



Center for
**Climate
Integrity**

Big Oil's Deceptive Climate Ads

**Major Corporate Advertising
Campaigns Appendix**

DECEMBER 2025

MAJOR CORPORATE ADVERTISING CAMPAIGNS

The Campaigns Appendix to *Big Oil's Deceptive Climate Ads* documents major corporate advertising campaigns produced by BP, Chevron, ExxonMobil, and Shell between 2000 and 2025. All of the advertising campaigns in the Appendix ran in the United States, although many also aired in international markets, including the United Kingdom.

METHODS

Information about advertising campaigns included in the Campaigns Appendix—including campaign titles, advertisement titles, dates, advertising agencies, and advertising professionals involved in campaigns—was compiled using the best available, publicly accessible sources. This report prioritizes information about advertising campaigns from primary source materials produced directly by BP, Chevron, ExxonMobil, and Shell, their advertising agencies, or advertising professionals that worked on their campaigns. In addition to primary source materials, this report utilizes supporting information from trusted secondary sources, including trade publications, and newspaper and magazine articles.

PRIMARY SOURCES

- Fossil fuel companies' websites
- Fossil fuel companies' press releases
- House Oversight Committee documents ([Sept. 2022 release](#); [Dec. 2022 release](#))
- House Natural Resources Committee report ([Sept. 2022 release](#))
- Senate Budget Committee documents ([Apr. 2024 release](#))
- Fossil fuel companies' annual and sustainability reports
- Advertising companies' annual and sustainability reports
- Advertising award documents (e.g. Cannes Lions Awards, Effie Awards, American Advertising Awards, Shorty Awards, Webby Awards)
- Advertising and public relations professionals' websites

SECONDARY SOURCES

- Advertising trade publications
- Newspaper and magazine reporting

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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.

BP CAMPAIGN

Beyond Petroleum

APPROX. CAMPAIGN DATES

2000 - 2010

REPORT SECTION(S)

Reducing Emissions; Renewables;
Individual Action; Natural Gas;
Hydrogen

AGENCIES

Ogilvy;¹ Landor Associates;²
Mindshare³

PEOPLE

K. J. Bowen;⁴ Ken Shuldman;⁵ John Kenney;⁶
David Fowler;⁷ Patrick Collins;⁸ Lily Pu;⁹ Don Miller¹⁰

DESCRIPTION

“Beyond Petroleum” was a long-running campaign designed by WPP Group’s Ogilvy & Mather (now Ogilvy) for BP.¹¹ The campaign began in 2000 with a major rebranding effort in which the company shortened its name from ‘British Petroleum’ to ‘BP,’ changed its logo from a green shield to a helios sunburst insignia, and coined the slogan “Beyond Petroleum.”¹² “Beyond Petroleum” helped BP “lead favorability” for ten years, according to a creative director who worked on the campaign,¹³ and included several advertising evolutions, including the “BP on the Street,” “BP Alternative Energy,” and “Energy Mix” advertisements. The campaign won a Gold Effie award for “sustained success” from the New York American Marketing Association in 2007.¹⁴

1 Gregory Solman, “BP: Coloring Public Opinion?,” *Adweek*, January 14, 2008, archived December 9, 2018, at <https://web.archive.org/web/20181209143937/https://www.adweek.com/brand-marketing/bp-coloring-public-opinion-91662/>

2 Solman, “BP: Coloring Public Opinion?”

3 The New York American Marketing Association, *2007 Effie Awards*, (The New York Marketing Association, 2007), 75, https://current.effie.org/downloads/org_downloads/2007_Awards_Journal.pdf, archived May 8, 2025, at https://web.archive.org/web/20211028160644/https://current.effie.org/downloads/org_downloads/2007_Awards_Journal.pdf

4 “BP,” K. J. Bowen, <https://kjbowen.com/clients/bp/>, archived November 7, 2021, at <https://perma.cc/Q3LS-M4ZM>

5 “BP,” K. J. Bowen

6 John Kenney, “Beyond Propaganda,” *New York Times*, August 14, 2006, <https://xwww.nytimes.com/2006/08/14/opinion/14kenney.html>

7 “BP: beyond petroleum,” David Fowler, <https://davidfowler.com/bp>, archived May 7, 2025, at <https://perma.cc/WXL3-T23D>

8 New York American Marketing Association, *2007 Effie Awards*, 75

9 New York American Marketing Association, *2007 Effie Awards*, 75

10 “BP Corporate,” Don Miller, archived June 15, 2021, at <https://web.archive.org/web/20210615194723/https://donmillerartdirection.com/bp-corporate>

11 Solman, “BP: Coloring Public Opinion?”

12 Terry Macalister, Eleanor Cross, “BP rebrands on a global scale,” *The Guardian*, July 24, 2000, <https://www.theguardian.com/business/2000/jul/25/bp>

13 “BP: beyond petroleum,” David Fowler

14 New York American Marketing Association, *2007 Effie Awards*, 75

1



BP, print advertisement, *New Yorker*, November 6, 2000, 39. New Yorker Archive. (See Appendix B - Renewables, B2)

2



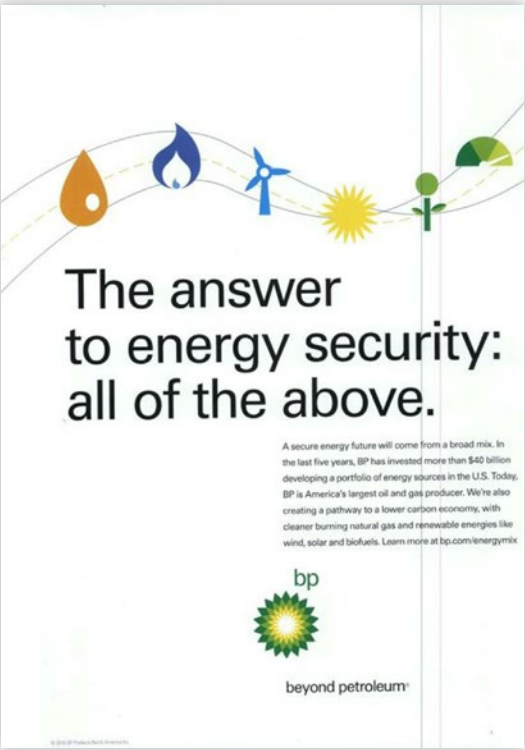
BP, print advertisement, *Time*, August 26, 2002, 63. The TIME Magazine Vault. (See Appendix B - Renewables, B5)

3



BP, print advertisement, *New Yorker*, March 13, 2006, 33. New Yorker Archive. (See Appendix C - Individual Action, C4)

4



BP, print advertisement, *National Journal*, March 13, 2010, Cover 4. MediaRadar. (See Appendix B - Renewables, B33)

BP CAMPAIGN

BP on the Street

APPROX. CAMPAIGN DATES

2001 - 2008

REPORT SECTION(S)

Reducing Emissions; Renewables;
Individual Action; Natural Gas

AGENCIES

Ogilvy;¹ Mindshare²

PEOPLE

K. J. Bowen;³ Ken Shuldman;⁴
John Kenney;⁵ David Fowler⁶

DESCRIPTION

In 2001, BP launched the “BP on the Street” advertisements as part of its “Beyond Petroleum” campaign.⁷ The “BP on the Street” advertisements included two versions of ad creative, “people ads”⁸ and “issue ads.”⁹ The “people ads” ran in print and television executions and showcased street interviews with real people about energy issues.¹⁰ The “issue ads” ran in print and featured black text highlighted in yellow over a white background.¹¹ According to K.J. Bowen, a creative director who worked on the campaign, the yellow highlighting featured in the “issue ads” was intended to “underline what was most important, like high school.”¹² Beginning around 2006, BP ran print executions in the style of the “issue ads” directing consumers to calculate and reduce their carbon footprints using an online “carbon footprint calculator” on the company’s website.¹³ According to Bowen, BP “introduced” the concept of the carbon footprint, becoming the “first major company to put the words ‘carbon footprint’ into the vernacular as it ran worldwide.”¹⁴ According to WPP, the carbon footprint ads, designed by Ogilvy, were “part of a larger initiative to position BP as an environmentally responsible company.”¹⁵

1 Gregory Solman, “BP: Coloring Public Opinion?” *Adweek*, January 14, 2008, archived December 9, 2018, at <https://web.archive.org/web/20181209143937/https://www.adweek.com/brand-marketing/bp-coloring-public-opinion-91662/>

2 The New York American Marketing Association, *2007 Effie Awards*, (The New York Marketing Association, 2007), 75, https://current.effie.org/downloads/org_downloads/2007_Awards_Journal.pdf, archived May 8, 2025, at https://web.archive.org/web/20211028160644/https://current.effie.org/downloads/org_downloads/2007_Awards_Journal.pdf

3 “BP,” K. J. Bowen, <https://kjbowl.com/clients/bp/>, archived November 7, 2021, at <https://perma.cc/Q3LS-M4ZM>

4 “BP,” K. J. Bowen

5 John Kenney, “Beyond Propaganda,” *New York Times*, August 14, 2006, <https://www.nytimes.com/2006/08/14/opinion/14kenney.html>

6 “BP: beyond petroleum,” *David Fowler*, <https://davidfowler.com/bp>, archived May 7, 2025, at <https://perma.cc/WXL3-T23D>

7 Claudia Deutsch, “It’s Getting Crowded on the Environmental Bandwagon,” *New York Times*, December 22, 2005, <https://www.nytimes.com/2005/12/22/business/its-getting-crowded-on-the-environmental-bandwagon.html>

8 “BP on the street people ads,” *BP*, archived August 3, 2004, at <https://web.archive.org/web/20040803204420/http://www.bp.com/section-genericarticle.do?categoryId=2012797&contentId=2014549>

9 “BP on the street - issue ads,” *BP*, archived August 3, 2004, at <https://web.archive.org/web/20040803204723/http://www.bp.com/section-genericarticle.do?categoryId=2012811&contentId=2019259>

10 Kenney, “Beyond Propaganda”

11 “BP,” K. J. Bowen

12 “BP,” K. J. Bowen

13 BP, print advertisement, *New Yorker*, March 13, 2006, 33. (See Appendix C - Individual Action, C4); “Carbon footprint calculator,” *BP*, archived March 1, 2006, at <https://web.archive.org/web/20060301033558/http://www.bp.com/extendedsectiongenericarticle.do?categoryId=9006010&contentId=7012265>

14 “BP,” K. J. Bowen

15 WPP, *Corporate Responsibility Report 2005-2006* (WPP, 2006), 19, https://www.wpp.com/en/-/media/project/wpp/files/sustainability/reports/2005-06/wpp_csr_2006_aug06.pdf, archived May 8, 2025, at https://web.archive.org/web/20250508135755/https://www.wpp.com/en/-/media/project/wpp/files/sustainability/reports/2005-06/wpp_csr_2006_aug06.pdf

1



BP, print advertisement, *Time*, August 26, 2002, 63. The TIME Magazine Vault. (See Appendix B - Renewables, B5)

2



BP, print advertisement, archived August 7, 2004. Internet Archive. (See Appendix D - Natural Gas, D1)

3



BP, print advertisement, *New Yorker*, March 13, 2006, 33. New Yorker Archive. (See Appendix C - Individual Action, C4)

4



BP, print advertisement, *National Geographic Traveller*, March 1, 2008, 45. MediaRadar. (See Appendix B - Renewables, B26)

BP CAMPAIGN

BP Alternative Energy

APPROX. CAMPAIGN DATES:
2005 - 2006

REPORT SECTION(S)
Renewables

AGENCIES
Ogilvy¹

PEOPLE
Jack Zeniewski;²
Don Miller³

DESCRIPTION
In 2005, BP launched BP Alternative Energy, a new business “dedicated to generating and marketing low-carbon power.”⁴ The same year, the company released a print advertising campaign to promote BP Alternative Energy.⁵ The advertisements claimed BP was investing in wind, solar, hydrogen, and natural gas to “create cleaner, low-carbon electricity.”⁶ BP shuttered its BP Alternative Energy business in June 2009, four years after releasing the initial ads.⁷

1 Claudia Deutsch, “It’s Getting Crowded on the Environmental Bandwagon,” *New York Times*, December 22, 2005, <https://www.nytimes.com/2005/12/22/business/its-getting-crowded-on-the-environmental-bandwagon.html>

2 “BP,” *Jack Zeniewski*, <https://www.jackzeniewski.com/product-page/bp>, archived May 6, 2025, at <https://perma.cc/M4KL-U2UN>

3 “BP Corporate,” *Don Miller*, archived June 15, 2021, at <https://web.archive.org/web/20210615194723/https://donmillerartdirection.com/bp-corporate>

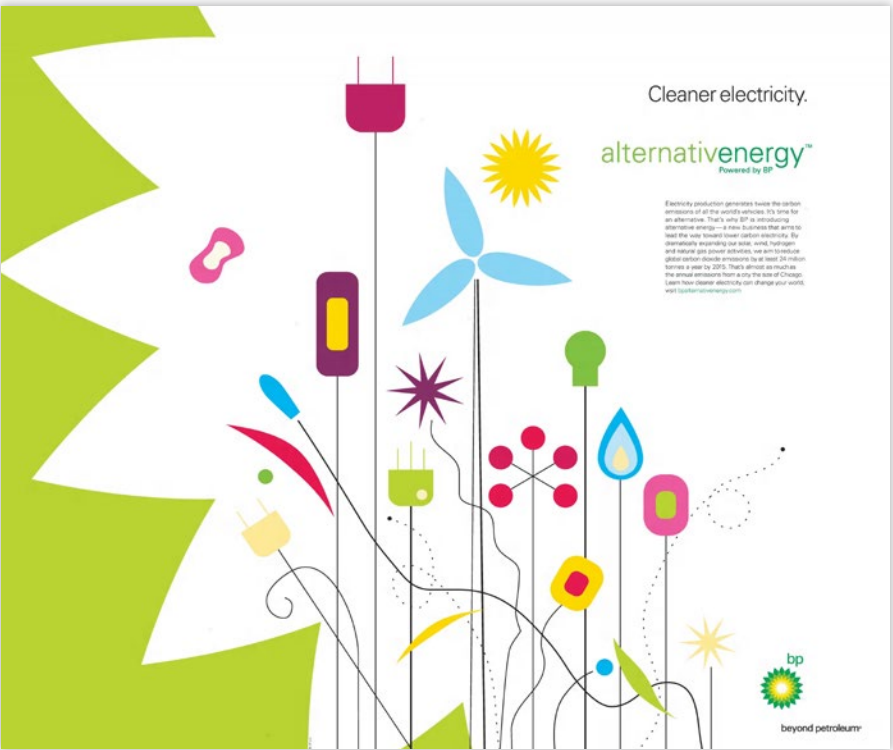
4 BP, *Making energy more: Sustainability Report 2005* (BP, 2006), <https://www.bp.com/content/dam/bp/business-sites/en/global/corporate/pdfs/sustainability/archive/archived-reports-and-translations/2005/bp-sustainability-report-2005.pdf>, archived May 7, 2025, at <https://perma.cc/LGL3-VRZL>; BP, “alternativenergy Powered by BP,” archived July 5, 2006, at https://web.archive.org/web/20060705161108/http://www.bpalternativenergy.com/liveas-sets/bp_internet/alternativenergy/index.html

5 “Alternative Energy,” *BP*, archived July 9, 2006, at <https://web.archive.org/web/20060709200718/http://www.bp.com/sectiongenericarticle.do?categoryId=9006172&contentId=7012473>

6 See e.g. BP, print advertisement, *The Independent (UK)*, February 13, 2006, 29, Newspapers.com. (See Appendix B - Renewables, B10)

