of a major long-term research and development program aimed at developing algae as a viable fuel source. And because they consume CO_2, algae could help reduce greenhouse gases.

To learn more, go to www.exxonmobil.com.

ExxonMobil

Taking on the world's toughest energy challenges.

G1

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *New York Times*, July 28, 2009, cover, https://archive.nytimes.com/www.nytimes.com/indexes/2009/07/28/pageone/scan/index.html, archived November 14, 2025, at https://perma.cc/KB3N-D25K, New York Times Archive


a single-cell oil well?

Researching the potential of algae-based fuels

Can algae someday make the fuel that fills the tanks of our cars and trucks?

It's a question that could make a difference to our energy future and our environment. And today, two U.S. companies are making a major new effort to help find the answer.

Scientists already know that certain algae produce oils that can be converted into diesel and other fuels. What we don't know is whether we can make affordable, large-scale quantities of algae fuel.

That's why ExxonMobil has teamed up with Synthetic Genomics Inc., a California-based biotech firm, in a long-term project to research and develop next-generation biofuels from photosynthetic algae. Founded by genome research pioneer Dr. J. Craig Venter, SGI is a leader in genome-based energy and environmental solutions.

Our goal is to produce a commercially scalable, renewable fuel that is compatible with today's gasoline and diesel.

Why algae? Biofuels made from algae could be transported and used like today's conventional fuels, therefore avoiding the expense of creating an extensive new infrastructure.

Algae-based biofuels also have potential environmental advantages.

Algae absorb carbon dioxide — the main greenhouse gas — and convert it to useful products, like oils and oxygen. As a result, algae fuels could reduce greenhouse gas emissions.

Also, while today's biofuels made from plants like corn and sugar cane are an expanding energy source, they impact global food supplies by requiring fertile land and fresh water. Algae production has no such requirement and could yield more than three times more biofuel per acre compared to other biofuel sources.

If research and development milestones are met, we expect to spend more than $600 million on this project.

Meeting the world's long-term energy needs while also protecting the environment will require integrated solutions that include developing affordable energy sources. In the years to come, oil and natural gas will continue supplying the majority of our energy because they are scalable, affordable and versatile. But alternatives and next-generation fuels — like those made from algae — could play important roles.

Getting algae fuel from the lab to the local gas station will be a tremendous undertaking — one that could require decades of work by experts in engineering, chemistry, biology and an array of other scientific fields.

But if our efforts to turn these algae cells into "oil wells" are successful, algae-based fuels could help meet the world's growing energy demand and help reduce emissions.

ExxonMobil

Taking on the world's toughest energy challenges.

G2

CAMPAIGN: Op-Ed Series

SOURCE: ExxonMobil, "a single-cell oil well?" print advertisement, *New York Times*, July 30, 2009, A31, MediaRadar


Algae-powered cars: Science fiction or science?

Say algae, and most people think of those unpleasant green organisms found in swimming pools and fish tanks. But to the scientists and engineers of ExxonMobil, algae conjure something far more appealing: Opportunity. Why? Because algae can create renewable energy while absorbing CO_2.

The energy from algae might someday produce biofuels that are compatible with those made from conventional cruce oil. That's why ExxonMobil is committed to a major long-term research and development program aimed at developing algae as a viable fuel source. Unlike other biofuel sources such as corn and sugar cane, algae do not compete with our food supply. And because they consume CO_2, algae could help reduce greenhouse gases.

ExxonMobil is partnering with Synthetic Genomics, Inc., pioneers in biotechnology, on this groundbreaking research effort. Our goal is to produce biofuels from algae in the future to supplement the fuels we use in our vehicles today, while reducing greenhouse gas emissions. Algae have never looked so inviting.

exxonmobil.com

Joe Weissman
Scientist

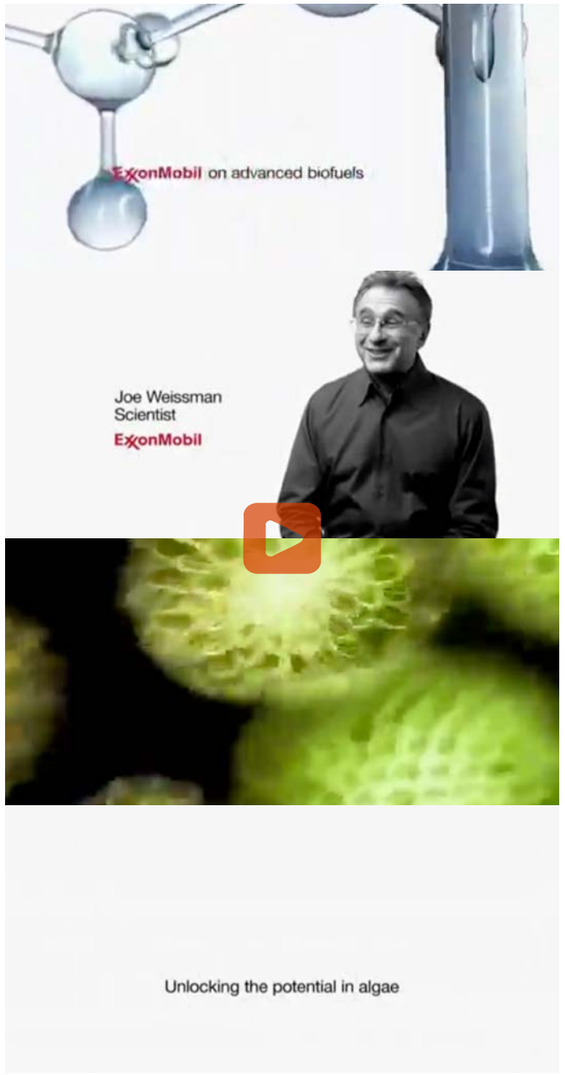
ExxonMobil

Taking on the world's toughest energy challenges.

G3

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *National Geographic*, October 1, 2009, 3, https://archive.org/details/edg-ng-2001/edg%20NG%202009-10/page/n3/mode/2up, Internet Archive



TRANSCRIPT:

SUPER [00:00 - 00:02]: ExxonMobil on advanced biofuels

JOE WEISSMAN (Senior Biofuels Scientist, ExxonMobil) [00:00 - 00:03]: I've been growing algae for 35 years.

WEISSMAN [00:03 - 00:10]: Most people try to get rid of algae and we're trying to grow it. The algae are very beautiful. They come in blue or red, golden, green.

WEISSMAN [00:10 - 00:23]: Algae could be converted into biofuels that we could someday run our cars on. And using algae to form biofuels, we're not competing with the food supply. And they absorb CO_2, so they help solve the greenhouse problem as well.

SUPER [00:23 - 00:25]: Unlocking the potential in algae

WEISSMAN [00:24 - 00:29]: We're making a big commitment to finding out just how much algae can help to meet the fuel demands of the world.

G4

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: RoadRunnerCoyote2015, "PBS NOVA Funding Credits (2009-2010)," YouTube video, July 27, 2013, 00:55 - 01:25, https://www.youtube.com/watch?v=IGI59SGS-V0

TRANSCRIPT:

SUPER [00:00 - 00:04]: Biofuel from algae?

JOE WEISSMAN (Senior Biofuels Scientist, ExxonMobil) [00:00 - 00:09]: It was 1975. My professor at Berkeley asked me if I wanted to change the world. I said, "Sure! Now let's grow some algae." And that's what started it.

WEISSMAN [00:10 - 00:15]: ExxonMobil and Synthetic Genomics have built a new facility to identify the most productive strains of algae.

WEISSMAN [00:15 - 00:22]: Algae are amazing little critters. They secrete oil, which we can turn into biofuels. They also absorb CO2.

WEISSMAN [00:23 - 00:29]: We're hoping to supplement the fuels that we use in our vehicles, and to do this at a large enough scale to someday help meet the world's energy demands.

G5

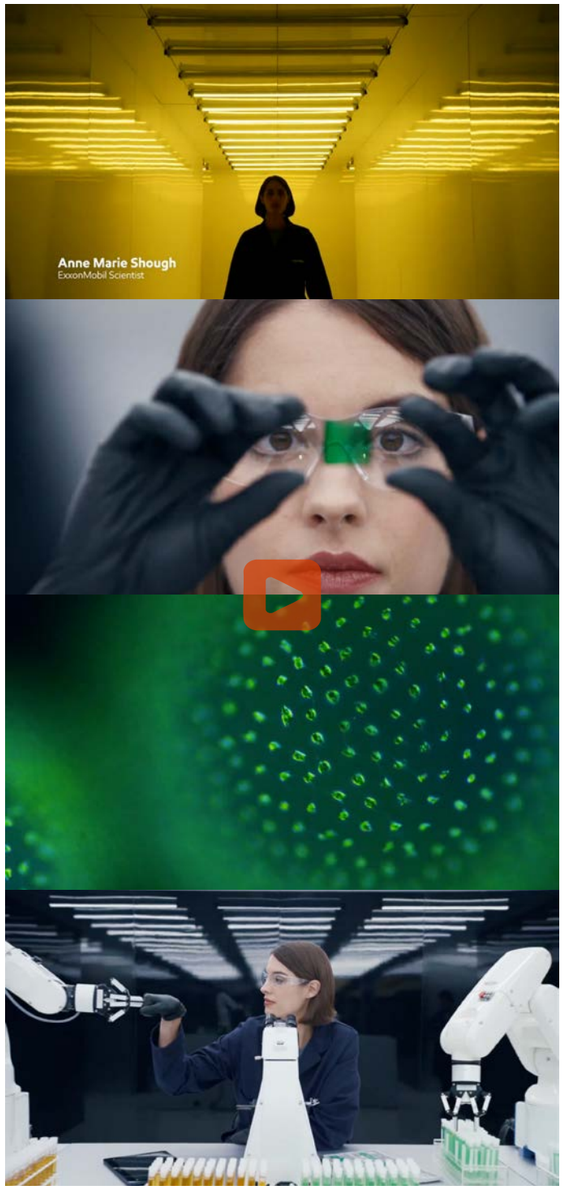
CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: Frances Good, "Washington Week Funding Credits (October 16 2010)," YouTube video, August 2, 2019, 00:42 - 01:11, https://www.youtube.com/watch?v=69ZFRcT5cxU

G6

CAMPAIGN: Taking on the World's Toughest Energy Challenges

SOURCE: ExxonMobil, print advertisement, *The Economist (US)*, January 1, 2011, 84, MediaRadar



G7

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, "Making the world's energy go further," YouTube video, November 25, 2015, 00:45, https://www.youtube.com/watch?v=M6H3_MD4EIY, archived November 14, 2025, at https://perma.cc/477C-76GC

TRANSCRIPT:

SUPER [00:00 - 00:02]: Anne Marie Shough (ExxonMobil Scientist)

V.O. [00:06 - 00:08]: This is the one place we're not afraid to fail.