7 Terry Macalister, “BP shuts alternative energy HQ,” *The Guardian*, June 29, 2009, <https://www.theguardian.com/business/2009/jun/28/bp-alternative-energy>, archived May 7, 2025, at <https://perma.cc/9XSA-F62V>

1



BP, print advertisement, *Chicago Tribune*, December 6, 2005, 10-11. Newspapers.com. (See Appendix B - Renewables, B11)

2



BP, print advertisement, *The Independent (UK)*, December 11, 2005, 19. Newspapers.com. (See Appendix B - Renewables, B8)

3



BP, print advertisement, *The Independent (UK)*, February 13, 2006, 29. Newspapers.com. (See Appendix B - Renewables, B10)

BP CAMPAIGN

Energy Mix

APPROX. CAMPAIGN DATES
2008 - 2010

REPORT SECTION(S)
Renewables;
Individual Action;
Natural Gas

AGENCIES
Ogilvy¹

PEOPLE
K.J. Bowen²

DESCRIPTION
Around 2008, BP launched a new series of “Energy Mix” advertisements as part of its “Beyond Petroleum” campaign.³ The “Energy Mix” ads featured “energy icons,” designed to represent “each of the energies in BP’s portfolio.”⁴ The ads emphasized that BP had adopted an “all of the above” strategy to its energy business. According to a creative director who worked on the campaign, BP’s “‘all of the above’ energy strategy was co-opted by politicians in 2008.”⁵ In 2010, following the Deepwater Horizon oil spill, BP ceased the majority of its corporate advertising for nearly a decade.⁶

1 According to her website, K.J. Bowen helped develop the “energy icons” featured in the “Energy Mix” advertisements. From 2008-2010, when the “Energy Mix” ads ran, Bowen held positions as group creative director and senior partner at Ogilvy. See e.g. “BP,” K. J. Bowen, <https://kjbowl.com/clients/bp/>, archived November 7, 2021, at <https://perma.cc/Q3LS-M4ZM>; “résumé,” K.J. Bowen, <https://kjbowl.com/resume/>, archived August 22, 2025, at <https://perma.cc/EA4Y-LPZR>

2 “BP,” K. J. Bowen

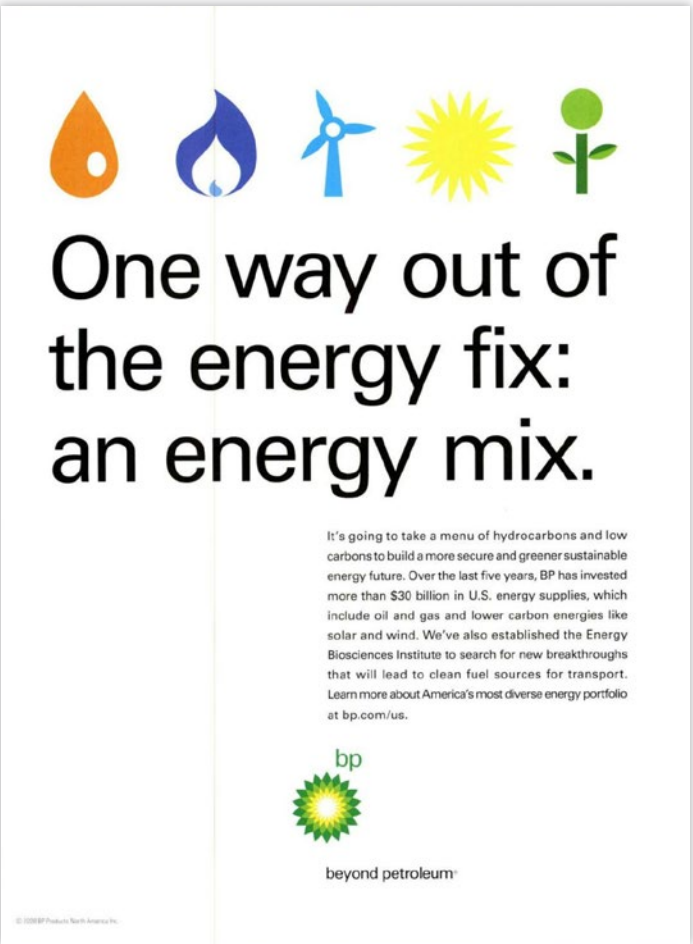
3 See e.g. “Natural Gas,” BP, archived January 19, 2010, at <https://web.archive.org/web/20100119033804/http://www.bp.com/iframe.do?categoryId=9030822&contentId=7056950>; “Solar: the future is bright,” BP, archived January 19, 2010, at <https://web.archive.org/web/20100119033856/http://www.bp.com/iframe.do?categoryId=9030824&contentId=7056952>

4 “BP,” K. J. Bowen

5 “BP,” K. J. Bowen

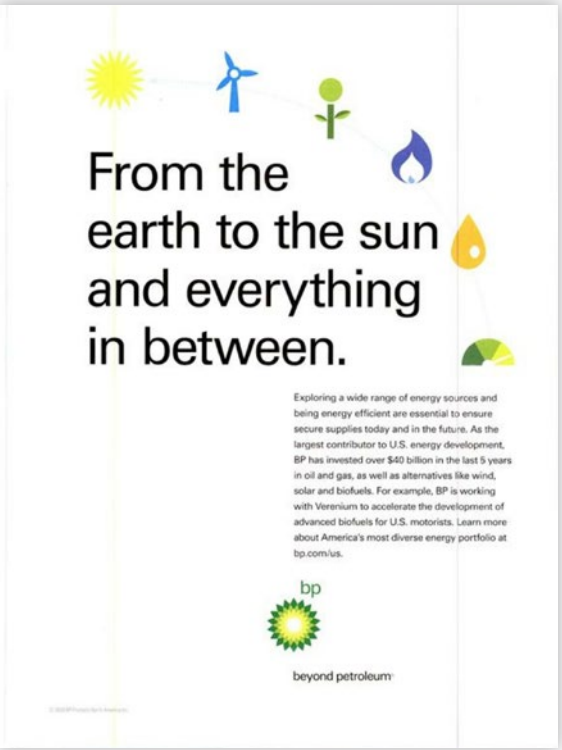
6 “BP,” K. J. Bowen

1



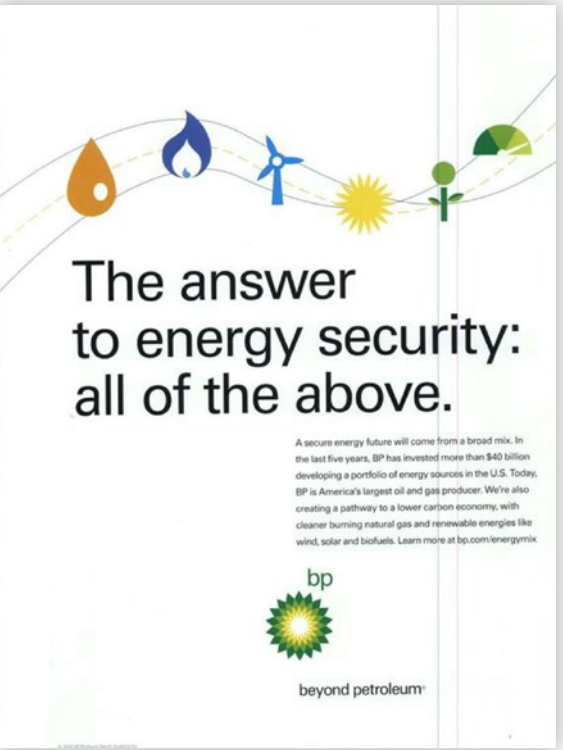
BP, print advertisement, *The Economist (US)*, October 18, 2008, Cover 3. MediaRadar. (See Appendix B - Renewables, B30)

2



BP, print advertisement, *National Review*, May 4, 2009, Cover 2. MediaRadar. (See Appendix B - Renewables, B31)

3



BP, print advertisement, *National Journal*, March 13, 2010, Cover 4. MediaRadar. (See Appendix B - Renewables, B33)

BP CAMPAIGN

Possibilities Everywhere

APPROX. CAMPAIGN DATES

2019 - 2020

REPORT SECTION(S)

Reducing Emissions;
Renewables; Natural Gas

AGENCIES

Ogilvy;¹ Purple Strategies;²
Mindshare;³ Reset (US);⁴
Academy (UK)⁵

PEOPLE

Diego Contreras;⁶ Christopher
Churchill;⁷ Candice Hoeflinger;⁸
Alex Max;⁹ Joe Anderson;¹⁰
Steve Simpson;¹¹ Keith Anderson¹²

DESCRIPTION

In January 2019, BP launched its largest global advertising campaign in a decade, featuring television, print, digital, and outdoor executions.¹³ According to internal BP documents, the campaign, titled “Possibilities Everywhere,” was designed to convince audiences to “seek re-appraisal of BP as a company connected to the future,” using a “warm and human tone of voice.”¹⁴ BP budgeted \$100 million for the campaign, spending nearly the entire budget.¹⁵ Television executions from the campaign were broadcast internationally on CNN International, and domestically in the United States on Sunday AM TV (ABC) and MSNBC (including “One Big Thing” Sponsorship).¹⁶ Digital executions from the campaign aired nationwide on the Atlantic and NBC websites, and appeared on a range of media platforms, including the New York Times, Hulu, Roku, Politico, Washington Post, Talking Points Memo, Real Clear Politics, Axios, CNN, ESPN, and FOX.¹⁷ In December 2019, environmental NGO ClientEarth filed a complaint with the Organisation for Economic Co-operation and Development (OECD) in the UK, alleging that the campaign was deceptive and BP breached international guidelines governing corporate conduct.¹⁸ In a February 2020 speech unveiling BP’s net zero by 2050 ambition, then-BP CEO Bernard Looney announced BP would end the “Possibilities Everywhere” campaign and cease corporate reputation advertising.¹⁹

1 Simon Gwynn, “BP launches biggest global campaign in a decade,” *Campaign UK*, January 21, 2019, <https://www.campaignlive.co.uk/article/bp-launches-biggest-global-campaign-decade/1523391>, archived August 12, 2025, at <https://web.archive.org/web/20250812164618/https://www.campaignlive.co.uk/article/bp-launches-biggest-global-campaign-decade/1523391>

2 Gwynn, “BP launches biggest”

3 Gwynn, “BP launches biggest”

4 Gwynn, “BP launches biggest”

5 Gwynn, “BP launches biggest”

6 Gwynn, “BP launches biggest”

7 “BP I,” *Christopher Churchill*, <https://www.christopherchurchill.com/COMMISSIONS/BP-I/thumbs>, archived May 6, 2025, at <https://perma.cc/H367-7L4J>; “BP II,” *Christopher Churchill*, <https://www.christopherchurchill.com/COMMISSIONS/BP-II/thumbs>, archived May 8, 2025, at <https://perma.cc/Z34F-V38R>

8 “BP’s Possibilities Everywhere Campaign,” *Candice Hoeflinger*, <https://www.candice-hoeflinger.com/work/bp-02>, archived May 6, 2025, at <https://perma.cc/H7T5-2PWE>

9 “BP - “Keep Advancing”,” *Alex Max*, <https://www.alex davidmax.com/798817030644>, archived May 6, 2025, at <https://perma.cc/5694-G9SS>

10 “BP - “Keep Advancing”,” *Alex Max*

11 “BP - “Keep Advancing”,” *Alex Max*

12 “BP - “Keep Advancing”,” *Alex Max*

13 Gwynn, “BP launches biggest”

14 U.S. Congress, Senate, Budget Committee, *BPA_HCOR_00307749 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Doublespeak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change)*, 118th Congress., 2d sess., 2024, S. Misc. Doc. 38, https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/bp-documents/BPA_HCOR_00307749.pdf

15 U.S. Congress, Senate, Budget Committee, *BPA_HCOR_00209138 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Doublespeak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change)*, 118th Congress., 2d sess., 2024, S. Misc. Doc. 2, https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/bp-documents/BPA_HCOR_00209138.pdf

16 U.S. Congress, Senate, Budget Committee, *BPA_HCOR_00173386 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Doublespeak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change)*, 118th Congress., 2d sess., 2024, S. Misc. Doc. 5, https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/bp-documents/BPA_HCOR_00173386.pdf

17 U.S. Congress, Senate, Committee, *BPA_HCOR_00173386*, 5-6

18 Sandra Laville, “Lawyers lodge complaint over BP’s ‘misleading’ ad campaign,” *The Guardian*, December 4, 2019, <https://www.theguardian.com/business/2019/dec/04/activists-call-for-bp-adverts-to-carry-climate-damage-warning>

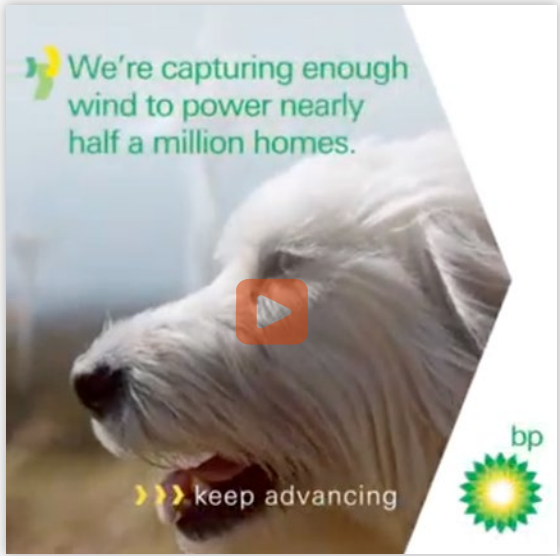
19 Bernard Looney, “Reimagining energy, reinventing BP” (speech, London, February 12, 2020), <https://www.bp.com/en/global/corporate/news-and-insights/speeches/reimagining-energy-reinventing-bp.html>, archived May 7, 2025, at <https://perma.cc/PSR5-SZ9J>

1



BP, “Unpredictable,” digital advertisement, Facebook, X/Twitter, YouTube, September 12, 2019. iSpot.tv. (See Appendix B - Renewables, B51; Appendix D - Natural Gas, D40)

2



BP, digital advertisement, July 29, 2019. Meta Ad Library. (See Appendix B - Renewables, B49)

3



BP, digital advertisement, July 29, 2019. Meta Ad Library. (See Appendix B - Renewables, B50)

CHEVRON CAMPAIGN

Turning Partnership Into Energy

APPROX. CAMPAIGN DATES

2003 - 2005

REPORT SECTION(S)

Reducing Emissions;
Natural Gas; Hydrogen

AGENCIES

Young & Rubicam;¹
Mediaedge:cia²

DESCRIPTION

In December 2003, ChevronTexaco launched “Turning Partnership Into Energy,” an international television and print advertising campaign focused on the concept of partnership.³ At the time this campaign aired, Young & Rubicam group and Mediaedge:cia led worldwide advertising for the ChevronTexaco brand.⁴

1

ChevronTexaco, “ChevronTexaco Announces the Selection of Global Advertising and Media Buying Agencies for its Worldwide Downstream Business,” press release, January 16, 2003, archived July 30, 2025, at <https://web.archive.org/web/20250730191649/https://chevroncorp.gcs-web.com/news-releases/news-release-details/chevrontexaco-announces-selection-global-advertising-and-media>

2

ChevronTexaco, “ChevronTexaco Announces the Selection”

3

ChevronTexaco, “New International Advertising Campaign Focuses on Partnership,” press release, December 17, 2003, archived December 30, 2003, at https://web.archive.org/web/20031230151502/http://www.chevrontexaco.com/news/spot-light/17dec2003_energycomm.asp

4

ChevronTexaco, “ChevronTexaco Announces the Selection”

1



Chevron, print advertisement, *Time*, November 8, 2004, 28-29. The TIME Magazine Vault. (See Appendix D - Natural Gas, D3)

2



Chevron, print advertisement, *Time*, December 6, 2004, 36-37. The TIME Magazine Vault. (See Appendix A - Reducing Emissions, A6)