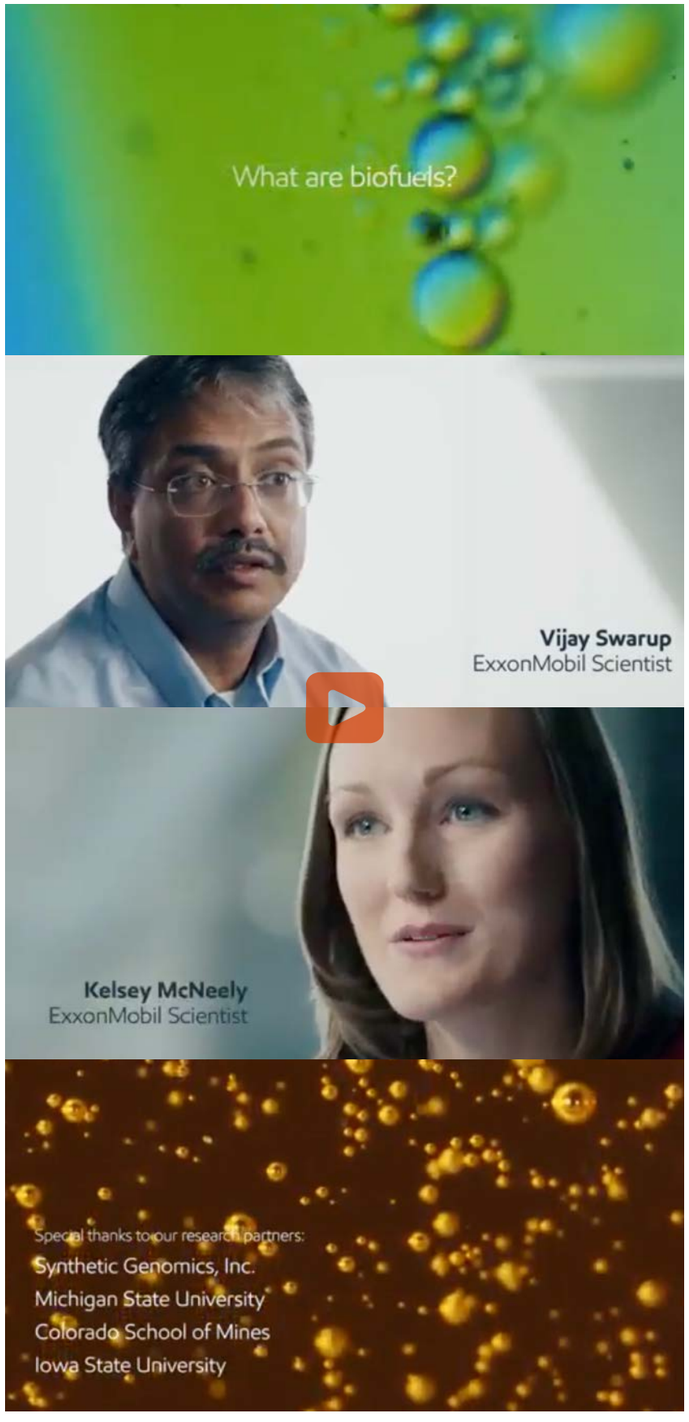
V.O. [00:11 - 00:13]: Some of these experiments may not work.

V.O. [00:17 - 00:19]: But a few might shape the future.

V.O. [00:21 - 00:31]: Like turning algae into biofuel. New technology for capturing CO2 emissions. And cars twice as efficient as the average car today.

V.O. [00:32 - 00:39]: Ideas ExxonMobil scientists are working on to make energy go further. No matter how many tries it takes.

V.O. [00:40 - 00:41]: Energy lives here.



G8

SOURCE: ExxonMobil, "Turning Algae into Biofuels," YouTube video, May 3, 2016, 01:43, archived June 21, 2017, at https://web.archive.org/web/20170621050948/https://www.youtube.com/watch?v=s0VeiXz1eew

TRANSCRIPT:

VIJAY SWARUP (ExxonMobil Scientist) [00:00 - 00:02]: So, what are biofuels?

SUPER [00:02 - 00:04]: What are biofuels?

SWARUP [00:04 - 00:18]: Biofuels are a way to extract energy from plants that can then be converted into fuels or into power. So, the tree that gave the log, that gave us the fire, that was the original biofuel, simply put.

KELSEY McNEELY (ExxonMobil Scientist) [00:18 - 00:27]: Over 90 percent of biofuels today are derived from things that compete with our food supply, so we have to make fuels out of things that are not in our food chain.

SWARUP [00:28 - 00:31]: Our approach is to look at extracting oil from algae.

McNEELY [00:32 - 00:44]: Fossil fuels that are in the ground are actually really, really old algae and plants, and we're just trying to do it on a short timescale. We don't have millions of years to wait for that algae to become oil.

SWARUP [00:44 - 00:47]: Algae are naturally occurring, algae grow fast.

McNEELY [00:47 - 00:52]: They can grow on land that doesn't compete with food, they can grow on sea water so they're not competing with fresh water.

SWARUP [00:53 - 00:58]: That's the essence of it, it is a food versus fuel choice. Our research is focusing on not having to make that decision.

McNEELY [01:00 - 01:17]: The main effect that using biofuels will have is that we'll have reduced emissions. These algae are taking energy from sunlight and carbon dioxide and they're growing on that, and it just seems like one of the most simple forms of life, and the fact that you could use that to make fuels is pretty amazing.

SWARUP [01:18 - 01:22]: We've been at this for a while, it is a tough challenge. But, there's signs of progress.

McNEELY [01:22 - 01:27]: Well, I hope that one day I'll be able to go to the gas tank and fill up with something that does have lower emissions.

SWARUP [01:27 - 01:35]: We continue to see discoveries being made, we continue to see innovations being made. It is an optimistic field because you have to believe it can be solved.

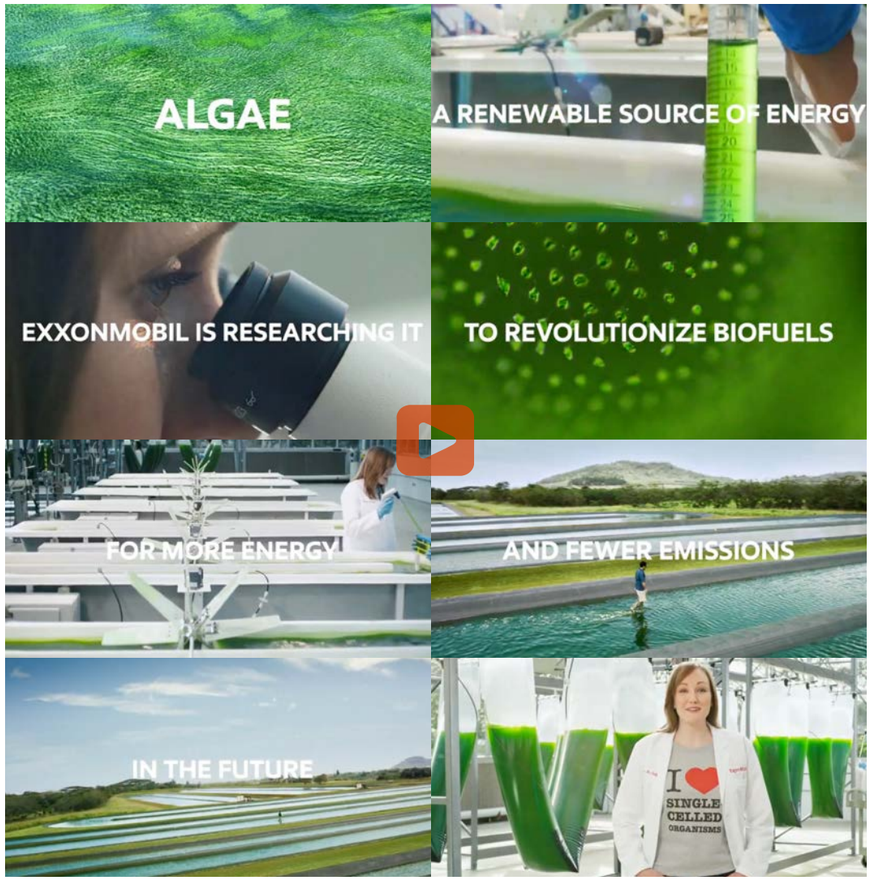
SUPER [01:37 - 01:43]: Special thanks to our research partners.

SUPER [01:39 - 01:43]: Synthetic Genomics, Inc.

SUPER [01:39 - 01:43]: Michigan State University

SUPER [01:39 - 01:43]: Colorado School of Mines

SUPER [01:39 - 01:43]: Iowa State University



G9

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, "Energy Farmer," YouTube video, April 16, 2017, 00:30, archived May 31, 2020, at https://web.archive.org/web/20200531232346/https://www.youtube.com/watch?v=UOtAMp859l0&gl=US&hl=en

TRANSCRIPT:

SUPER [00:08 - 00:10]: Algae

SUPER [00:11 - 00;12]: A renewable source of energy

SUPER [00:12 - 00:15]: ExxonMobil is researching it

SUPER [00:16 - 00:18]: To revolutionize biofuels

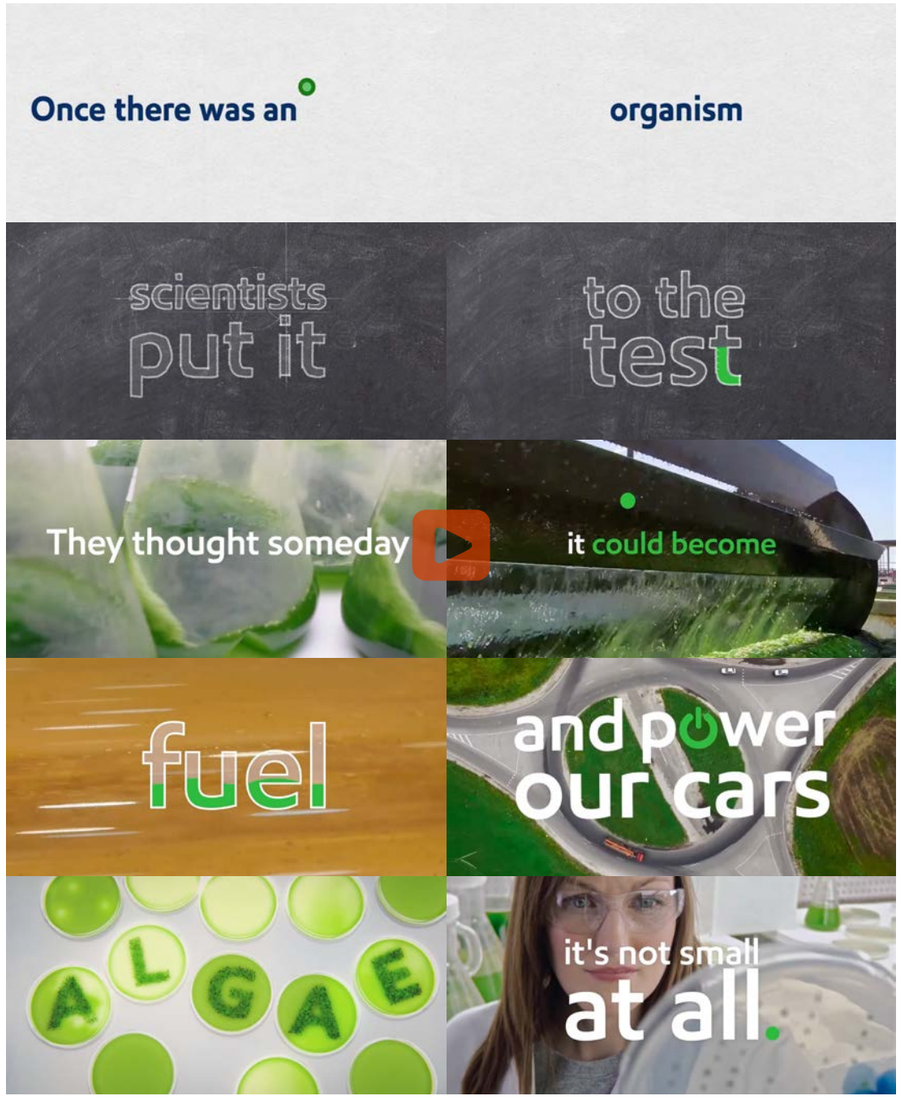
SUPER [00:18 - 00:19]: For more energy

SUPER [00:19 - 00:21]: And fewer emissions

SUPER [00:21 - 00:23]: In the future

KELSEY McNEELY [00:23 - 00:26]: I'm Dr. Kelsey McNeely and someday, you might be calling me an energy farmer.