3



Chevron, print advertisement, *Time*, January 10, 2005, 4-5. The TIME Magazine Vault. (See Appendix F - Hydrogen, F6)

CHEVRON CAMPAIGN

Real Issues

APPROX. CAMPAIGN DATES

2005 - 2008

REPORT SECTION(S)

Renewables; Individual Action; Hydrogen

AGENCIES

Young & Rubicam;¹ Wunderman Thompson;² Mediaedge:cia;³ Cheryl & Gabe⁴

PEOPLE

Darren Moran;⁵ Gabriel Hoskins;⁶ Christian Barnett;⁷ Gordon McLean;⁸

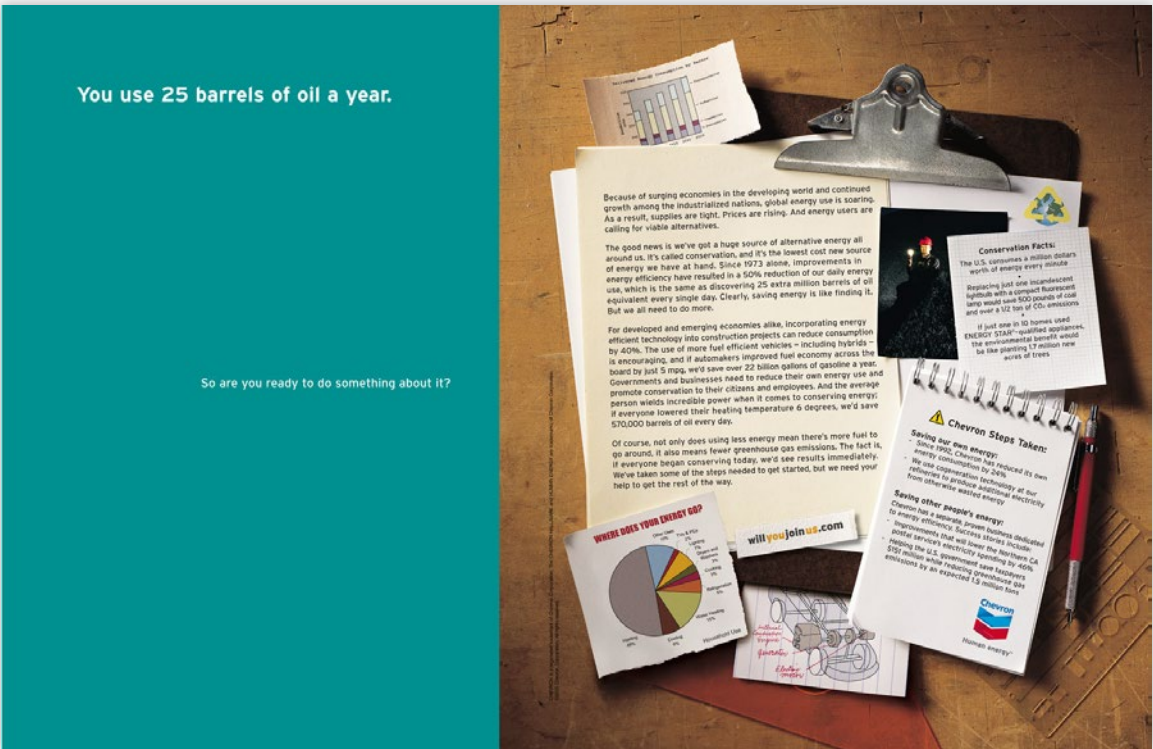
PEOPLE CONT.

Mary Ellen Kenny;⁹ Mike Murphy;¹⁰ Fernando Iglesias-Garcia;¹¹ Mark Robert Wills¹²

DESCRIPTION

In July 2005, Chevron launched a new global corporate advertising campaign, and a website, willyoujoinus.com.¹³ The campaign, titled “Real Issues,” was designed by creative agencies Young & Rubicam, Wunderman Thompson, and Mediaedge:cia.¹⁴ It featured print, airport, online, and television advertisements, designed to raise awareness about “important issues facing the energy industry, including supply and demand, the role of alternative and renewable energy sources and the promise of technology.”¹⁵ In 2007, “Real Issues” won a silver in the Corporate Reputation, Image & Identity category at the Effie Awards, presented by the New York American Marketing Association.¹⁶ According to the award submission, “Real Issues” increased Chevron’s reputation among audiences exposed to the ads.¹⁷

1



Chevron, print advertisement, archived March 12, 2006. Internet Archive. (See Appendix C - Individual Action, C3)

2



Chevron, print advertisement, archived October 11, 2007. Internet Archive. (See Appendix B - Renewables, B24)

3



Chevron, print advertisement, archived October 11, 2007. Internet Archive. (See Appendix F - Hydrogen, F8)

1 The New York American Marketing Association, 2007 Effie Awards, (The New York Marketing Association, 2007), 28, https://current.effie.org/downloads/org_downloads/2007_Awards_Journal.pdf, archived May 8, 2025, at https://web.archive.org/web/20211028160644/https://current.effie.org/downloads/org_downloads/2007_Awards_Journal.pdf

2 The New York American Marketing Association, 2007 Effie Awards, 28

3 The New York American Marketing Association, 2007 Effie Awards, 28

4 “WillYouJoinUs.com,” Cheryl & Gabe, <https://www.cherylandgabe.com/?work=chevron>, archived May 7, 2025, at <https://perma.cc/JRF7-3RLT>

5 The New York American Marketing Association, 2007 Effie Awards, 28

6 The New York American Marketing Association, 2007 Effie Awards, 28

7 The New York American Marketing Association, 2007 Effie Awards, 28

8 The New York American Marketing Association, 2007 Effie Awards, 28

9 The New York American Marketing Association, 2007 Effie Awards, 28

10 The New York American Marketing Association, 2007 Effie Awards, 28

11 The New York American Marketing Association, 2007 Effie Awards, 28

12 “Chevron,” Mark Robert Wills, <https://markrobertwills.com/chevron/>, archived May 6, 2025, at <https://perma.cc/DZ2J-SSYB>

13 Chevron Corporation, “New Chevron Advertising Targets Dialogue about Global Energy Issues,” press release, July 5, 2005, <https://chevroncorp.gcs-web.com/news-releases/news-release-details/new-chevron-advertising-targets-dialogue-about-global-energy>, archived May 7, 2025, at <https://web.archive.org/web/20250507182721/https://chevroncorp.gcs-web.com/news-releases/news-release-details/new-chevron-advertising-targets-dialogue-about-global-energy>

14 The New York American Marketing Association, 2007 Effie Awards, 28

15 “Real Issues Advertising,” Chevron Corporation, archived December 10, 2005, at <https://web.archive.org/web/20051210204336/http://www.chevron.com/about/advertising/>

16 The New York American Marketing Association, 2007 Effie Awards, 28

17 The New York American Marketing Association, 2007 Effie Awards, 28

CHEVRON CAMPAIGN

The Power of Human Energy

APPROX. CAMPAIGN DATES

2007

REPORT SECTION(S)

Renewables

AGENCIES

mcgarrybowen;¹
Young & Rubicam;²
Wunderman Thompson³

PEOPLE

Tom Drymalski;⁴ John Kenney;⁵
Lance Acord;⁶ Jennie Wadhams;⁷
Eric Carlson;⁸ Mark Robert Wills;⁹
Marianne Raphael¹⁰

DESCRIPTION

In September 2007, Chevron released “The Power of Human Energy,” an evolution of the “Real Issues” campaign.¹¹ “The Power of Human Energy” featured television, print, and online executions highlighting “the steps Chevron is taking to bring more energy supplies to the global marketplace.”¹² The campaign debuted with a 2 minutes 30 seconds television spot, “Untapped Energy,” which premiered on CBS’s “60 Minutes.”¹³

1 Andrew McMains, “Chevron Preps Global Push,” *Adweek*, September 28, 2007, archived December 10, 2018, at <https://web.archive.org/web/20181210063036/https://www.adweek.com/brand-marketing/chevron-preps-global-push-90466/>

2 McMains, “Chevron Preps Global Push”

3 McMains, “Chevron Preps Global Push”

4 “Chevron Film RENEWABLE ENERGY by mcgarrybowen New York,” *AdSpot*, <https://adspot.me/media/tv-commercials/renewable-energy-commitment-renewable-energy-c2c087c7dc71>

5 “Chevron Film RENEWABLE ENERGY,” *AdSpot*

6 “Chevron Film RENEWABLE ENERGY,” *AdSpot*

7 “Chevron Film RENEWABLE ENERGY,” *AdSpot*

8 “Chevron Film RENEWABLE ENERGY,” *AdSpot*

9 “Chevron Film RENEWABLE ENERGY,” *AdSpot*

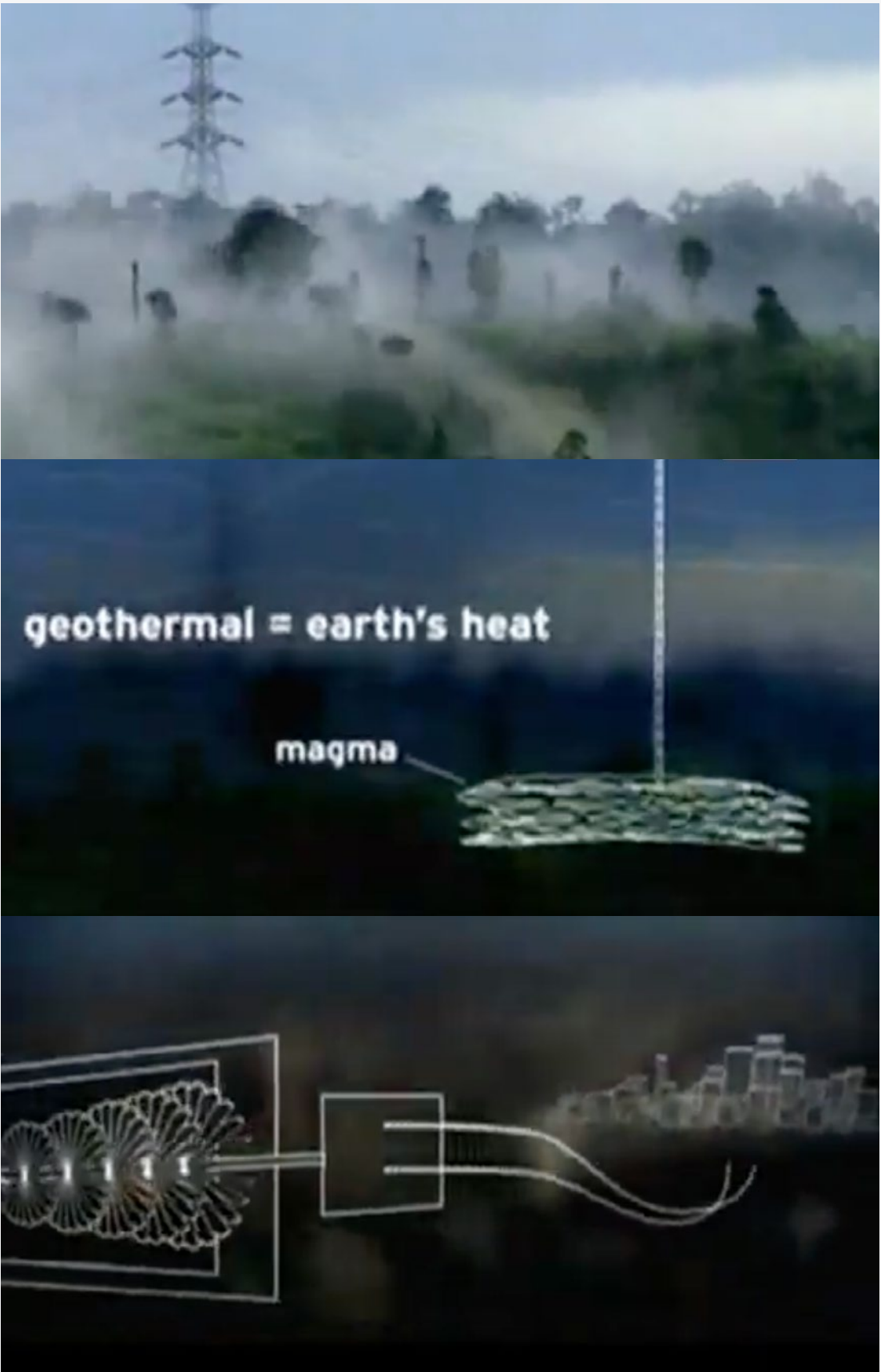
10 “Chevron Film RENEWABLE ENERGY,” *AdSpot*

11 Chevron Corporation, “Chevron Announces New Global ‘Human Energy’ Advertising Campaign,” press release, September 28, 2007, <https://chevroncorp.gcs-web.com/news-releases/news-release-details/chevron-announces-new-global-human-energy-advertising-campaign>, archived April 3, 2025, <https://web.archive.org/web/20250403124752/https://chevroncorp.gcs-web.com/news-releases/news-release-details/chevron-announces-new-global-human-energy-advertising-campaign>

12 Chevron Corporation, “Chevron Announces New Global ‘Human Energy’ Advertising Campaign”

13 Chevron Corporation, “Chevron Announces New Global ‘Human Energy’ Advertising Campaign”

1



Chevron, “Renewable Energy,” television advertisement, September 2007. AdSpot. (See Appendix B - Renewables, B23)

CHEVRON CAMPAIGN

I Will

APPROX. CAMPAIGN DATES

2008 - 2009

REPORT SECTION(S)

Individual Action

AGENCIES

mcgarrybowen¹

PEOPLE

Mark Robert Wills²

DESCRIPTION

In September 2008, Chevron launched “I Will,” a corporate advertising campaign featuring television, print, and online executions “designed to raise awareness of the importance of energy efficiency and conservation.”³ According to then-Chevron Vice Chairman Peter Robertson, Chevron hoped the campaign would “help raise awareness of the power of energy efficiency and encourage individuals to take actions to use energy more wisely.”⁴ Following in the footsteps of BP, Chevron updated the willyoujoinus.com website as part of the “I Will” campaign, adding an ‘Energy Generator’ calculator to help individuals identify “how simple individual actions can yield measurable energy savings.”⁵ In a press release for its 2008 Corporate Responsibility Report, Chevron announced that the willyoujoinus.com website drew more than 3.7 million visitors since it was initially launched in July 2005, with “more than 1.3 million of them since the “I Will” campaign was launched.”⁶

1 According to his website, Mark Robert Wills worked on Chevron’s “I Will” campaign. At the time the campaign ran (2008 - 2009), Wills was a Managing Director at mcgarry-bowen, responsible for leading the Chevron account. See e.g. “Chevron,” *Mark Robert Wills*, <https://markrobertwills.com/chevron/>, archived May 6, 2025, at <https://perma.cc/DZ2J-SSYB>; “WORK EXPERIENCE,” *Mark Robert Wills*, <https://markrobertwills.com/experience/>, archived August 22, 2025, at <https://perma.cc/EH7W-MKDX>

2 “Chevron,” *Mark Robert Wills*

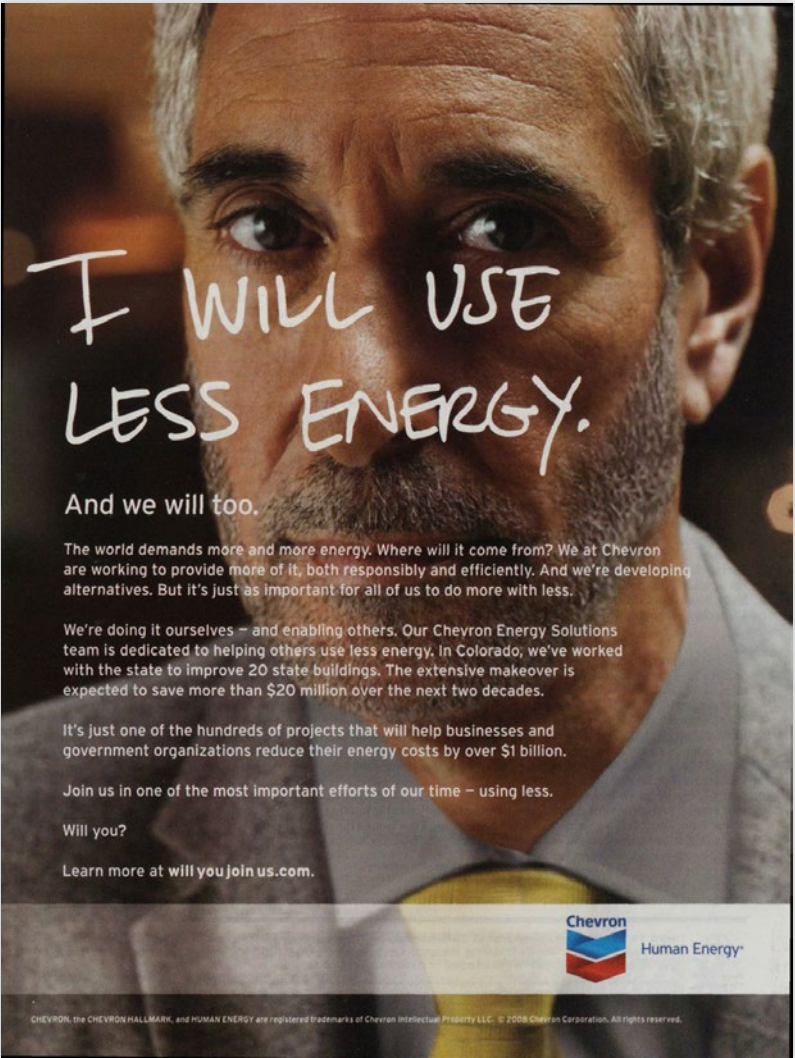
3 Chevron Corporation, “Chevron Launches Campaign to Encourage Efficiency,” press release, September 12, 2008, <https://chevroncorp.gcs-web.com/news-releases/news-release-details/chevron-launches-campaign-encourage-efficiency>, archived May 7, 2025, at <https://web.archive.org/web/20250507183057/https://chevroncorp.gcs-web.com/news-releases/news-release-details/chevron-launches-campaign-encourage-efficiency>

4 Chevron Corporation, “Chevron Launches Campaign to Encourage Efficiency”

5 Chevron Corporation, “Chevron Launches Campaign to Encourage Efficiency”

6 Chevron Corporation, “Chevron Issues 2008 Corporate Responsibility Report,” press release, May 6, 2009, <https://chevroncorp.gcs-web.com/news-releases/news-release-details/chevron-issues-2008-corporate-responsibility-report>, archived May 7, 2025, at <https://web.archive.org/web/20250507183341/https://chevron-corp.gcs-web.com/news-releases/news-release-details/chevron-issues-2008-corporate-responsibility-report>

1



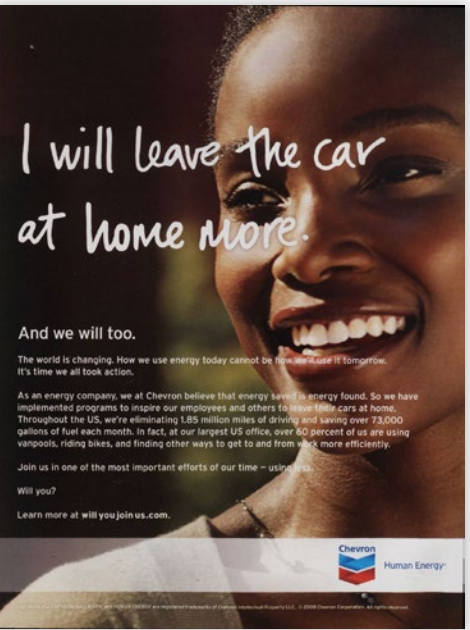
Chevron, “Matthew,” print advertisement, *Time*, December 22, 2008, 11. The TIME Magazine Vault. (See Appendix C - Individual Action, C11)

2



Chevron, “Donaly,” print advertisement, *The Economist* (US), February 7, 2009, cover 2. MediaRadar. (See Appendix C - Individual Action, C12)

3



Chevron, “Amy,” print advertisement, *Time*, March 9, 2009, 2. The TIME Magazine Vault. (See Appendix C - Individual Action, C13)

CHEVRON CAMPAIGN

We Agree

APPROX. CAMPAIGN DATES

2010 - 2014

REPORT SECTION(S)

Renewables;
Natural Gas

AGENCIES

mcgarrybowen¹

PEOPLE

Danny Gregory;²
Shamel Washington;³
Hayden Morris;⁴

PEOPLE CONT.

Tom Walker;⁵ Tom Jackson;⁶ Jesse Packer;⁷ Mark Robert Wills;⁸ Javier Vela;⁹ James Gartner;¹⁰ Steve McCurry¹¹

DESCRIPTION

In 2010, Chevron launched “We Agree,” a global advertising campaign featuring television, print, and online video executions.¹² The extensive campaign included 1,700 print ads, 141 online projects, and 55 web pages, translated into half a dozen languages.¹³ According to a creative director who worked on the campaign, the “We Agree” ads were designed to mimic “the very language and imagery of the protests lodged against oil companies and big corporations.”¹⁴

1 Ben Casselman, “Chevron Ad Campaign Answers Critics Head-On,” *Wall Street Journal*, October 18, 2010, <https://www.wsj.com/articles/SB10001424052702304250404575558363902469440>

2 “Chevron “We Agree” Print,” *Danny Gregory*, January 1, 2013, <https://danny-gregorywork.wordpress.com/2013/01/01/chevron-we-agree-print/>, archived August 12, 2025, at <https://perma.cc/QFA3-D5VA>; “Chevron “We Agree” TV,” *Danny Gregory*, January 1, 2013, <https://dannygregorywork.wordpress.com/2013/01/01/chevron-we-agree/>, archived August 12, 2025, at <https://perma.cc/8VJ7-AHNJ>

3 “Chevron We Agree,” *Melfolio*, <https://www.melfolio.com/portfolio-1/project-one-f5w4d-3lnks-jt8nb-ajy72-68nrg-efxbc-4zf65-c24xz-efrkt-p5qln-9yd9n>, archived August 12, 2025, at <https://perma.cc/544D-Y7XC>

4 “Chevron We Agree,” *Melfolio*

5 “Chevron We Agree,” *Melfolio*

6 “Chevron – We Agree,” *Tom Jackson*, <https://www.tomjackson.com/chevron>, archived August 12, 2025, at <https://perma.cc/3T-FX-8TDJ>

7 “Chevron – We Agree,” *Tom Jackson*

8 “Chevron,” *Mark Robert Wills*, <https://markrobertwills.com/chevron/>, archived May 6, 2025, at <https://perma.cc/DZ2J-SSYB>

9 “Chevron We Agree Campaign 2012,” *Javier Vela*, archived October 23, 2012, at <https://web.archive.org/web/20121023020935/http://www.javiervela.com/70932/527893/portfolio/chevron-we-agree-campaign>

10 Chevron Corporation, “Chevron Launches New Global Advertising Campaign: ‘We Agree,’” press release, October 18, 2010, archived June 22, 2016, at <https://web.archive.org/web/20160622105050/https://www.chevron.com/Stories/Chevron-Launches-New-Global-Advertising-Campaign-We-Agree>

11 Chevron Corporation, “Chevron Launches New Global Advertising Campaign: ‘We Agree,’”


12 Chevron Corporation, “Chevron Launches New Global Advertising Campaign: ‘We Agree,’”

13 McGarryBowen, “Chevron Internal 2012 “We Agree” Presentation Rev Cut 14,” August 20, 2012, <https://player.vimeo.com/video/61662842>

14 Danny Gregory, “Chevron “We Agree” TV”

1



 Chevron, “We Agree: Oil Companies Should Support Renewable Energy,” YouTube video, October 15, 2010, 00:30, archived January 8, 2013. (See Appendix B - Renewables, B35)

2



Chevron, print advertisement, *New Yorker*, September 5, 2011, 5. New Yorker Archive. (See Appendix D - Natural Gas, D15)

3



Chevron, print advertisement, *Politico*, May 3, 2011, 2. MediaRadar. (See Appendix B - Renewables, B36)

CHEVRON CAMPAIGN

Doers

APPROX. CAMPAIGN DATES

2015 - 2019

REPORT SECTION(S)

N/A

AGENCIES

mcgarrybowen;¹ Wavemaker;²
Alex the Brand³

PEOPLE

Lawler Watkins;⁴ Rachel Glasser;⁵
Rob Baumgartner;⁶ Alex Mills⁷

DESCRIPTION

Around 2015, Chevron launched its “Doers” campaign. The campaign featured television, outdoor, and social media executions.⁸ According to a junior creative professional who worked on the campaign, “Doers” targeted energy influencers and policy makers in DC and California.⁹ According to internal Chevron documents, the company spent \$32 million on corporate advertising alone in 2016.¹⁰ In 2020, the campaign was a finalist in the Corporate Reputation category for the Effie awards.¹¹

1 “2020 Finalist Corporate Reputation: Chevron ‘Doers,’” *Effie*, archived March 4, 2024, at https://web.archive.org/web/20240304111252/https://www.effie.org/legacycases/case/US_2020_E-5544-968

2 “2020 Finalist Corporate Reputation: Chevron ‘Doers,’” *Effie*

3 “Chevron DOERS,” *Alex the Brand*, <https://www.alexthebrand.com/chevron>, archived May 7, 2025, at <https://perma.cc/DX2S-DSQV>

4 “Chevron: The DOERS Campaign (B2B),” *Lawler Watkins*, <https://www.lawlerwatkins.com/chevron-doers>, archived May 6, 2025, at <https://perma.cc/L6QS-6WK9>

5 “Chevron DOERS,” *Rachel Glasser*, <https://www.rachelglasser.com/work-1/chevron>, archived May 6, 2025, at <https://perma.cc/3BKU-ZCYU>

6 “Chevron Doers,” *Rob Baumgartner*, <https://www.robbaumgartnercreative.com/doers>, archived May 6, 2025, at <https://perma.cc/E6FG-TY7B>

7 “2020 Finalist Corporate Reputation: Chevron ‘Doers,’” *Effie*

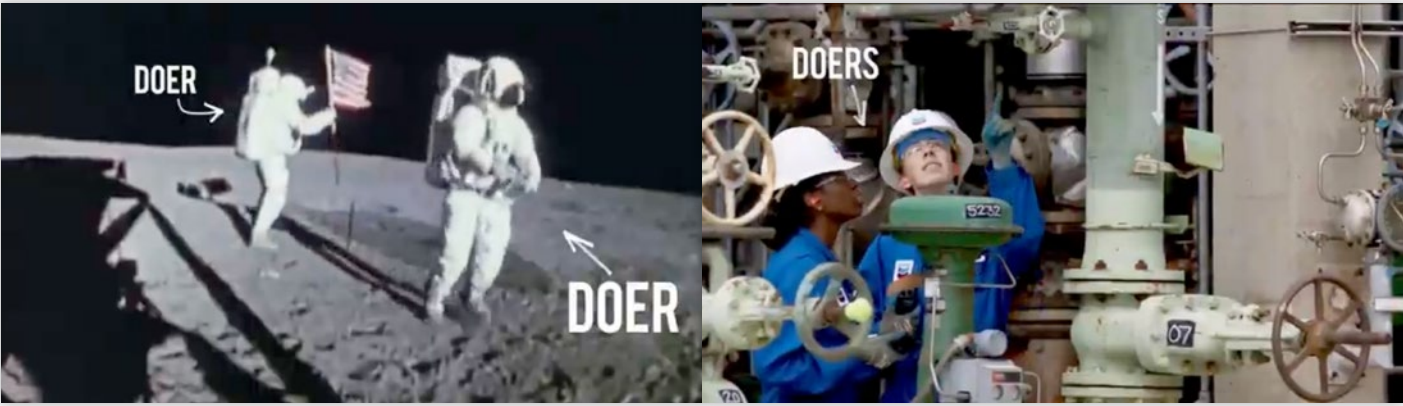
8 “2020 Finalist Corporate Reputation: Chevron ‘Doers,’” *Effie*

9 “Chevron DOERS,” *Rachel Glasser*

10 U.S. Congress, Senate, Budget Committee, CHEV-117HCOR-0007703 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Doublespeak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change), 118th Congress., 2d sess., 2024, S. Misc. Doc. 207, <https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/chevron-documents/CHEV-117HCOR-0007703.pdf>

11 “2020 Finalist Corporate Reputation: Chevron ‘Doers,’” *Effie*

1



Chevron, “Doers Doing,” digital advertisement, *Facebook*, *Twitter/X*, *YouTube*, October 4, 2015, 00:30. iSpot.tv.

2



Chevron, “Protecting the El Segundo Blue Butterfly,” digital advertisement, *Facebook*, *Twitter/X*, *YouTube*, September 18, 2017, 00:30. iSpot.tv.

3



Chevron, “Doin’ More With Less,” digital advertisement, *Facebook*, *Twitter/X*, *YouTube*, September 8, 2019, 00:30. iSpot.tv.

CHEVRON CAMPAIGN

Only Human

APPROX. CAMPAIGN DATES

2020 - 2023

REPORT SECTION(S)

Reducing Emissions;
Renewables;
CCS; Hydrogen

AGENCIES

Dentsu¹

PEOPLE

Perry Essig;² Carolyn Bowler;³ Allison Pehanick;⁴
Gilles Mingasson;⁵ Dianne Lee⁶

DESCRIPTION

In 2020, Chevron launched its “Only Human” campaign, featuring print and digital executions.⁷ According to an advertising professional who worked on the campaign, “Only Human” was designed to showcase the ways Chevron is “working to reduce global carbon emissions for a cleaner world.”⁸

1 See e.g. Dentsu McGarryBowen, “Chevron Human Energy - The Work,” image, *Perry Essig*, <https://perryessig.com/Chevron>, archived May 6, 2025, at <https://perma.cc/N7X9-S3A2>; “Only Human - Chevron | Dentsu,” *Dianne Lee*, <https://www.dianneleeis.me/editing?pgid=kjt4xgh2-af-4fcc2c-ff86-4ae7-99e9-3464e56dcb7b>, archived August 1, 2025, at <https://web.archive.org/web/20250801151309/https://www.dianneleeis.me/editing?pgid=kjt4xgh2-af4fcc2c-ff86-4ae7-99e9-3464e56dcb7b>