McNEELY, V.O. [00:27 - 00:29]: Energy lives here.



G10

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, social media post, *Facebook*, May 8, 2017, 1:00, https://www.facebook.com/ExxonMobil/videos/1257565801027169, archived November 30, 2025, at https://archive.ph/10RxH

TRANSCRIPT:

SUPER [00:00 - 00:06]: Once there was an organism so small no one thought much of it at all.

SUPER [00:07 - 00:10]: People said it just made a mess

SUPER [00:13 - 00:15]: Until some scientists put it to the test

SUPER [00:27 - 00:31]: They thought someday it could become fuel and power our cars

SUPER [00:32 - 00:33]: Wouldn't that be cool?

SUPER [00:33 - 00:35]: not only cars but planes and boats.

SUPER [00:36 - 00:38]: And you wouldn't believe how fast it grows!

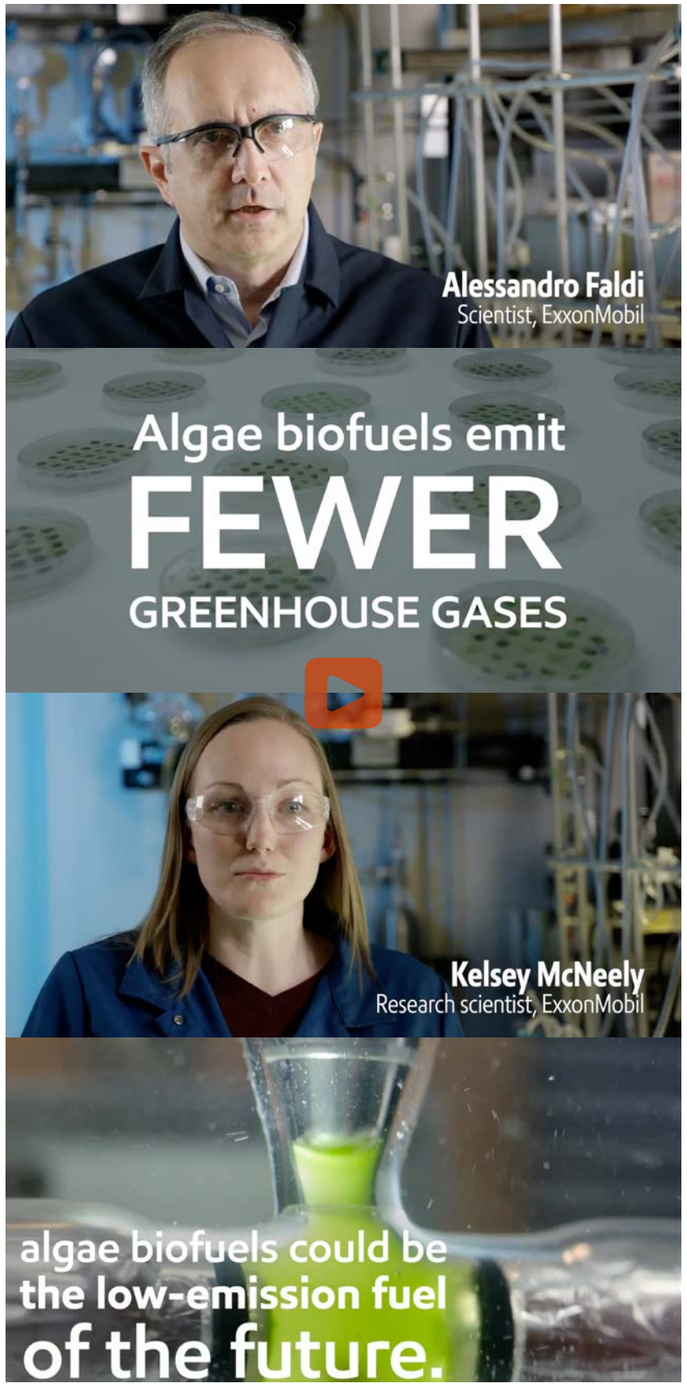
SUPER [00:39 - 00:41]: It's an amazing little organism with an interesting name.

SUPER [00:41 - 00:43]: Algae.

SUPER [00:44 - 00:46]: Biofuels just might be its claim to fame

SUPER [00:50 - 00:55]: And that's why ExxonMobil scientists think it's not small at all.

LOGO: ExxonMobil



G11

SOURCE: ExxonMobil, "The fat, fit, fantastic green machine," YouTube video, June 19, 2017, 00:59, https://www.youtube.com/watch?v=eZ7q8815whs, archived November 14, 2025, at https://perma.cc/V3FJ-63BH

TRANSCRIPT:

ALESSANDRO FALDI (Scientist, ExxonMobil) [00:01 - 00:12]: We just accomplished a very important milestone. We learned how to improve the fat content of algae. We have gone from 20 percent fat in the algae to about 40 percent fat in the algae.

SUPER [00:02 - 00:05]: A FIRST STEP to creating SUSTAINABLE BIOFUELS

SUPER [00:10 - 00:13]: A FATTER ALGAE yields more biofuel

ROB BROWN (Senior Director of Genome Engineering, SGI) [00:13 - 00:24]: The excitement that was generated by that data, just seeing that data on screen by those individuals, gave me A) a sense of pride, but you know, I knew we'd got to a point in this program which was, is, the tipping point.

SUPER [00:20 - 00:22]: Algae biofuels emit FEWER GREENHOUSE GASES

KELSEY McNEELY (Research Scientist, ExxonMobil) [00:25 - 00:32]: The fact that we were able to not only understand how this fat was regulated, but then go in and turn the knob in the direction we wanted is incredibly impressive.

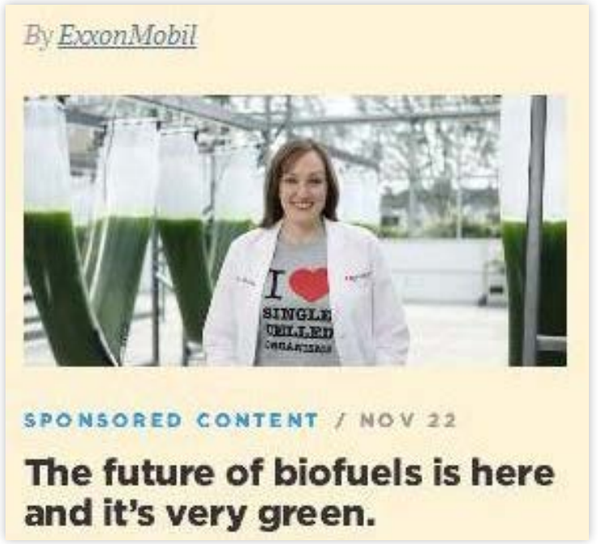
BROWN, V.O. [00:32 - 00:37]: The beauty about this program is addressing sustainability — what we have to do with our planet.

McNEELY, V.O. [00:42 - 00:51]: Energy is key to our world, and I think that algae biofuels will make a difference in how we think about fuel in the future and how we think about energy.

SUPER [00:44 - 00:50]: algae biofuels could be the low-emission fuel of the future.

LOGO: ExxonMobil

LOGO: Synthetic Genomics



G12

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *Dallas Morning News*, December 24, 2017, MediaRadar

G13

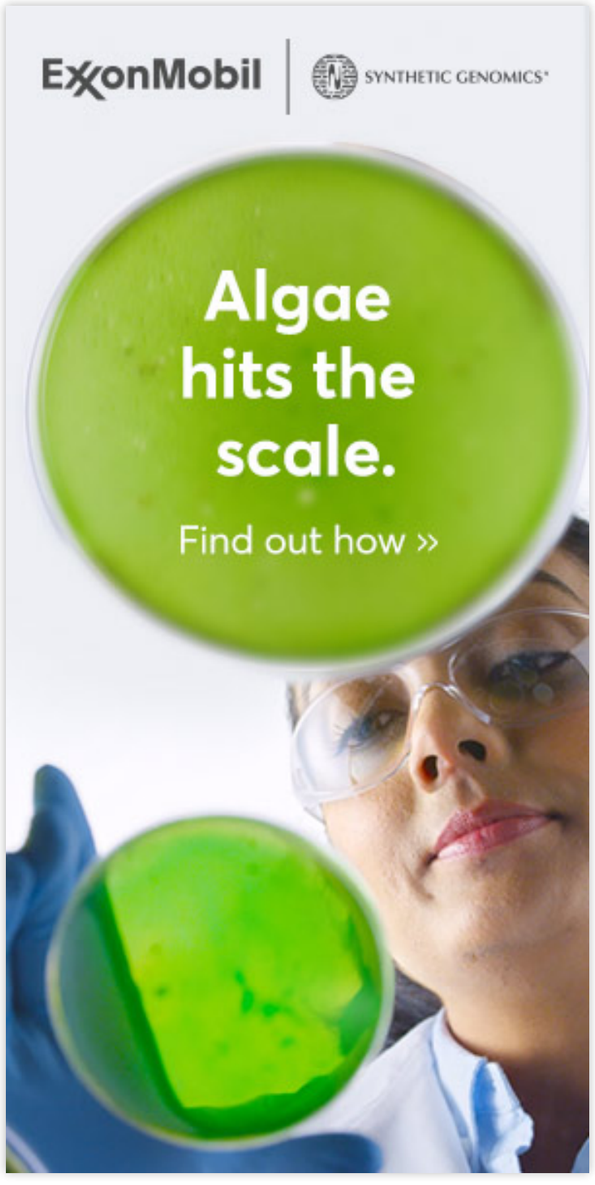
CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *Popular Science*, December 25, 2017, MediaRadar

G14

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *CNN*, June 5, 2018, MediaRadar



G15

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *Politico*, June 13, 2018, MediaRadar

SPONSORED CONTENT

How algae could impact commercial transportation in the very near future.

By ExxonMobil

ExxonMobil

G16

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *Whittier Daily News*, June 21, 2018, MediaRadar

SPONSORED CONTENT

ExxonMobil is working towards a future with lower emissions: see how.

See how this partnership is working to produce 10,000 barrels of algae biofuels a day.