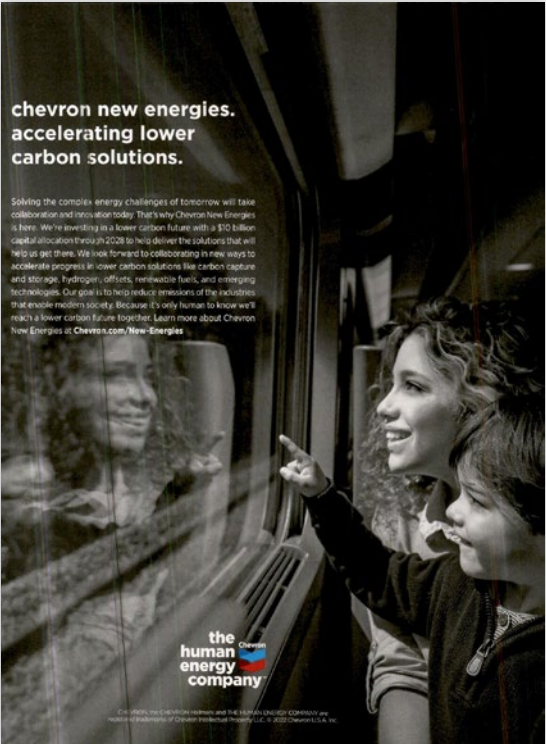
2 “Doubling Down on Humanity,” *Perry Essig*, <https://perryessig.com/Chevron>, archived May 6, 2025, at <https://perma.cc/N7X9-S3A2>
3 “Chevron,” *Carolyn Bowler*, <https://carolynbowler.com/Chevron>, archived May 6, 2025, at <https://perma.cc/Z8WM-KW54>
4 “Chevron,” *Allison Pehanick*, <https://www.allisonpehanick.com/chevron>, archived May 6, 2025, at <https://perma.cc/W5LV-685T>
5 “Chevron “It’s Only Human” Campaign,” *Gilles Mingasson*, <https://www.mingasson.com/chevron-its-only-human-campaign>, archived November 7, 2025, at <https://perma.cc/LR3K-9M89>
6 “Only Human - Chevron | Dentsu,” *Dianne Lee*
7 “Doubling Down on Humanity,” *Perry Essig*
8 “Doubling Down on Humanity,” *Perry Essig*

1



Chevron, “Butterfly,” digital advertisement, *Facebook, Twitter/X, YouTube*, July 24, 2020, 00:29. iSpot.tv. (See Appendix E - CCS, E26)

2



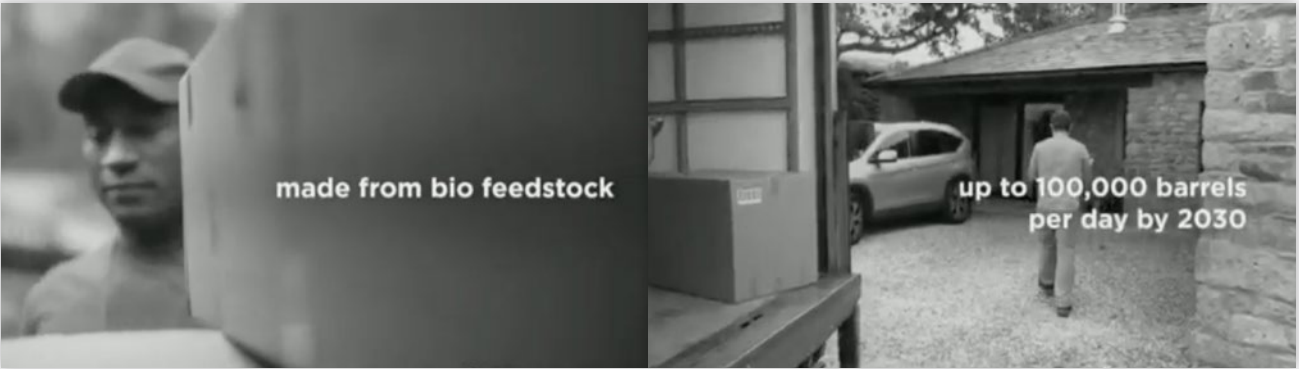
Chevron, print advertisement, *Forbes*, October 1, 2022, 79. MediaRadar. (See Appendix A - Reducing Emissions, A39)

3



Chevron, print advertisement, *The Hill*, December 1, 2022, 5. (See Appendix B - Renewables, B61)

4



Chevron, “Renewable Diesel,” digital advertisement, *Facebook, Twitter/X, YouTube*, January 23, 2023, 00:29. iSpot.tv. (See Appendix B - Renewables, B62)

CHEVRON CAMPAIGN

Energy in Progress

APPROX. CAMPAIGN DATES

2023 - 2025
(as of October 2025)

REPORT SECTION(S)

Reducing Emissions; Renewables

AGENCIES

Dentsu¹

PEOPLE

Claudia Beltrán;² Charlize Tanlim;³
Allison Pehanick;⁴ Sean Collander;⁵
Bryan Wilson;⁶ Matt Tarulli;⁷
Chris Pacetta⁸

DESCRIPTION

In 2023, Chevron launched its “Energy in Progress” campaign.⁹ In response to questions from shareholders, Chevron highlighted the “Energy In Progress” campaign as one of the ways it was working “to improve its image among young members of the public.”¹⁰ According to Chevron, the campaign was “designed to drive a more balanced and pragmatic conversation about the future of energy with an engaged public.”¹¹

1 Advertising professionals who worked on the “Energy In Progress” campaign were employed by Dentsu (formerly mcgarry-bowen) at the time the campaign ran (2023 - 2025). See e.g. Sean Collander, “Experience,” *LinkedIn*, accessed August 12, 2025, <https://www.linkedin.com/in/seancollander/>; Bryan Willson, “Experience,” *LinkedIn*, accessed August 12, 2025, <https://www.linkedin.com/in/bryanwilsoncreative/>

2 “Energy In Progress,” *Claudia Beltrán*, <https://www.heyklau.com/mywork/energy-in-progress>, archived August 12, 2025, at <https://perma.cc/9SG4-3B43>

3 “Energy In Progress,” *Charlize Tanlim*, <https://charlizetanlim.com/charlizetanlim/chevron>, archived May 6, 2025, at <https://perma.cc/YWA7-SNY7>

4 “Energy In Progress,” *Charlize Tanlim*

5 “Energy In Progress,” *Charlize Tanlim*

6 “Energy In Progress,” *Charlize Tanlim*

7 “Energy In Progress,” *Charlize Tanlim*

8 “Energy In Progress,” *Charlize Tanlim*

9 Chevron, *2023 annual stockholder meeting – additional questions* (Chevron, June 29, 2023), 10, <https://www.chevron.com/-/media/chevron/investors/documents/2023-annual-stockholders-meeting-additional-questions.pdf>, archived May 7, 2025, at <https://perma.cc/X9R4-PVS4>

10 Chevron, *2023 annual stockholder meeting – additional questions*, 10

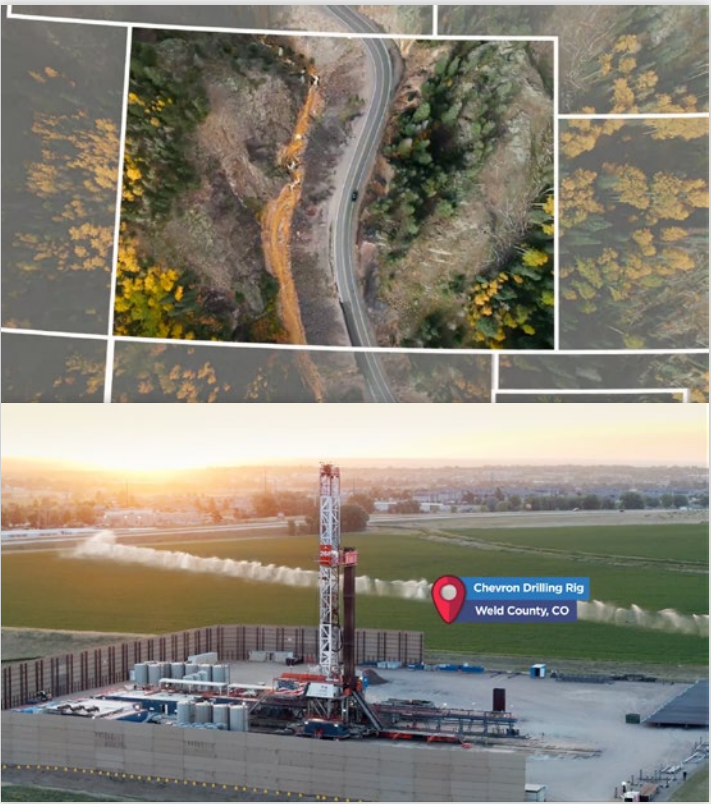
11 Chevron, *2023 annual stockholder meeting – additional questions*, 10

1



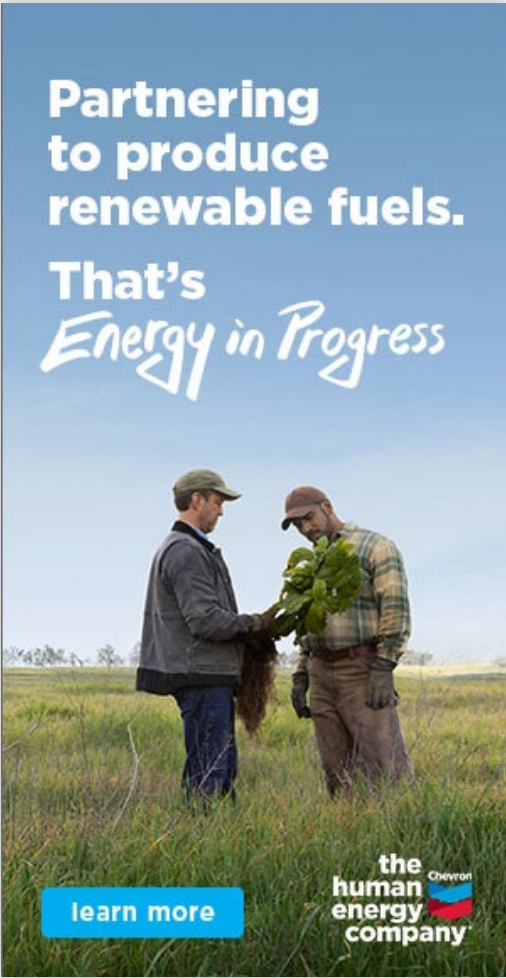
Chevron, “Global Net Zero,” digital advertisement, Facebook, Twitter/X, YouTube, July 10, 2023, 00:29. iSpot.tv. (See Appendix A - Reducing Emissions, A43)

2



Chevron, “Love Letter to Colorado,” YouTube video, February 7, 2025, 00:30. (See Appendix A - Reducing Emissions, A49)

3



Chevron, digital advertisement, *Washington Post*, July 6, 2023. MediaRadar. (See Appendix B - Renewables, B65)

CHEVRON CAMPAIGN

Meet the Problem Solvers

APPROX. CAMPAIGN DATES

2025
(as of October 2025)

REPORT SECTION(S)

Reducing Emissions;
Hydrogen

AGENCIES

T Brand Studio¹

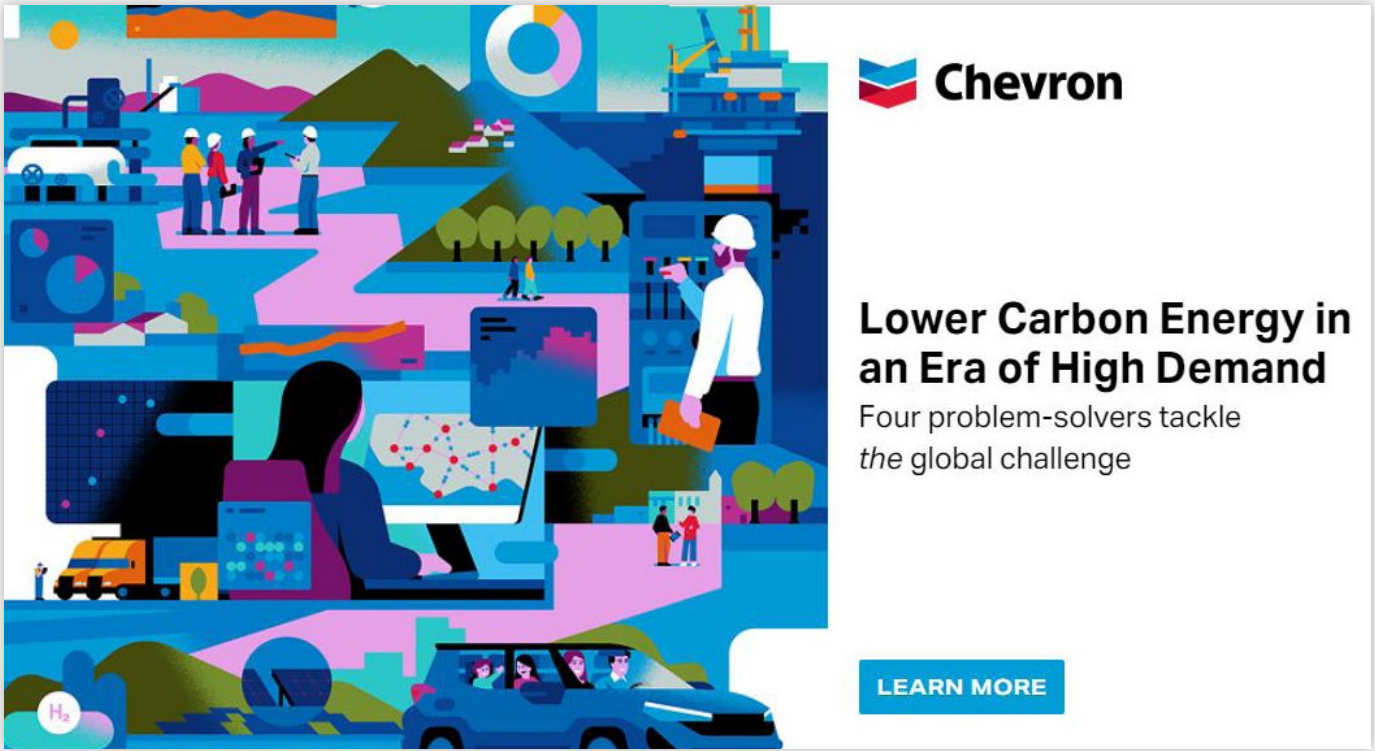
PEOPLE

Aleksandar Savić;²
Kris Taifalos;³
Tramain Bentinck⁴

DESCRIPTION

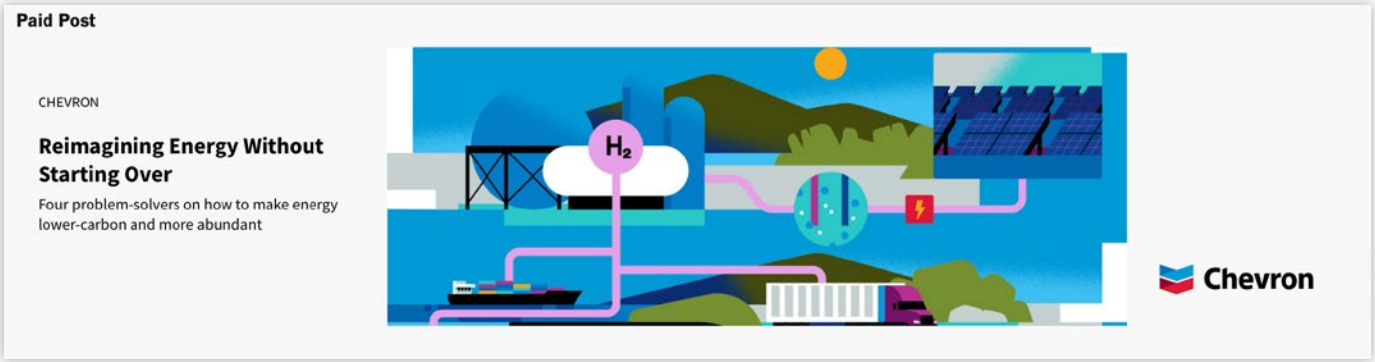
In June 2025, Chevron launched “Meet the Problem Solvers,” a digital advertising campaign created in collaboration with the New York Times’ T Brand Studio.⁵ Through digital banner ads and a native digital advertisement published on the New York Times website, the campaign highlighted the narratives of four Chevron employees, emphasizing Chevron’s “lower carbon” investments, including carbon capture and storage, hydrogen, and natural gas.⁶

1



Chevron, digital advertisement, *New York Times*, September 17, 2025. MediaRadar. (See Appendix A - Reducing Emissions, A50)