By ExxonMobil

G19

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *Entrepreneur*, July 5, 2018, MediaRadar

SPONSORED CONTENT

Algae biofuel breakthroughs are on the horizon.

By ExxonMobil

ExxonMobil

G17

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *The Denver Post*, June 28, 2018, MediaRadar

Sponsored ExxonMobil

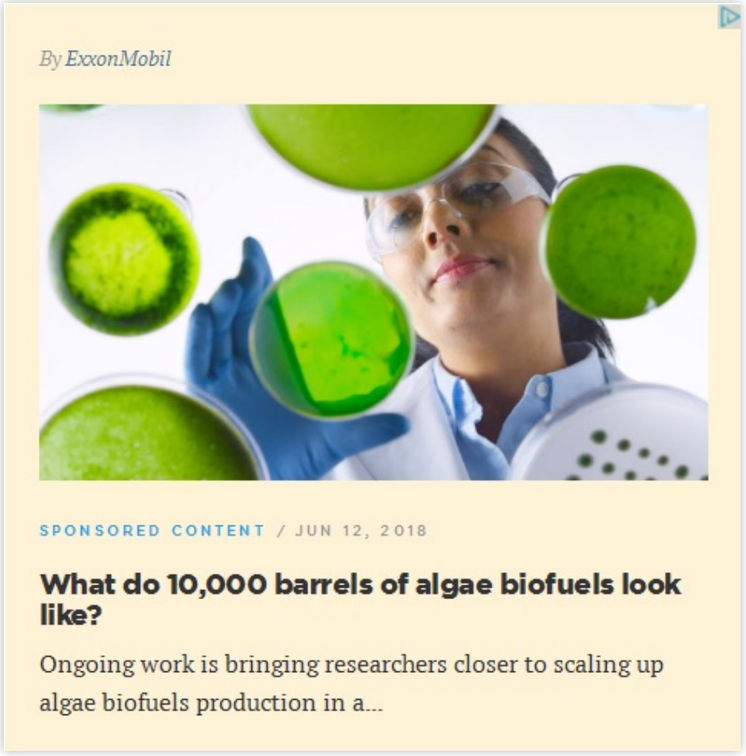
Algae: A growing fuel

This tiny organism is not small at all.

G18

CAMPAIGN: Energy Lives Here

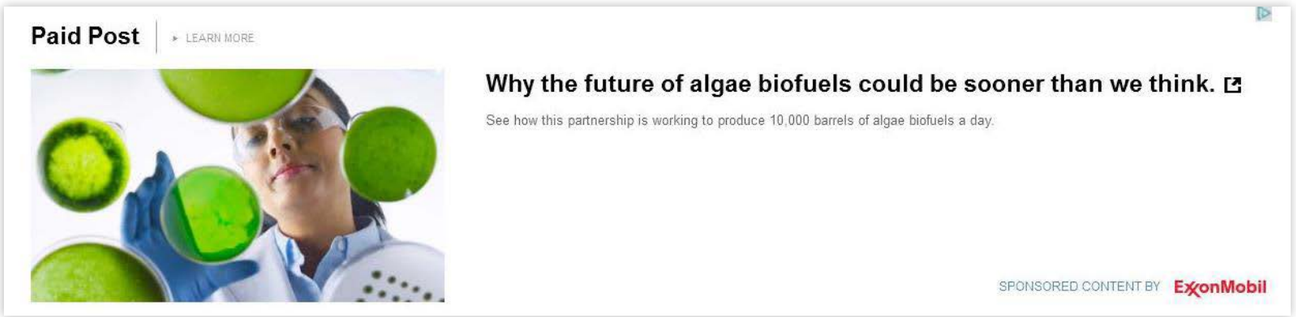
SOURCE: ExxonMobil, digital advertisement, *Yahoo! Sports*, July 1, 2018, MediaRadar



G20

CAMPAIGN: Energy Lives Here

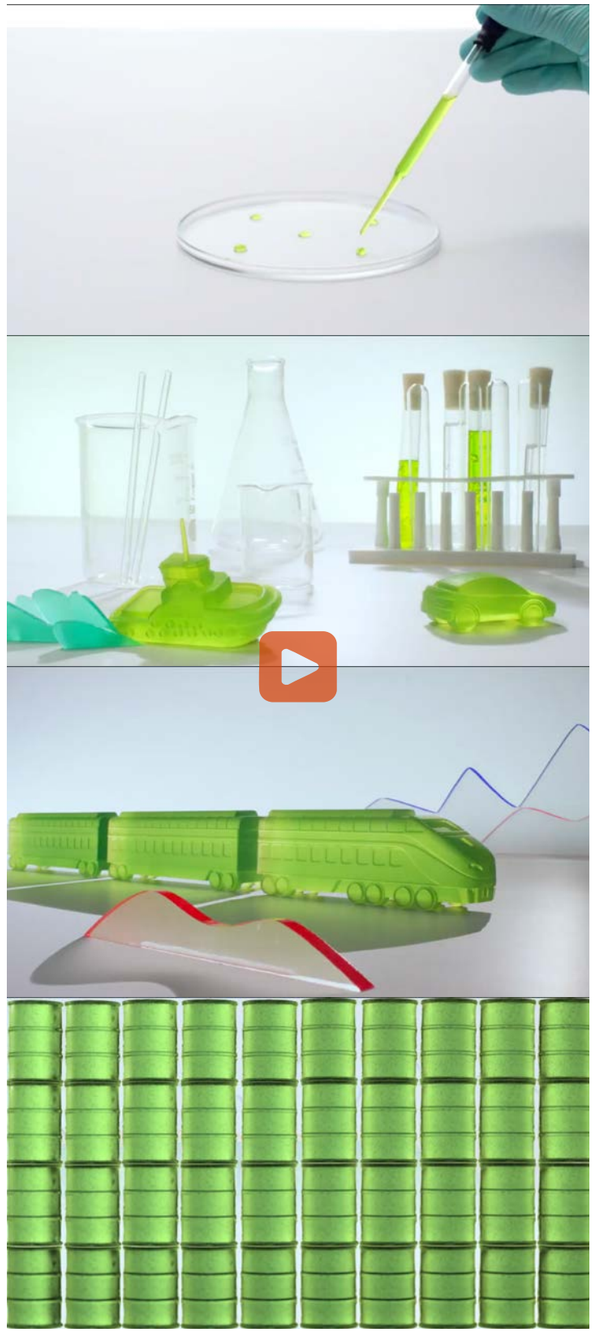
SOURCE: ExxonMobil, digital advertisement, *Dallas Morning News*, July 12, 2018, MediaRadar



G21

CAMPAIGN: Energy Lives Here

SOURCE: ExxonMobil, digital advertisement, *Orlando Sentinel*, July 12, 2018, MediaRadar



G22

CAMPAIGN: Unexpected Energy

SOURCE: ExxonMobil, "Algae May Be Small — But It's Impact Could Be Big," YouTube video, September 25, 2018, 1:15, https://www.youtube.com/watch?v=pWcIx1LFSWk, archived November 17, 2025, at https://perma.cc/BZS2-BEJ7

TRANSCRIPT:

V.O. [00:00 - 00:06]: These vibrant green dots — microscopic living organisms — are algae. Look closely.

V.O. [00:07 - 00:27]: Algae grows almost everywhere, from murky ponds to out in the ocean. And scientists recognize its potential to change our energy future. The goal: to one day fuel our trucks and buses, boats, cars, even airplanes with the oil extracted from algae.

V.O. [00:28 - 00:33]: So how far could algae take us? ExxonMobil is working with Synthetic Genomics to figure out the answer.

V.O. [00:34 - 00:41]: With advances in molecular biology, the energy from algae could touch our daily lives and lower the carbon emissions from transportation.

V.O. [00:42 - 00:55]: By 2025, ExxonMobil is aiming to have the technical ability to produce over 10,000 barrels of algae-based biofuel per day, enough to potentially power tens of thousands of cross-country flights annually.

V.O. [00:56 - 01:01]: And over its lifecycle, this biofuel will emit only about half as much greenhouse gas as traditional fuels.

V.O. [01:02 - 01:09]: Algae-derived fuel could help us meet growing demand while reducing emissions. And it all starts here.

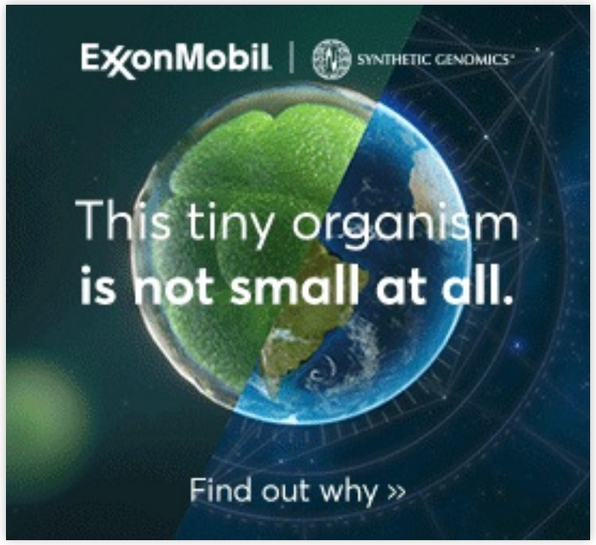
V.O. [01:11 - 01:13]: That's unexpected energy, from ExxonMobil.

LOGO: ExxonMobil

G23

CAMPAIGN: Unexpected Energy

SOURCE: ExxonMobil, print advertisement, *New York Times*, October 30, 2018, D8, MediaRadar

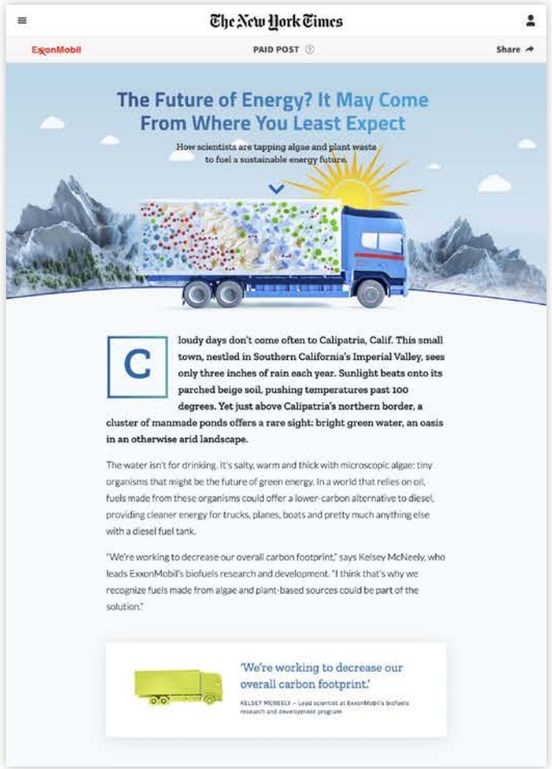


G24

SOURCE: ExxonMobil, digital advertisement, *Bloomberg*, November 2, 2018, MediaRadar

G25

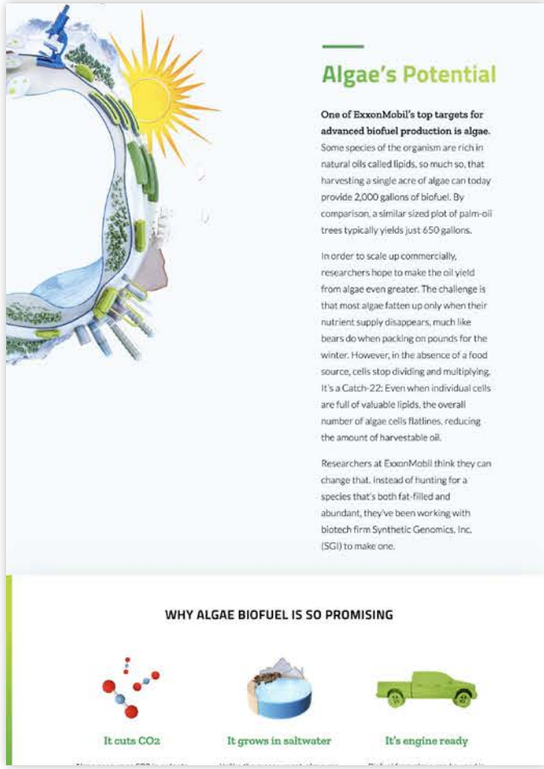
SOURCE: ExxonMobil, print advertisement, *Bloomberg Businessweek*, November 5, 2018, cover 2, MediaRadar

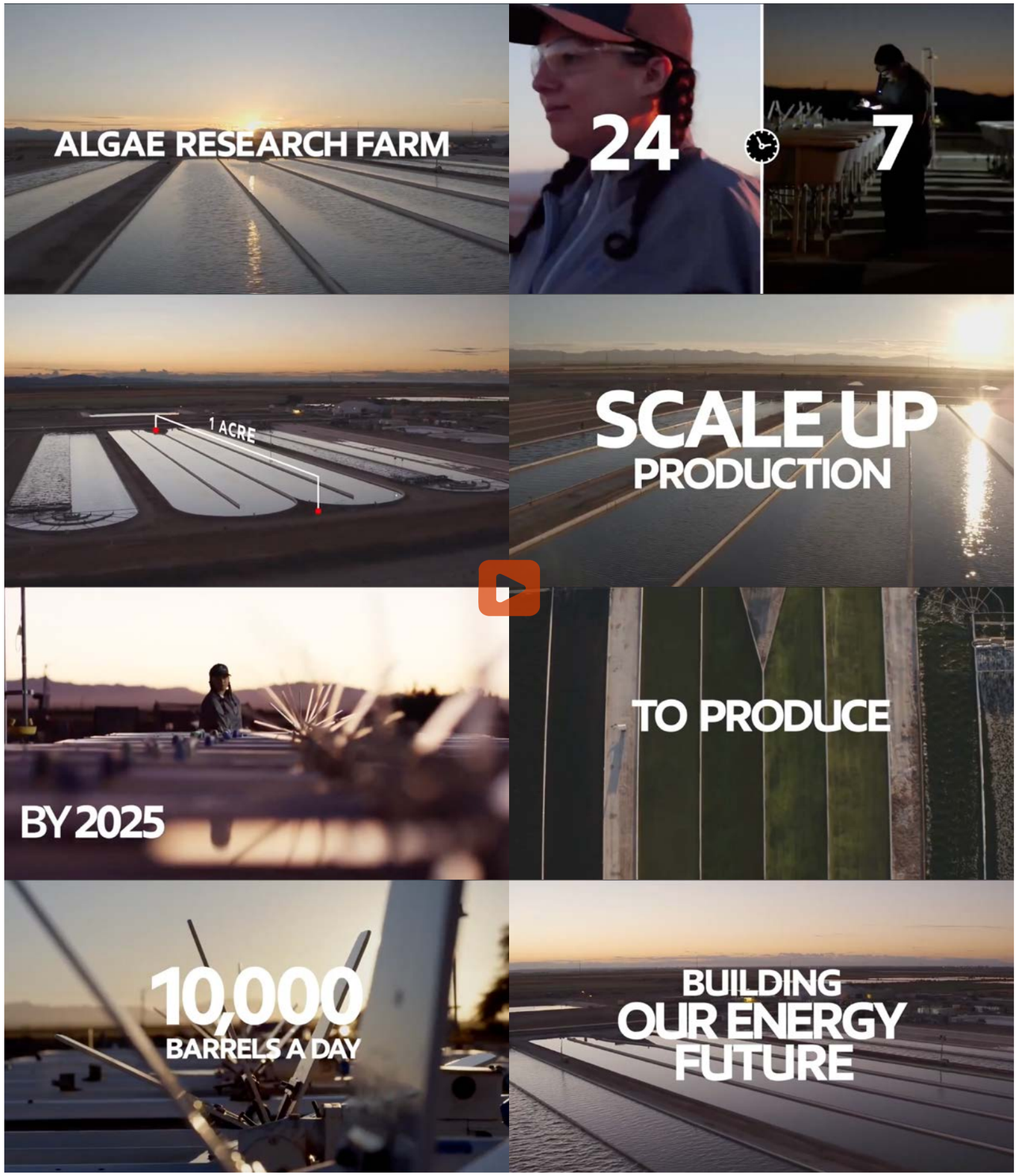


G26

CAMPAIGN: Unexpected Energy

SOURCE: "PAID POST by ExxonMobil — The Future of Energy? It May Come From Where You Least Expect," *New York Times*, https://www.nytimes.com/paidpost/exxonmobil/the-future-of-energy-it-may-come-from-where-you-least-expect.html, archived November 17, 2025, at https://perma.cc/ER9R-6EL4





G27

SOURCE: ExxonMobil, "Renewable Biofuel: 24 Hours at an Algae Farm," YouTube video, December 4, 2018, 00:54, archived August 17, 2021, at https://web.archive.org/web/20210817164206/https://www.youtube.com/watch?v=yG67aJvO0R0

TRANSCRIPT:

V.O. [00:00 - 00:13]: At this algae research farm in California's Imperial Valley, work doesn't stop when the sun sets. There, day and night, scientists from Synthetic Genomics and ExxonMobil are working to develop the next generation of biofuels.

SUPER [00:00 - 00:03]: ALGAE RESEARCH FARM

SUPER [00:12 - 00:14]: NEXT GENERATION OF BIOFUELS

V.O. [00:14 - 00:26]: 24/7, they test and analyze algae, researching and tracking its growth, circulating and flowing the algae so it can efficiently convert sunlight and CO2 into renewable, high energy biofuel.

SUPER [00:22 - 00:23]: SUNLIGHT CO2

SUPER [00:25 - 00:26]: BIOFUEL

V.O. [00:29 - 00:39]: Tiny, resilient. These living organisms could one day supply clean fuels to trucks, even planes and boats. That's why researchers are working to scale up production.

SUPER [00:33 - 00:34]: CLEAN FUELS

SUPER [00:39 - 00:40]: SCALE UP PRODUCTION

V.O. [00:40 - 00:47]: By 2025, their goal is to have the technical ability to produce 10,000 barrels of algae biofuel a day.

SUPER [00:40 - 00:41]: BY 2025

SUPER [00:43 - 00:44]: TO PRODUCE

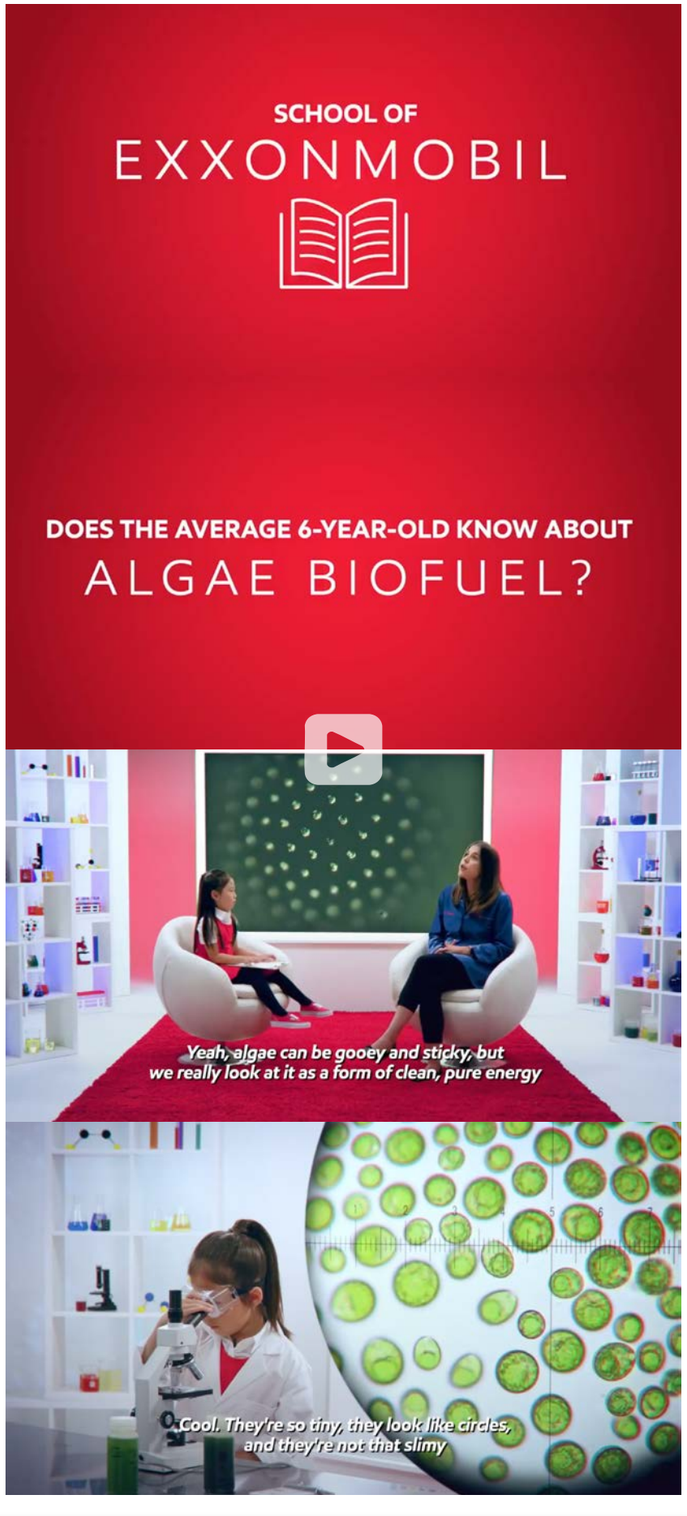
SUPER [00:44 - 00:47]: 10,000 BARRELS A DAY

V.O. [00:47 - 00:50]: From sunrise to sunset, this farm is building our energy future.

SUPER [00:50 - 00:51]: BUILDING OUR ENERGY FUTURE

LOGO: Synthetic Genomics

LOGO: ExxonMobil



G28

CAMPAIGN: School of ExxonMobil

SOURCE: ExxonMobil, "School of ExxonMobil: Algae Biofuel," YouTube video, December 4, 2018, 5:43, archived December 15, 2019, at https://web.archive.org/web/20191215163329/https://www.youtube.com/watch?v=9luAkMJqb7Y

TRANSCRIPT:

SUPER [00:00 - 00:02]: School of ExxonMobil.