2



Chevron, digital advertisement, *New York Times*, July 14, 2025. New York Times. (See Appendix F - Hydrogen, F32)

1 Chevron, “meet the problem solvers,” press release, June 23, 2025, <https://www.chevron.com/newsroom/2025/q2/meet-the-problem-solvers>, archived September 29, 2025, at <https://perma.cc/F4HJ-W97Y>

2 “T Brand x Chevron – Meet the Problem Solvers,” Aleksandar Savić, <https://aleksandarsavic.rs/t-brand-x-chevron-meet-the-problem-solvers/>, archived October 8, 2025, at <https://perma.cc/A6DM-CDL5>

3 “T Brand x Chevron – Meet the Problem Solvers,” Aleksandar Savić

4 “T Brand x Chevron – Meet the Problem Solvers,” Aleksandar Savić

5 Chevron, “meet the problem solvers”

6 See e.g. Chevron, “PAID POST by Chevron — Meet The Problem Solvers,” *New York Times*, <https://www.nytimes.com/paidpost/chevron/meet-the-problem-solvers.html>, archived November 3, 2025, at <https://perma.cc/Q749-T55Z>

EXXONMOBIL CAMPAIGN

Understanding Energy

APPROX. CAMPAIGN DATES

2002 - 2003

REPORT SECTION(S)

Reducing Emissions;
Hydrogen

AGENCIES

No information available

PEOPLE

No information available

DESCRIPTION

In 2002, ExxonMobil launched a corporate advertising campaign titled, “Understanding Energy.”¹ The campaign included print and television advertisements on the topics of 3-D seismic imaging,² cold ocean exploration,³ fuel cells,⁴ cogeneration,⁵ and advanced drilling.⁶

1 “Understanding energy.” archived December 5, 2002, at <https://web.archive.org/web/20021205212015/http://www.understanding-energy.com/index.html>

2 “3-D Seismic,” *Understanding energy*, archived September 18, 2002, at <https://web.archive.org/web/20020918111436/http://www.understanding-energy.com/3dseismic/index.html>

3 “Cold Ocean Exploration,” *Understanding energy*, archived October 12, 2002, at <https://web.archive.org/web/20021012125402/http://www.understanding-energy.com/coldwaterresearch/index.html>

4 “Fuel Cells,” *Understanding energy*, archived December 9, 2002, at <https://web.archive.org/web/20021209115140/http://www.understanding-energy.com/fuelcells/index.html>

5 “Cogeneration,” *Understanding energy*, archived October 12, 2002, at <https://web.archive.org/web/20021012124922/http://www.understanding-energy.com/cogeneration/index.html>

6 “Advanced Drilling,” *Understanding energy*, archived October 12, 2002, at <https://web.archive.org/web/20021012122032/http://www.understanding-energy.com/advanceddrilling/index.html>

1



ExxonMobil, “Understanding energy: cogeneration,” television advertisement, archived September 18, 2002, 00:30. Internet Archive. (See Appendix A - Reducing Emissions, A2)

2




ExxonMobil, “Understanding energy: fuel cells,” television advertisement, archived September 18, 2002, 00:30. Internet Archive. (See Appendix F - Hydrogen, F2)

3

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 [understandingenergy.com](http://www.understandingenergy.com)

ExxonMobil

ExxonMobil, “Understanding energy: fuel cells,” print advertisement, archived April 3, 2003. Internet Archive. (See Appendix F - Hydrogen, F3)

EXXONMOBIL CAMPAIGN

Taking On the World's Toughest Energy Challenges

APPROX. CAMPAIGN DATES

2004 - 2011

REPORT SECTION(S)

Reducing Emissions;
Natural Gas; CCS;
Hydrogen; Algae Biofuels

AGENCIES

Euro RSCG¹

PEOPLE

Edward Chiquitucto²

DESCRIPTION

Around 2004, ExxonMobil launched a corporate advertising campaign titled, "Taking On the World's Toughest Energy Challenges."³ The campaign featured print and television executions focused on a variety of topics, including energy conservation, energy research, advanced fuels, liquified natural gas (LNG), and others.⁴ Around 2006, ExxonMobil released a new series of print advertisements bearing the "Taking On The World's Toughest Energy Challenges" slogan. These ads, created by Edward Chiquitucto, featured a new "molecule" design.⁵ Around 2008, ExxonMobil launched a third phase of "molecule" branded advertisements,⁶ including print, digital, and television executions that featured testimonials from ExxonMobil employees and scientists.⁷ In 2008, the UK's Advertising Standards Authority (ASA) censured ExxonMobil for a television advertisement in the campaign, designed by creative agency Euro RSCG (now Havas), that claimed "natural gas is one of the world's cleanest fuels."⁸ In 2011, the ASA again censured ExxonMobil for claiming in a television advertisement that algae biofuels "help solve the greenhouse problem," ruling that the ad "overstated the technology's total environmental impact and was therefore misleading."⁹

1 Euro RSCG managed ExxonMobil's advertising from 2006 to 2011, over the same period ExxonMobil aired its "Taking on the World's Toughest Energy Challenges" campaign. See e.g. "ExxonMobil appoints Euro RSCG to \$40m account," *Campaign*, February 10, 2006, archived July 31, 2025, at <https://web.archive.org/web/20250731201021/https://www.campaignlive.co.uk/article/exxonmobil-apoints-euro-rscg-40m-account/540665>; "Euro RSCG Cut from Exxon Review," *Adweek*, July 7, 2011, <https://www.adweek.com/agencyspy/euro-rscg-cut-from-exxon-review/>

2 "ExxonMobil - "molecule" Campaign," *E Chiquitucto*, <https://chiquitucto.com/exxonmobil>, archived May 6, 2025, at <https://perma.cc/66NC-VZAA>

3 ExxonMobil, *2003 Summary Annual Report*, 42, archived April 23, 2004, at <https://web.archive.org/web/20040423063357/http://www.exxonmobil.com/corporate/files/corporate/Exxon-MobilAR2003.pdf>; Robert Gray, "Esso fails to pacify the sceptics," *Campaign UK*, May 26, 2004, https://www.campaignlive.co.uk/article/esso-fails-pacify-sceptics/212123?src_site=marketing-magazine, archived March 7, 2022, at https://web.archive.org/web/20220307214728/https://www.campaignlive.co.uk/article/esso-fails-pacify-sceptics/212123?src_site=marketingmagazine

4 "Advertising Program," *ExxonMobil*, archived June 5, 2004, at https://web.archive.org/web/20040803233033/http://www.exxonmobil.com:80/corporate/Campaign/Campaign_2004_home.asp

5 "ExxonMobil - "molecule" Campaign," *E Chiquitucto*

6 "ExxonMobil - "molecule" Campaign," *E Chiquitucto*

7 "corporate ad program (U.S.)," *ExxonMobil*, archived November 14, 2008, at https://web.archive.org/web/20081114141932/http://www.exxonmobil.com/Corporate/news_ad_corpus.aspx

8 "ExxonMobil forced to pull pro-LNG ad from UK TV," *LNGjournal.com*, September 3, 2008, <https://oilcor.com/2008/09/03/exxon-mobil-forced-to-pull-pro-lng-ad-from-uk-tv>, archived May 7, 2025, at <https://perma.cc/8843-QKMD>

9 Luke Walsh, "ExxonMobil algae ad banned," *Edie*, March 14, 2011, <https://www.edie.net/exxonmobil-algae-ad-banned/>

1



ExxonMobil, print advertisement, *New Yorker*, May 2, 2005, 19. New Yorker Archive. (See Appendix A - Reducing Emissions, A9)

3



ExxonMobil, "Capturing CO2," television advertisement, archived May 25, 2010, 00:32. Internet Archive. (See Appendix E - CCS, E8)

2



ExxonMobil, print advertisement, *New Yorker*, December 11, 2006, 11. New Yorker Archive. (See Appendix D - Natural Gas, D8)

4



ExxonMobil, print advertisement, *National Geographic*, October 1, 2009, 3. Internet Archive. (See Appendix G - Algae Biofuels, G3)

EXXONMOBIL CAMPAIGN

Let's Solve This

APPROX. CAMPAIGN DATES

2012 - 2013

REPORT SECTION(S)

N/A

AGENCIES

The Martin Agency;¹

Universal McCann;² BBDO³

PEOPLE

Andy Azula;⁴ John Norman;⁵ Jason Komulainen;⁶
Matt Wojtysiak;⁷ Ken Hines⁸

DESCRIPTION

In 2012, ExxonMobil launched a corporate advertising campaign, titled “Let’s Solve This” featuring print, television, and digital executions targeting opinion leaders.⁹ The campaign premiered during the Masters Tournament.¹⁰ According to a creative director who worked on the campaign, ExxonMobil’s “Let’s Solve This” was designed to “raise awareness” about gaps in U.S. students’ STEM education, “especially since they hire so many engineers and would rather not have to hire from outside the US.”¹¹

1 The Martin Agency, "New ExxonMobil Work Featured on Best Ads and Ads of the World," press release, https://www.martini-agency.com/news/news/new_exxonmobil_work_featured_on_best_ads_and_ads_of_the_world, archived August 12, 2025, at <https://perma.cc/BZ6Y-8V2T>

2 In 2011, ExxonMobil selected BBDO and Universal McCann to lead its global advertising and media activities. See e.g. Sara Kimberley, "ExxonMobil consolidates global ad and media business into BBDO and UM," *Campaign*, November 4, 2011, <https://www.campaignlive.co.uk/article/exxonmobil-consolidates-global-ad-media-business-bbdo-um/1102650>, archived July 9, 2019, at <https://web.archive.org/web/20190709105716/https://www.campaignlive.co.uk/article/exxonmobil-consolidates-global-ad-media-business-bbdo-um/1102650>

3 Sara Kimberley, "ExxonMobil consolidates global ad and media business into BBDO and UM"

4 "ExxonMobil - Let's Solve This," *Andy Azula*, <https://andyazula.com/exxon>, archived May 7, 2025, at <https://perma.cc/8JBU-84VN>

5 "ExxonMobil - Let's Solve This," *Andy Azula*

6 "ExxonMobil - Let's Solve This," *Andy Azula*

7 "ExxonMobil - Let's Solve This," *Andy Azula*

8 "ExxonMobil - Let's Solve This," *Andy Azula*

9 “2013 Halo Award Best Print Campaign: Let’s Solve This - ExxonMobil & Various Nonprofit Organizations,” *Engage for Good*, <https://engageforgood.com/halo-award/2013-halo-award-best-print-campaign/>, archived May 7, 2025, at <https://perma.cc/M3KK-Z56J>

10 The Martin Agency, "New ExxonMobil Work Featured on Best Ads and Ads of the World"

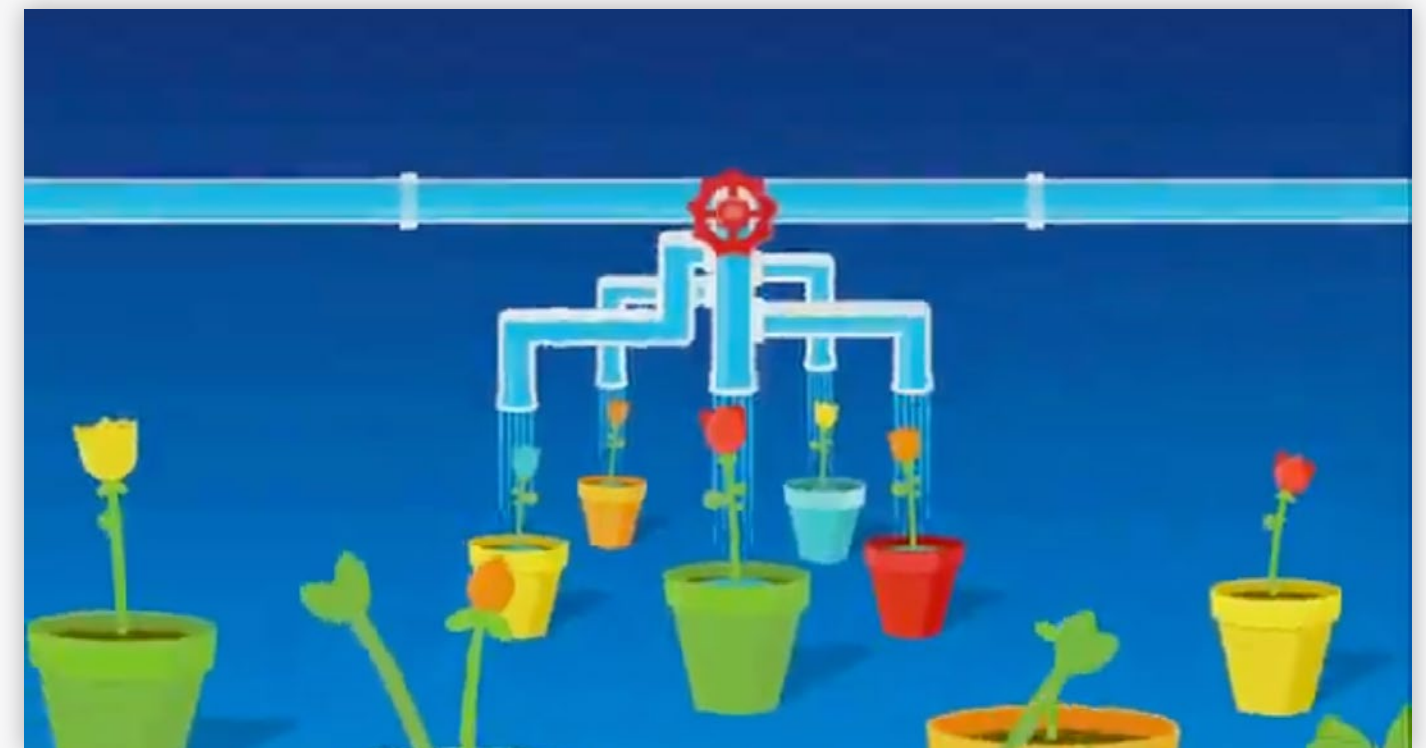
11 "ExxonMobil - Let's Solve This," *Andy Azula*

1



ExxonMobil, "Let's Solve This: Education," digital advertisement, *Facebook, Twitter/X, YouTube*, December 26, 2012, 00:27. iSpot.tv.

2



ExxonMobil, "Full Potential," digital advertisement, Facebook, Twitter/X, YouTube, April 13, 2013, 00:28. iSpot.tv.

EXXONMOBIL CAMPAIGN

Energy Lives Here

APPROX. CAMPAIGN DATES

2013 - 2017

REPORT SECTION(S)

Natural Gas;
CCS; Algae Biofuels

AGENCIES

BBDO;¹ Scholar²

PEOPLE

Paul Laffy;³ Andy Wardrep;⁴
Tom Godici⁵

DESCRIPTION

In 2013, ExxonMobil launched a corporate advertising campaign titled, “Energy Lives Here.”⁶ The campaign included television, digital, and print executions. According to a BBDO senior creative director who worked on the campaign, “Energy Lives Here” was designed to showcase “that energy is present in nearly everything we do and touch throughout the day.”⁷ Three television ad executions in the campaign, “To Do List,” “Carbon Capture Technology,” and “Cars (Auto Efficiency)” debuted during the “highly visible media environment” of the 2016 Rio Olympics.⁸ Three additional television advertisements from the campaign, “America’s Energy,” “Tiny Organism,” and “This is Big,” a CCS advertisement featuring Exxon scientist Tim Barckholtz, were broadcasted during “high-profile appointment programs... namely football... along with specific prime time shows and cable networks.”⁹ According to an internal document, Exxon planned to “rely on television to obtain a broad reach” for the advertisements.¹⁰

1 Tanya Gazdik, “ExxonMobil Breaks Work During Olympics,” *MediaPost*, August 11, 2016, <https://www.mediapost.com/publications/article/282233>, archived November 5, 2025, at <https://perma.cc/S48G-NMHH>

2 “Project: ExxonMobil ‘Tiny Organism,’” *Scholar*, <https://www.helloscholar.com/project/exxonmobil-tiny-organism>, archived May 7, 2025, at <https://perma.cc/UCB7-S3ZT>

3 “ExxonMobil Corporate Branding // Broadcast & Digital,” *Paul Laffy*, <https://www.paulaffy.com/home-1/exxonmobil>, archived May 6, 2025, at <https://perma.cc/8PRW-A8EX>

4 “Energy Lives Here,” *Andy Wardrep*, <https://www.andywardrep.com/energy-lives-here>, archived May 6, 2025, at <https://perma.cc/S22V-Q5NE>

5 “ExxonMobil: Energy Lives Here,” *Tom Godici*, <https://www.tomgodici.work/work/exxonmobil-energy-lives-here>, archived May 7, 2025, <https://perma.cc/VS7R-MX8H>

6 “Advertising campaigns,” *ExxonMobil*, archived December 2, 2013, at <https://web.archive.org/web/20131202182208/http://corporate.exxonmobil.com/en/company/advertising-campaigns>; “Energy Lives Here,” *ExxonMobil*, archived December 1, 2013, at <https://web.archive.org/web/20131201025228/http://corporate.exxonmobil.com/en/company/advertising-campaigns/energy-lives-here>

7 “ExxonMobil Corporate Branding // Broadcast & Digital,” *Paul Laffy*

8 U.S. Congress, Senate, Budget Committee, *EM-HCOR3-00615685 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Double-speak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change)*, 118th Congress., 2d sess., 2024, S. Misc. Doc. 4, <https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/exxon-documents/EM-HCOR3-00615685.pdf>

9 U.S. Congress, Senate, Budget Committee, *EM-HCOR3-00591761 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Double-speak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change)*, 118th Congress., 2d sess., 2024, S. Misc. Doc. 1-2, <https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/exxon-documents/EM-HCOR3-00591761.pdf>

10 U.S. Congress, Senate, Committee, *EM-HCOR3-00591761*, 1

1



ExxonMobil, “Natural Gas,” digital advertisement, *Facebook, Twitter, YouTube*, December 22, 2013, 00:28. iSpot.tv. (See Appendix D - Natural Gas, D20)

2



ExxonMobil, “Carbon Capture Technology,” YouTube video, August 5, 2016, 00:30. (See Appendix E - CCS, E15)

3



ExxonMobil, “Energy Farmer,” YouTube video, April 16, 2017, archived May 31, 2020, 00:30. (See Appendix G - Algae Biofuels, G9)

EXXONMOBIL CAMPAIGN

Energy Quiz

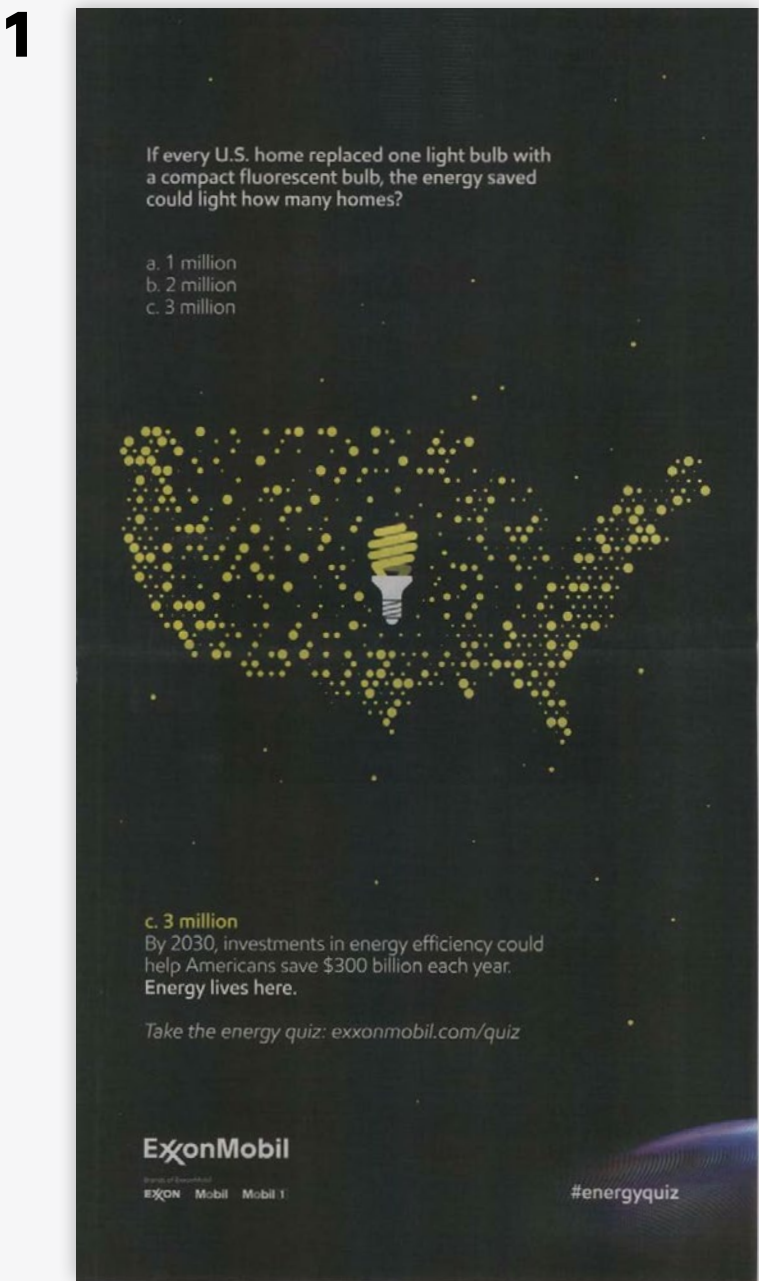
APPROX. CAMPAIGN DATES
2013 - 2014

REPORT SECTION(S)
Individual Action; Natural Gas

AGENCIES
Mirada Studios¹

PEOPLE
Kristopher Szumowski²

DESCRIPTION
In 2013, as part of its “Energy Lives Here” campaign, ExxonMobil released a series of television and print “Energy Quiz” advertisements. Like BP’s carbon footprint advertisements, the “Energy Quiz” ads encouraged consumers to visit ExxonMobil’s website and take a quiz to discover how to reduce their energy consumption. The Energy Quiz website, launched in 2013, featured four quiz topics, “People & Energy,” “Energy Sources,” “Using Energy,” and “Saving Energy,” displayed under the subheading: “How much do you know about the energy you use, where it comes from and how we can save more of it?”³ According to a creative professional who worked on the campaign, the television advertisements were designed “for large primetime spots and were posted on every screen for the few months they were airing.”⁴



ExxonMobil, print advertisement, *New York Times*, December 29, 2013, 11. MediaRadar. (See Appendix C - Individual Action, C21)



ExxonMobil, “Reducing CO₂ Emissions,” digital advertisement, *Facebook*, *Twitter*, *YouTube*, January 29, 2014, 00:28. iSpot.tv. (See Appendix D - Natural Gas, D21)



ExxonMobil, “Efficient driving,” digital advertisement, *Facebook*, *Twitter*, *YouTube*, December 2, 2014, 00:28. iSpot.tv. (See Appendix C - Individual Action, C22)

1 “ExxonMobil | Quiz Commercials | 2014,” Kristopher Szumowski, <https://throughiris.com/project/exxonmobil-quiz-commercials/>, archived May 7, 2025, at <https://perma.cc/KNJ6-9FCS>

2 “ExxonMobil | Quiz Commercials | 2014,” Kristopher Szumowski.

3 “The Energy Quiz,” *ExxonMobil*, archived December 7, 2013, at <https://web.archive.org/web/201312070749/http://corporate.exxonmobil.com/en/company/advertising-campaigns/energy-lives-here/quiz>

4 “ExxonMobil | Quiz Commercials | 2014,” Kristopher Szumowski

EXXONMOBIL CAMPAIGN

Unexpected Energy

APPROX. CAMPAIGN DATES

2018 - 2019

REPORT SECTION(S)

CCS; Algae Biofuels

AGENCIES

BBDO;¹ Universal McCann;²
T Brand Studio³

PEOPLE

Raina Rocha;⁴
Terrence Murray;⁵
Chace Hartman⁶

DESCRIPTION

In September 2018, ExxonMobil launched its “Unexpected Energy” campaign through a collaboration with the New York Times that featured native, digital, podcast, print, and online video advertisements highlighting ExxonMobil’s work on “next-gen biofuels,” including algae and cellulosic biofuels.⁷ According to an award submission from Universal McCann, ExxonMobil’s advertising partnership with the New York Times delivered 401 million impressions in 12 weeks.⁸ In addition to the New York Times content, ExxonMobil also released a series of television, digital, and online video advertisements showcasing its role in advancing algae biofuels, energy efficiency, and job creation.

In March 2019, ExxonMobil launched a second phase of the “Unexpected Energy” campaign focused on CCS that centered around its “Plants” creative concept,⁹ which compared carbon capture and storage (CCS) plants to biological plants.¹⁰ The campaign featured television, social, and digital executions that first aired during the 2019 NCAA college basketball tournament.¹¹ According to internal documents, the “Plants” advertisement tested well with audiences, leaving surveyed participants “with a more positive impression of ExxonMobil, knowing we are working on this technology,” after viewing the ad.¹² According to a BBDO creative brief, the goal of the CCS-focused creative concept was to get “people who see ExxonMobil as part of the problem of rising emissions, rather than part of the solution” to “believe ExxonMobil is actively working on effective ways to reduce the world’s CO2 levels.”¹³

- 7

U.S. Congress, House, Committee, *The Role of Public Relations Firms in Preventing Action on Climate Change*, 31-34
- 8

U.S. Congress, House, Committee, *The Role of Public Relations Firms in Preventing Action on Climate Change*, 33
- 9

U.S. Congress, Senate, Budget Committee, *EM-HCOR3-00521296 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Doublespeak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change)*, 118th Congress., 2d sess., 2024, S. Misc. Doc., <https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/exxon-documents/EM-HCOR3-00521296.pdf>
- 10

ExxonMobil, “Plants,” YouTube video, March 17, 2019, 00:30, https://www.youtube.com/watch?v=HahC_6nB3Y&t=1s, archived August 18, 2025, at https://web.archive.org/web/20251105183349/https://www.youtube.com/watch?v=HahC_6nB3Y&t=1s
- 11

U.S. Congress, Senate, Committee, *EM-HCOR3-00521296*
- 12

U.S. Congress, Senate, Budget Committee, *EM-HCOR3-00521304 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Doublespeak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change)*, 118th Congress., 2d sess., 2024, S. Misc. Doc. 1, <https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/exxon-documents/EM-HCOR3-00521304.pdf>
- 13

U.S. Congress, Senate, Committee, *EM-HCOR3-00298426*

1



ExxonMobil, digital advertisement, *New York Times*, December 11, 2018. MediaRadar. (See Appendix G - Algae Biofuels, G30)

2



ExxonMobil, “Algae May Be Small — But Its Impact Could Be Big | Presented by ExxonMobil,” YouTube video, September 25, 2018, 1:15. (See Appendix G - Algae Biofuels, G22)

4



ExxonMobil, “Plants,” YouTube video, March 17, 2019, 00:30. (See Appendix E - CCS, E19)

3



ExxonMobil, digital advertisement, *Snapchat*, May 13, 2019, 00:03. MediaRadar. (See Appendix E - CCS, E22)

EXXONMOBIL CAMPAIGN

School of ExxonMobil

APPROX. CAMPAIGN DATES

2018 - 2019

REPORT SECTION(S)

Algae Biofuels

AGENCIES

Group SJR¹

PEOPLE

Melissa Noble;²
Kimberly Samskin;³
Paul J Gagnon;⁴
Wyndham Stopford⁵

DESCRIPTION

In 2018, ExxonMobil began releasing “School of ExxonMobil” online video and social media executions as part of its “Unexpected Energy” campaign. The first video of the series, posted to YouTube in December 2018, was titled “School of ExxonMobil: Algae Biofuel.”⁶ The advertisements, referred to internally as “the Kids series,” targeted a “gen pop” (general population) audience, “especially younger ones,” and performed well with ExxonMobil’s “Young Professionals” and “Skeptical Independents” audience segments.⁷ In 2019, ExxonMobil published two additional “School of ExxonMobil” videos to its YouTube channel, which focused on helium production and auto efficiency.⁸ According to an associate creative director who worked on the campaign, “School of ExxonMobil” was designed to “help change” the way “[p]eople on social media see ExxonMobil as a scary, evil corporation” and “explai[n] ExxonMobil’s work in a way that’s so simple and engaging, even an 8-year-old could understand.”⁹

1 Advertising professionals who worked on the “School of ExxonMobil” campaign were employed by Group SJR at the time the campaign ran (2018 - 2019). See e.g. “School of ExxonMobil,” *Melissa Noble*, <https://www.melissa-noble.com/school-of-exxonmobil>, archived May 6, 2025, at <https://perma.cc/9X9C-QZWM>; “resume,” *Melissa Noble*, <https://www.melissa-noble.com/resume>, archived August 22, 2025, at <https://perma.cc/XDV8-8E9K>; “ExxonMobil Corporate,” *Wyndham Stopford*, <https://www.wyndhamstopford.com/exxonmobil>, archived May 6, 2025, <https://perma.cc/FL46-9JNP>; “about,” *Wyndham Stopford*, <http://wyndhamstopford.com/about>, archived August 22, 2025, at <https://perma.cc/DUQ6-4XLV>

2 “School of ExxonMobil,” *Melissa Noble*

3 “EXXONMOBIL: SOCIAL,” *Kimberly Samskin*, <https://cargocollective.com/ksamskin/EXXONMOBIL-SOCIAL>, archived May 6, 2025, at <https://perma.cc/8TXX-3VQ2>

4 “School of ExxonMobil,” *Paul J Gagnon*, <https://www.pauljgagnon.com/school-of-exxon-mobil/2021/2/8/uzbvtodyf0ho9mlk-wqyeohnvzuk4470>, archived May 6, 2025, at <https://perma.cc/A8WC-X8SP>

5 “ExxonMobil Corporate,” *Wyndham Stopford*

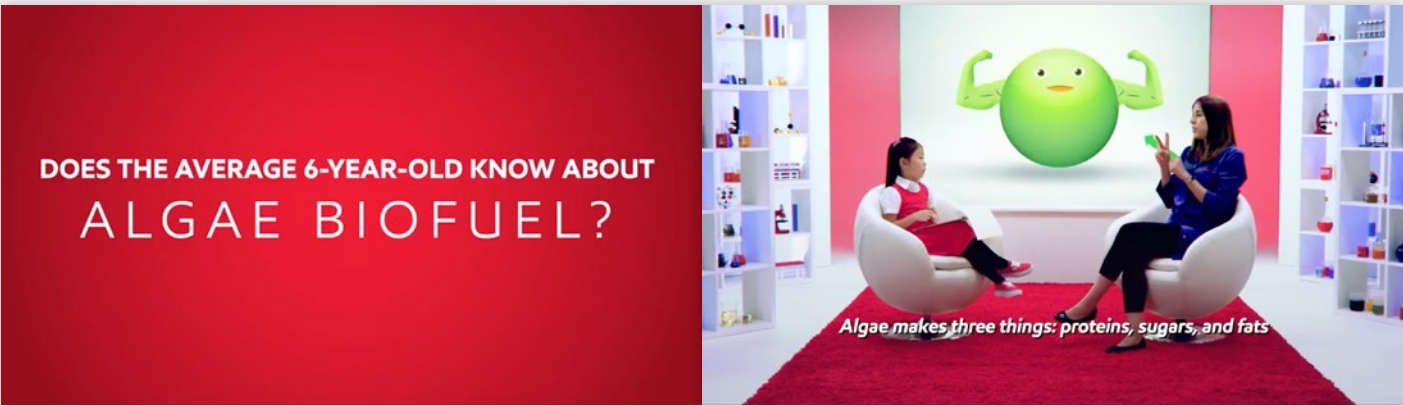
6 ExxonMobil, “School of ExxonMobil: Algae Biofuel,” YouTube video, December 4, 2018, 5:43, archived on December 15, 2019, at <https://web.archive.org/web/20191215163329/https://www.youtube.com/watch?v=9luAkMJqb7Y> (See Appendix G - Algae Biofuels, G28)

7 U.S. Congress, Senate, Budget Committee, *EM-HCOR3-00758838 (to Accompany S.Hrg. 118-294 - Denial, Disinformation, and Double-speak: Big Oil’s Evolving Efforts to Avoid Accountability for Climate Change)*, 118th Congress., 2d sess., 2024, S. Misc. Doc. 2, <https://oversightdemocrats.house.gov/sites/evo-subsites/democrats-oversight.house.gov/files/a/exxon-documents/EM-HCOR3-00758838.pdf>

8 ExxonMobil, “School of ExxonMobil: Helium,” YouTube video, October 8, 2019, 3:02, <https://www.youtube.com/watch?v=bqTb4EoRkDU&t>, archived on May 7, 2025, at <https://perma.cc/ZC77-TPBU>; ExxonMobil, “School of ExxonMobil: Auto Efficiency,” YouTube video, August 13, 2019, 2:40, <https://www.youtube.com/watch?v=6SQpG-zaX-ow>, archived on May 7, 2025, at <https://perma.cc/63RS-DQMA>

9 “School of ExxonMobil,” *Melissa Noble*

1



ExxonMobil, “School of ExxonMobil: Algae Biofuel,” YouTube video, December 4, 2018, 5:43. (See Appendix G - Algae Biofuels, G28)

2



ExxonMobil, “School of ExxonMobil: Auto Efficiency,” YouTube video, August 13, 2019, 2:40.