SUPER [00:04 - 00:08]: Does the average 6-year-old know about algae biofuels?

FARRAH [00:08 - 00:11]: Nope. Never heard of it.

SUPER [00:12 - 00:15]: Based on the name, what could it be?

FARRAH [00:15 - 00:44]: It could be half puffer fish, half mermaid, half octopus, half starfish and half shark! It can swim fast like a shark, it has huge teeth like a shark. It has eight legs like a octopus, and it can stick to stuff like a starfish and it can swim fast like a mermaid.

SUPER [00:44 - 00:46]: Interesting answer

SUPER [00:46 - 00:49]: Let's see if one of our researchers can help shed some light on the subject

FARRAH [00:50 - 00:51]: What is your name?

MEGAN RUHMEL (Algae Research Technician, ExxonMobil) [00:51 - 00:53]: My name is Megan Ruhmel. What's your name?

FARRAH [00:54 - 00:55]: My name is Farrah.

RUHMEL [00:55- 00:56]: Nice to meet you Farrah.

FARRAH [00:56 - 00:57]: And where do you work?

RUHMEL [00:58 - 01:01]: I work at ExxonMobil in research and engineering.

FARRAH [01:01 - 01:03]: What do you do at your work?

RUHMEL [01:03 - 01:06]: I run tests and experiments on algae biofuels.

FARRAH [01:07 - 01:09]: How do you get the fuel out of the algae?

RUHMEL [01:09 - 01:28]: Algae makes three things: proteins, sugars, and fats. The fuel is actually going to come from the fat part of the algae. Normal algae strains don't make enough fat for us to get fuel out of, so we want to make them even fatter than they already are so we can grab the oil from the fat.

FARRAH [01:29 - 01:31]: Is algae a water plant?

RUHMEL [01:32 - 01:45]: They're not technically water plants. They live in the water, but they live all over the world. They're in the ocean, they're in the North Pole, they can even live in a polar bear's fur. So if you ever see a picture of a green polar bear, that's actually algae.

FARRAH [01:46 - 01:58]: If algae could be red, then maybe a polar bear could be red. That would be funny. I always saw algae in lakes and rivers and it was always gooey and sticky.

RUHMEL [01:58 - 02:09]: Yeah, algae can be gooey and sticky, but we really look at it as a form of clean, pure energy. It doesn't always have to be goopy and messy and slimey, it can do so much for us.

FARRAH [02:09 - 02:11]: Why do you make algae into biofuel?

RUHMEL [02:12 - 02:18]: We are looking for alternative forms of energy that are better for the environment for your generation.

FARRAH [02:18 - 02:19]: That's very cool.

RUHMEL [02:19 - 02:23]: So you had a good time learning about algae? How about we do some experiments?

FARRAH [02:23 - 02:24]: Cool!

SUPER [02:25 - 02:26]: Welcome to the algae lab

RUHMEL [02:27 - 02:31]: So Farrah, would you like to see what the algae look like under a microscope?

FARRAH [02:31 - 02:31]: Yeah!

RUHMEL [02:32 - 02:34]: Awesome. So first thing's first, let's put our lab goggles on, okay?

FARRAH [02:35 - 02:35]: Sure!

RUHMEL [02:35 - 02:52]: Okay. So what I brought with me are two different kinds of algae. So we'll open this up, and use something called a pipette, and all that's gonna let us do is pick up just a small amount of algae. Then we'll put a cover slip on top. Now we can look at it under our microscope.

FARRAH [02:53 - 02:58]: Cool. They're so tiny, they look like circles, and they're not that slimy.

RUHMEL [02:58 - 03:00]: How many do you think are in there?

FARRAH [03:01 - 03:02]: About 70.

RUHMEL [03:02 - 03:06]: So if you think there's 70 in just that little drop, how many do you think are in this whole bottle?

FARRAH [03:06 - 03:07]: A thousand!

RUHMEL [03:07 - 03:09]: How many do you think are in a whole pond?

FARRAH [03:10 - 03:310]: Infinity!

RUHMEL [03:11 - 03:18]: A lot. So how about we look at what kind of pigments and colors are in different types of algae, would that be cool?

FARRAH [03:19 - 03:19]: Yeah!

SUPER [03:19 - 03:20]: Chromatography experiment

RUHMEL [03:21 - 03:58]: So there are actually different pigments in different types of algae. So what I have here is brown algae, red algae, and green algae. Exactly. And remember, we're going to use seaweed, because seaweed is algae. And all you need is rubbing alcohol, white coffee filters, a couple of glasses. We can use scissors to cut up the algae, but what we're going to do is just rip it up with our hands because that's more fun. And just a wooden spoon and our three different types of algae. Just take a piece of seaweed and kind of rip it up with your hands, like this. And put it in this glass. Can you do the same with the green?

FARRAH [03:58 - 03:58]: Mmhmm.

RUHMEL [03:59 - 04:07]: So, after we're done ripping it up, we're going to take our isopropyl alcohol and pour it over our seaweed. What do you think that's going to do?

FARRAH [04:08 - 04:11]: To let the color spread.

RUHMEL [04:13 - 04:24]: Exactly. The alcohol is actually going to take the pigments from the algae, and suck it out. We're going to help speed that up by mixing it with our wooden spoon. And I'll do that to the red as well.

RUHMEL [04:26 - 04:37]: Next, what we're going to do is take our filter paper. The pigments are going to travel up the filter paper and it's going to separate all the different pigments. How about you do one for me with the green algae?

RUHMEL [04:39 - 04:56]: Perfect. When you let it sit overnight, it's this. Here we have our brown, our red and our green. It's kind of like a rainbow on our little filter strip here. The red is on the top, it traveled up the farthest, and then there's green at the bottom.

RUHMEL [04:57 - 04:59]: Which one do you think is the prettiest?

FARRAH [05:00 - 05:03]: This one. It's kind of like transforming into a lighter green.

RUHMEL [05:03 - 05:10]: Yeah. Isn't that cool? That has actually two different types of chlorophyll. There's chlorophyll B and chlorophyll A.

RUHMEL [05:10 - 05:12]: What was your favorite thing about algae that you learned?

FARRAH [05:13 - 05:15]: You can do lots of experiments with it.

RUHMEL [05:16 - 05:17]: Did you think algae could be different colors than green?

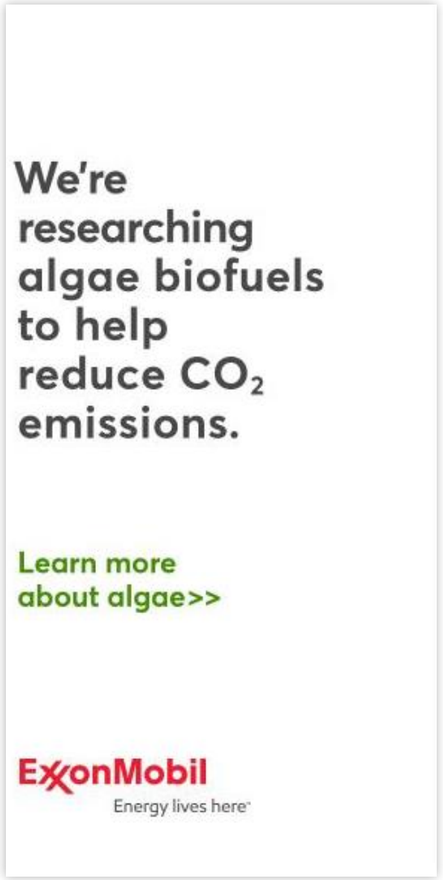
FARRAH [05:18 - 05:18]: No!

RUHMEL [05:18 - 05:24]: No, but you can see they can be lots of different colors. You can actually see the different colors on the paper as well.

FARRAH [05:24 - 05:25]: Yeah, they're really pretty.

RUHMEL [05:26 - 05:28]: Awesome. Can I have a high five? Yeah!

LOGO: ExxonMobil



G29

SOURCE: ExxonMobil, digital advertisement, *The Economist (UK)*, December 5, 2018, MediaRadar

G30

CAMPAIGN: Unexpected Energy

SOURCE: ExxonMobil, digital advertisement, *New York Times*, December 11, 2018, MediaRadar

G31

SOURCE: ExxonMobil, "Algae Ponds Dusk to Dawn," YouTube video, December 14, 2018, 00:40, archived February 14, 2023, at https://web.archive.org/web/20230214181045/https://www.youtube.com/watch?v=npNyC8nxuGw

TRANSCRIPT:

SUPER: [00:02 - 00:08]: FROM MORNING NOON TO NIGHT

SUPER: [00:09 - 00:12]: THESE SCIENTISTS WORK 24/7

SUPER: [00:13 - 00:15]: DURING ALGAE HARVEST SEASON

SUPER: [00:16 - 00:16]: TO TEST

SUPER: [00:17 - 00:17]: MEASURE

SUPER: [00:18 - 00:19]: AND GROW

SUPER: [00:20 - 00:21]: THE ALGAE

SUPER: [00:22 - 00:24]: THAT MAY ONE DAY FUEL

SUPER: [00:24 - 00:25]: TRUCKS

SUPER: [00:26 - 00:27]: PLANES

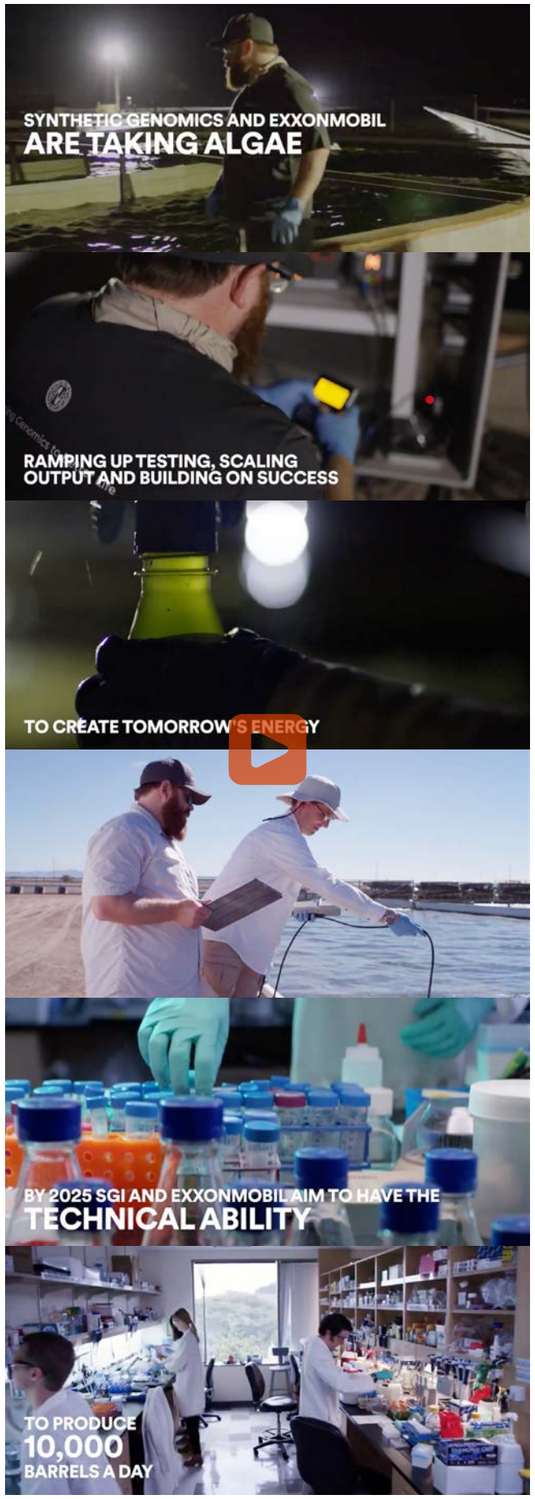
SUPER: [00:27 - 00:28]: AND BOATS

SUPER: [00:30 - 00:31]: THIS FARM

SUPER: [00:32 - 00:35]: COULD HELP BUILD OUR ENERGY FUTURE

LOGO: ExxonMobil

LOGO: Synthetic Genomics



G32

SOURCE: ExxonMobil, "Working on tomorrow's biofuel," YouTube video, May 28, 2019, 01:12, https://www.youtube.com/watch?v=T7ijbGqIPlk, archived November 17, 2025, at https://perma.cc/2VLN-QXUL

TRANSCRIPT:

LOU BROWN (Synthetic Genomics) [00:01 - 00:13]: We've cultivated algae in the past. With this particular project, we're looking more from the top-down, from the large-scale engineering perspectives and agricultural perspectives, and looking at it from that angle, and not so much from the small, flask that you see in the lab.

SUPER [00:01 - 00:03]: Synthetic Genomics and ExxonMobil are taking algae

SUPER [00:03 - 00:05]: Ramping up testing, scaling output and building on success

SUPER [00:06 - 00:09]: To create tomorrow's energy

ROB BROWN (Synthetic Genomics) [00:13 - 00:21]: We moved it from the laboratory, where it was in milliliters, to liters in the greenhouse. Now we see it outdoors, in this environment here, and this algae isn't taking a step back.

Patrick Hanks (ExxonMobil) [00:22 - 00:30]: It can take warm temperature, it can take fluctuations in salt content, and it just grows really fast, and that's what we want—is we want something that will grow fast so we can make a lot of fuel.

SARAH FEICHT (ExxonMobil) [00:31 - 00:41]: To do that, we have to start small, move up through a number of different pond sizes, so that we can understand the science, understand the physics, and translate that to a full-scale operation.

SUPER [00:42 - 00:47]: By 2025, SGI and ExxonMobil aim to have the technical ability to produce 10,000 barrels a day

HANKS [00:42 - 00:57]: SGI is an ideal partner because they've got all of the ability to understand the genomics, the sequencing, the pathways that the algae go. And we bring the engineering, we bring the ability to go to a larger scale. So when we couple those two, that's the only way that we're going to solve the problem to make sustainable fuel.

L. BROWN [00:58 - 01:08]: Over the next year I think we're going to start to push on that box a little bit and see where those breaking points are. I think there's going to be a great opportunity for innovation and a great opportunity to help get to the next level of what we're trying to do.

LOGO: Synthetic Genomics

LOGO: ExxonMobil

G33

CAMPAIGN: Miniature Science

SOURCE: ExxonMobil, "Miniature Science #2: Growing Algae For Biofuels," YouTube video, June 9, 2019, 01:18, archived February 12, 2020, at https://web.archive.org/web/20200212170948/https://www.youtube.com/watch?v=vZdAShbHMHI&feature=youtu.be

TRANSCRIPT:

V.O. [00:07 - 00:09]: These are some tiny petri dishes of algae.

V.O. [00:12 - 00:16]: The algae are transferred to a growing pond filled with seawater.

V.O. [00:17 - 00:20]: A paddle wheel is used to keep it circulating and growing evenly.

V.O. [00:20 - 00:22]: A light simulates sunlight.

V.O. [00:23 - 00:24]: A few days go by.

V.O. [00:25 - 00:27]: The pond has now grown bright green and thick with algae.

V.O. [00:31 - 00:32]: Now it's being drained.

V.O. [00:35 - 00:37]: The algae are isolated from the water.

V.O. [00:41 - 00:43]: The cell walls are crushed to free the oil.

V.O. [00:47 - 00:49]: A little hexane is added to separate the oil.

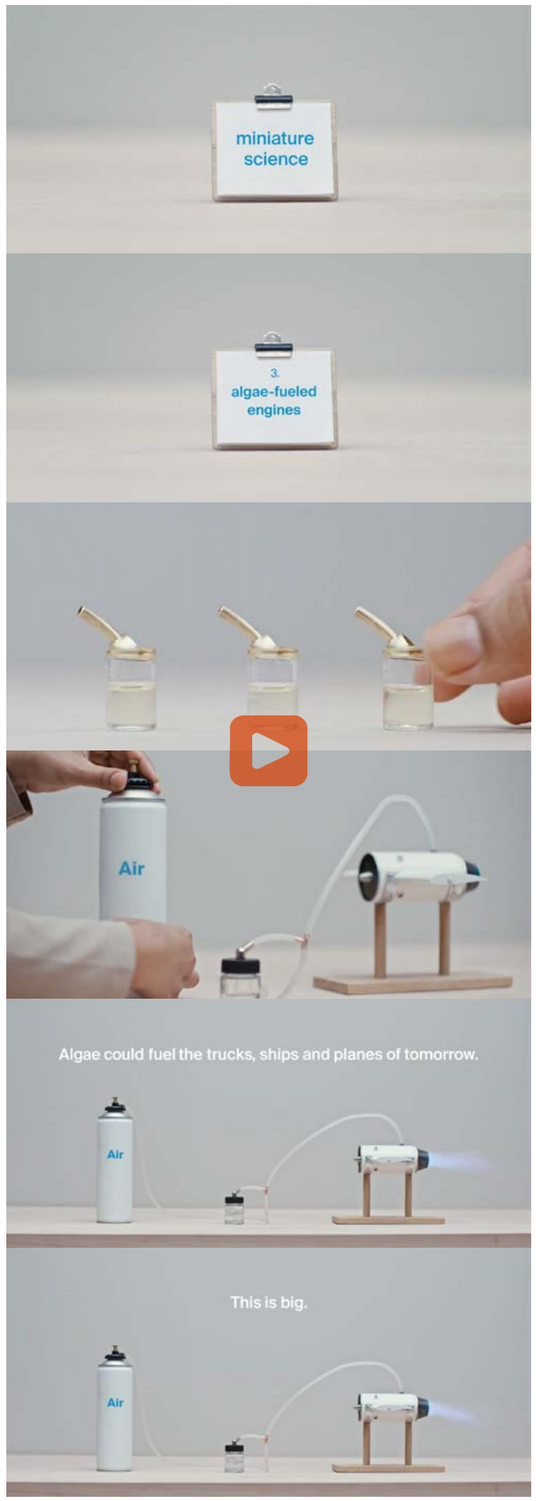
V.O. [00:50 - 00:56]: Sodium hydroxide is mixed with methanol and used to convert the oil into fuel.

V.O. [01:01 - 01:06]: Pay special attention to the top layer, because that is a low-emission biofuel.

SUPER [01:08 - 00:14]: : Algae might just be the future of biofuels.

SUPER [00:14 - 00:15]: This is big.

LOGO: ExxonMobil



G34

CAMPAIGN: Miniature Science

SOURCE: ExxonMobil, "Miniature Science #3: Algae-Fueled Engines," YouTube video, June 9, 2019, 01:12, archived February 2, 2022, at https://web.archive.org/web/20220202060456/https://www.youtube.com/watch?v=kJtAG4uTWfE

TRANSCRIPT:

V.O. [00:08 - 00:10]: This is biofuel made from algae.

V.O. [00:11 - 00:19]: We can fill a tiny fuel tank with it, light it, and use it to power an engine.

V.O. [00:31 - 00:35]: Fill up another fuel receptacle, and use it to power this kind of engine.

V.O. [00:37 - 00:38]: Off it goes.

V.O. [00:39 - 00:44]: The biofuel powering this one tiny boat today could fuel entire fleets of ships tomorrow.

V.O. [00:47 - 00:48]: One last fuel tank to fill up.

V.O. [00:50 - 00:53]: Connect the fuel line to a canister of compressed air.

V.O. [00:56 - 01:03]: The compressed air pressurizes the fuel, turns it into a spray, and there it is.

SUPER [01:03 - 01:08]: Algae could fuel the trucks, ships and planes of tomorrow.

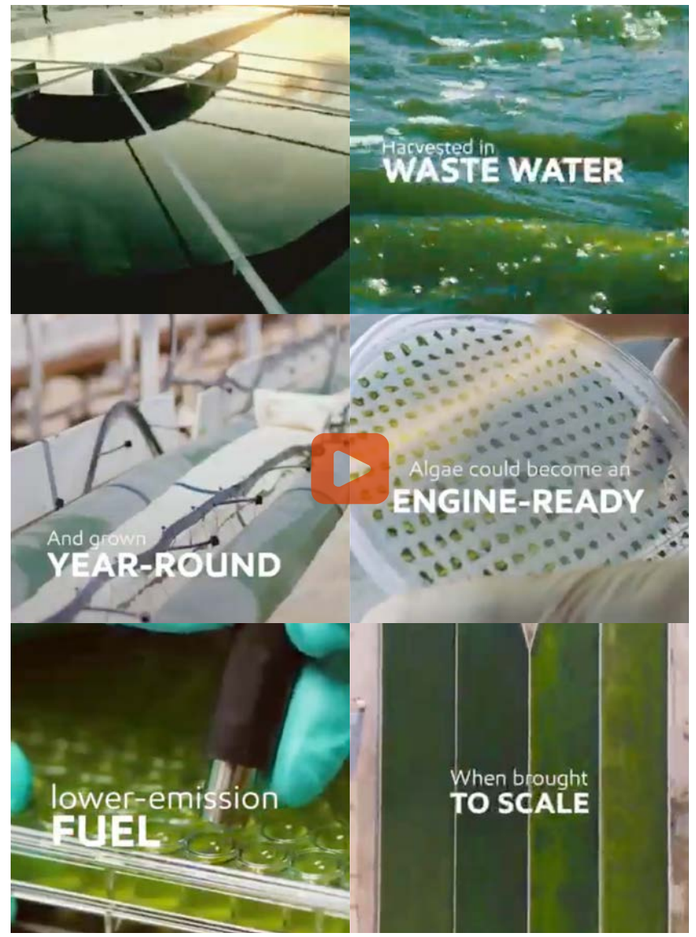
SUPER [01:08 - 01:10]: This is big.

LOGO: ExxonMobil

G35

CAMPAIGN: Miniature Science

SOURCE: ExxonMobil, digital advertisement, *Snapchat*, July 3, 2019, 00:02, MediaRadar



G36

SOURCE: ExxonMobil, "Bringing Algae to Scale," social media post, Facebook, September 26, 2019, 00:23, https://www.facebook.com/ExxonMobil/videos/401009777228165, archived November 30, 2025, at https://archive.ph/6jDQf

TRANSCRIPT:

SUPER [00:01 - 00:03]: Harvested in WASTE WATER

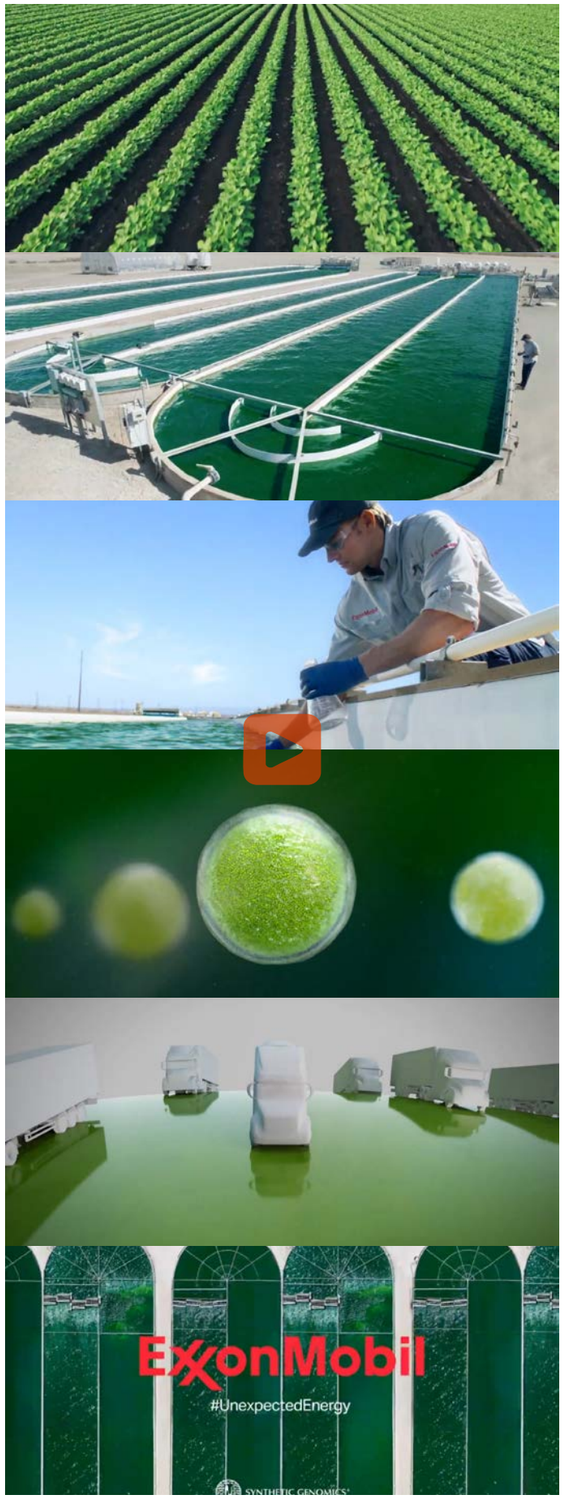
SUPER [00:04 - 00:05]: And grown YEAR-ROUND

SUPER [00:07 - 00:10]: Algae could become an ENGINE-READY

SUPER [00:12 - 00:13]: lower-emission FUEL

SUPER [00:14 - 00:19]: When brought TO SCALE

LOGO: ExxonMobil



G37

CAMPAIGN: Unexpected Energy

SOURCE: ExxonMobil, "Growing Fuel," YouTube video, October 21, 2019, 00:30, archived March 24, 2020, at https://web.archive.org/web/20200324101201/https://www.youtube.com/watch?v=5BnZThae7n0&list=PLIrXIHj7zayYGaExfTp_B4t6gqTtkGf9A

TRANSCRIPT:

V.O. [00:00 - 00:04]: Some farms grow food. This one grows fuel.

V.O. [00:06 - 00:22]: ExxonMobil is growing algae for biofuels that could one day power planes, propel ships, and fuel trucks, and cut their greenhouse gas emissions in half.

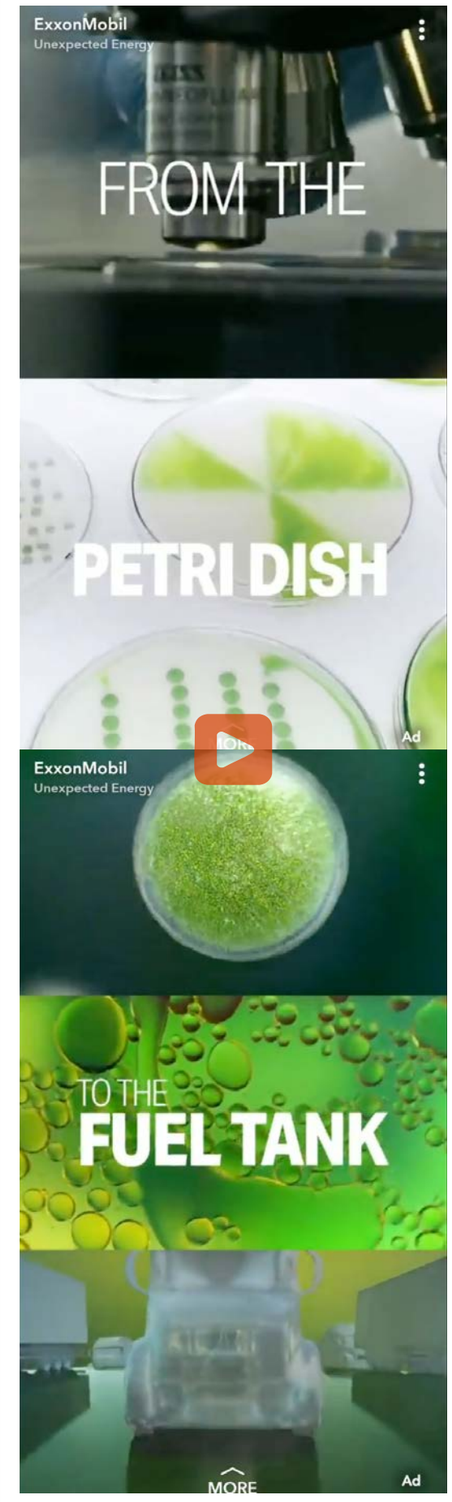
V.O. [00:24 - 00:28]: Algae. Its potential just keeps growing.

LOGO: ExxonMobil

HASHTAG: #UnexpectedEnergy

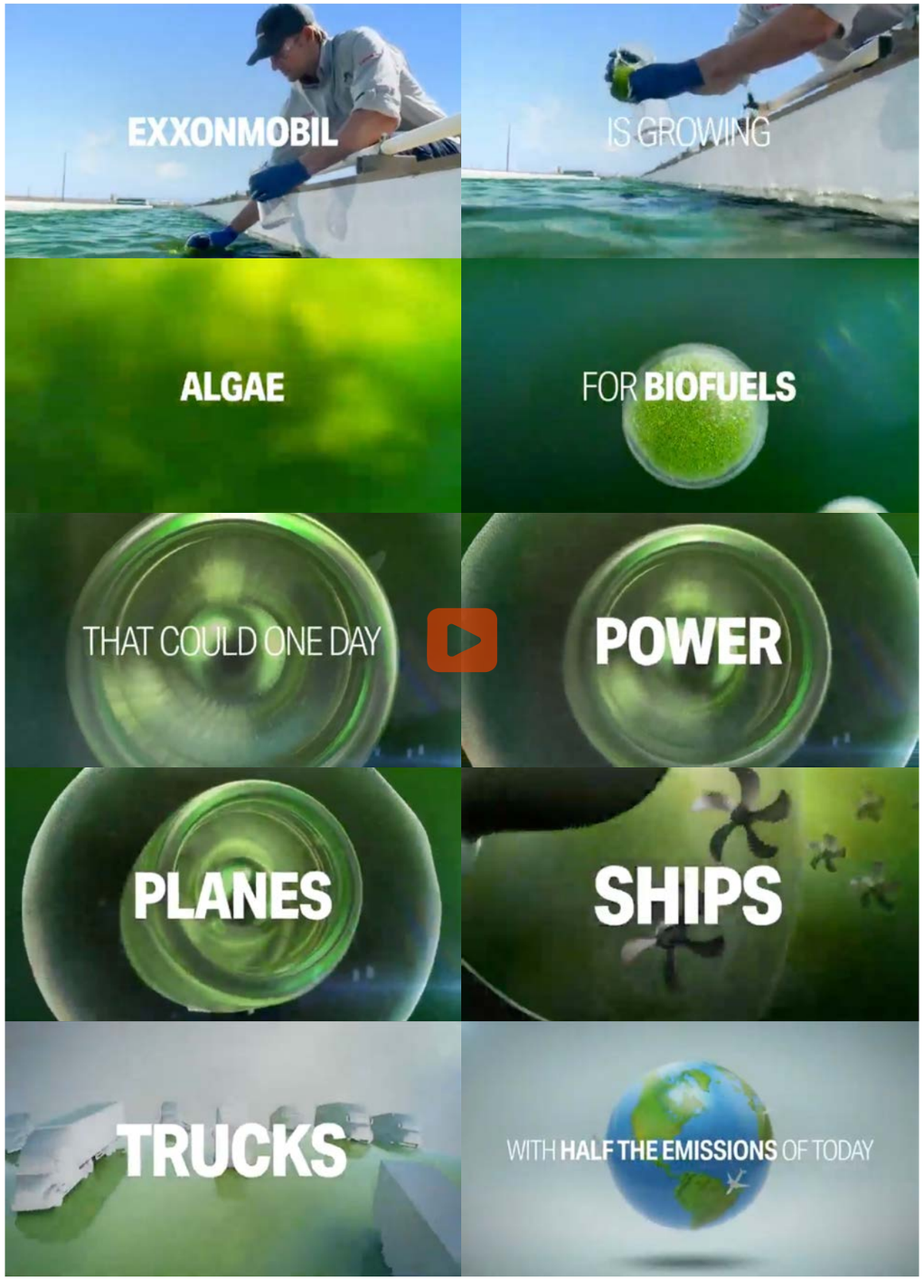
G38

SOURCE: ExxonMobil, digital advertisement, *Snapchat*, December 12, 2019, 00:04, MediaRadar



G39

SOURCE: ExxonMobil, print advertisement, *Bloomberg Businessweek*, November 4, 2019, cover 2, MediaRadar



G40

CAMPAIGN: Unexpected Energy

SOURCE: ExxonMobil, digital advertisement, *YouTube*, November 9, 2019, 00:15, MediaRadar

TRANSCRIPT:

SUPER [00:00 - 00:02]: EXXONMOBIL

SUPER [00:02 - 00:03]: IS GROWING

SUPER [00:03 - 00:04]: ALGAE

SUPER [00:04 - 00:05]: FOR BIOFUELS

SUPER [00:05 - 00:06]: THAT COULD ONE DAY

SUPER [00:06 - 00:07]: POWER

SUPER [00:07 - 00:08]: PLANES

SUPER [00:08 - 00:10]: SHIPS

SUPER [00:10 - 00:10]: AND

SUPER [00:10 - 00:11]: TRUCKS

SUPER [00:12 - 00:13]: WITH HALF
THE EMISSIONS OF TODAY

LOGO: ExxonMobil

HASHTAG: #UnexpectedEnergy