3



ExxonMobil, “School of ExxonMobil: Helium,” YouTube video, October 8, 2019, 3:02.

EXXONMOBIL CAMPAIGN

Miniature Science

APPROX. CAMPAIGN DATES
2019

REPORT SECTION(S)
Natural Gas;
Algae Biofuels

AGENCIES
BBDO;¹ Nexus Studios;²
NO6;³ New Math⁴

PEOPLE
Mark Girand;⁵
Lew Willig⁶

DESCRIPTION
In 2019, ExxonMobil released “Miniature Science,” an all-digital and social campaign consisting of four short films and several social media teaser executions led by creative agency, BBDO.⁷ The short films focused on the topics of algae biofuels research, coal power plant conversation, and landfill biogas.⁸ According to the campaign’s senior creative director, the campaign targeted Gen Z audiences.⁹

1 “ExxonMobil: Miniature Science by BBDO New York,” *The Drum*, <https://www.thedrum.com/creative-works/project/bbdo-new-york-exxonmobil-miniature-science>, archived on May 7, 2025, at <https://perma.cc/Y2ZS-NHFB>

2 “ExxonMobil - Miniature Science,” *The Webby Awards*, <https://winners.webbyawards.com/2020/advertising-media-pr/individual/branded-content/119346/exxonmobil-miniature-science>, archived August 22, 2025, at <https://perma.cc/P88K-WQ6T>

3 “ExxonMobil - Miniature Science,” *The Webby Awards*

4 “ExxonMobil - Miniature Science,” *The Webby Awards*

5 “Miniature Science,” *Mark Girand*, <https://markgirand.com/work/miniature-science>, archived May 6, 2025, at <https://perma.cc/7YHT-7V9N>

6 For a full list of advertising professionals involved in ExxonMobil’s “Miniature Science” campaign, see: “ExxonMobil: Miniature Science by BBDO New York,” *The Drum*

7 “ExxonMobil: Miniature Science by BBDO New York,” *The Drum*

8 “ExxonMobil: Miniature Science by BBDO New York,” *The Drum*

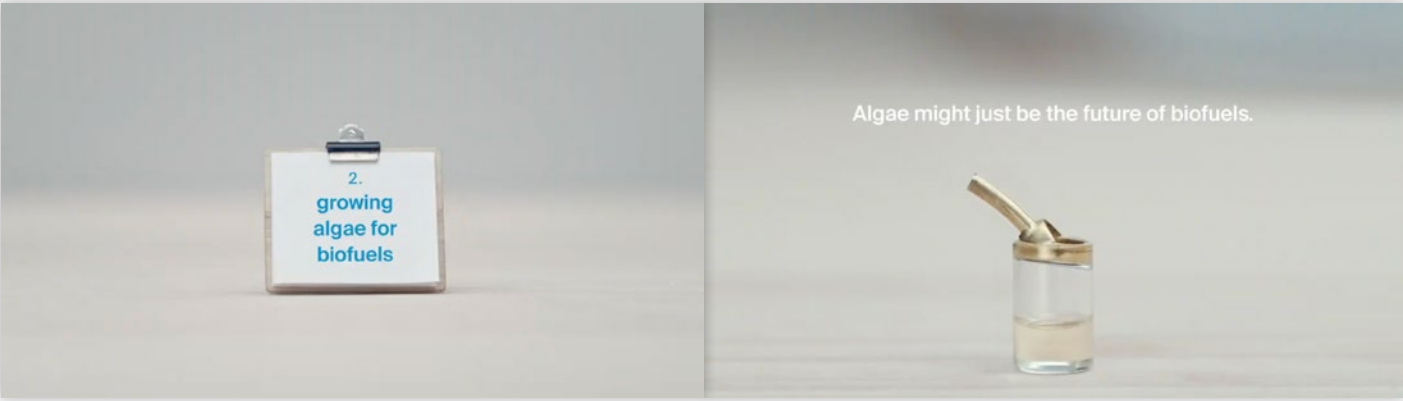
9 “Miniature Science,” *Mark Girand*

1



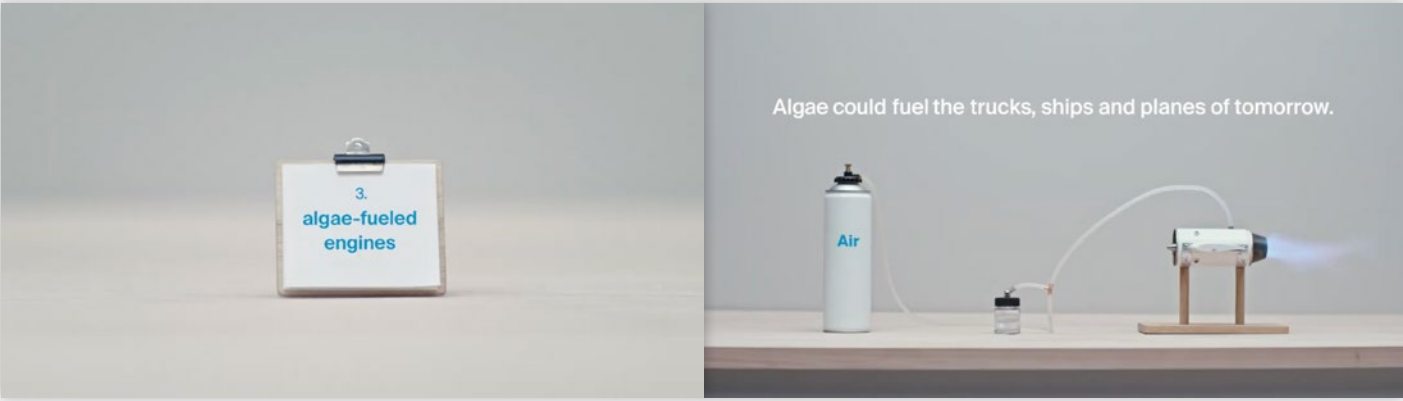
ExxonMobil, “Miniature Science #1: Power Plant Conversion,” YouTube video, June 9, 2019, 00:59. (See Appendix D - Natural Gas, D39)

2



ExxonMobil, “Miniature Science #2: Growing Algae for Biofuels,” YouTube video, June 9, 2019, 1:18. (See Appendix G - Algae Biofuels, G33)

3



ExxonMobil, “Miniature Science #3: Algae-Fueled Engines,” YouTube video, June 9, 2019, 1:12. (See Appendix G - Algae Biofuels, G34)

EXXONMOBIL CAMPAIGN

Advancing Climate Solutions

APPROX. CAMPAIGN DATES
2021 - 2022

REPORT SECTION(S)
CCS; Renewables

AGENCIES
No information available

PEOPLE
No information available

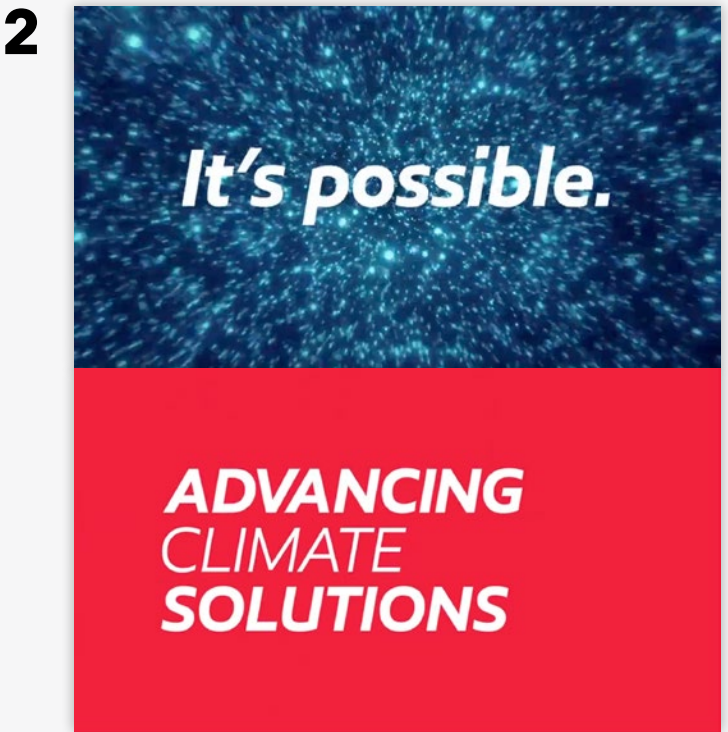
DESCRIPTION
In 2021, ExxonMobil launched a series of digital and online video advertisements with the tagline, “Advancing Climate Solutions.” The first wave of “Advancing Climate Solutions” digital advertisements, launched in 2021, highlighted ExxonMobil’s efforts to deploy carbon capture and storage (CCS) technologies.¹ The second wave of “Advancing Climate Solutions” digital advertisements, launched in 2022, focused primarily on ExxonMobil’s production of biofuels.²

1 See e.g. ExxonMobil, digital advertisement, *Wall Street Journal*, August 12, 2021, 00:15. MediaRadar (See Appendix E - CCS, E34); ExxonMobil, digital advertisement, *Wall Street Journal*, August 28, 2021, 00:15 MediaRadar. (See Appendix E - CCS, E33)

2 See e.g. ExxonMobil, “Working To Reduce CO2 Truck Emissions,” YouTube video, May 17, 2022, 00:31, <https://www.youtube.com/watch?v=VnGjztlgVAQ>, archived January 3, 2023, at <https://web.archive.org/web/20230103151230/https://www.youtube.com/watch?v=VnGjztlgVAQ> (See Appendix B - Renewables, B56); ExxonMobil, “Energy + Innovation,” YouTube video, September 8, 2022, 00:30, https://www.youtube.com/watch?v=NVa3-R2_5B4, archived January 3, 2023, at https://web.archive.org/web/20230103151230/https://www.youtube.com/watch?v=NVa3-R2_5B4 (See Appendix B - Renewables, B59)



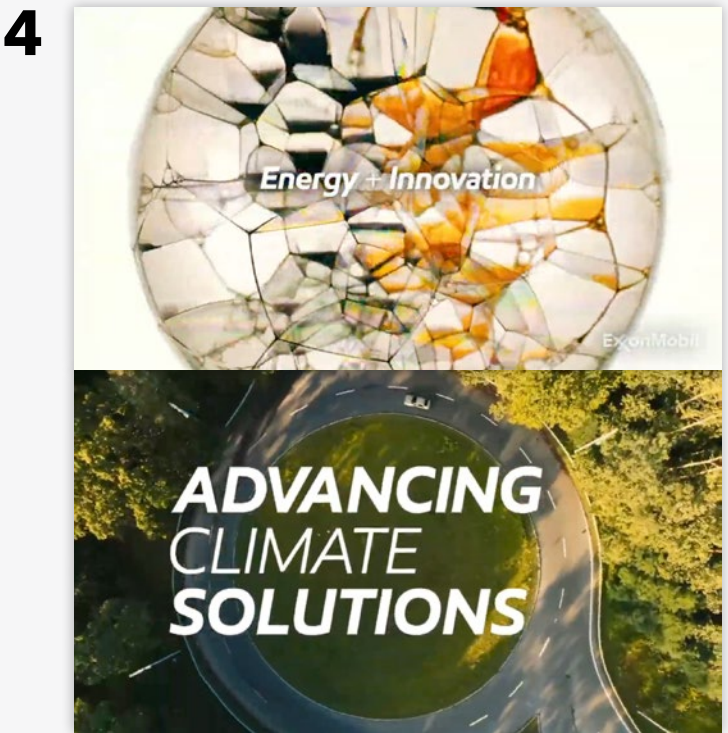
ExxonMobil, digital advertisement, *Wall Street Journal*, August 12, 2021, 00:15. MediaRadar. (See Appendix E - CCS, E34)



ExxonMobil, digital advertisement, *Wall Street Journal*, August 28, 2021, 00:15. MediaRadar. (See Appendix E - CCS, E33)



ExxonMobil, “Working To Reduce CO2 Truck Emissions,” YouTube video, May 17, 2022, 00:30. (See Appendix B - Renewables, B56)



ExxonMobil, “Energy + Innovation,” YouTube video, September 8, 2022, 00:30. (See Appendix B - Renewables, B59)

EXXONMOBIL CAMPAIGN

Let's Deliver

APPROX. CAMPAIGN DATES

2023 - 2025
(as of October 2025)

REPORT SECTION(S)

Reducing Emissions;
CCS; Hydrogen

AGENCIES

Mirada Studios;¹ BBDO²

PEOPLE

Clint Davis³

DESCRIPTION

In 2023, ExxonMobil launched a global digital campaign targeting “business leaders around the world,” titled “Let’s Deliver.”⁴ The campaign highlighted ExxonMobil’s role in developing carbon capture and storage (CCS), hydrogen, and biofuels for heavy industries.

1 “ExxonMobil Let’s Deliver,” *Mirada*, <https://mirada.com/work/design/exxon-mobil-lets-deliver/>, archived on May 7, 2025, at <https://web.archive.org/web/20250507201802/https://mirada.com/work/design/exxon-mobil-lets-deliver/>

2 “ExxonMobil Let’s Deliver,” *Mirada*

3 “ExxonMobil Let’s Deliver,” *Clint Davis*, <https://clintdavis.com/SELECT-PROJECTS/ExxonMobil/1>, archived on May 7, 2025, at <https://perma.cc/7B5Z-R2R8>

4 “ExxonMobil Let’s Deliver,” *Mirada*

1



ExxonMobil, “Let’s Deliver Lower Emissions for Heavy Industries & Business,” YouTube video, October 18, 2023, 00:30. (See Appendix A - Reducing Emissions, A46)

3



ExxonMobil, digital advertisement, *Facebook, Instagram*, October 22, 2025. Meta Ad Library. (See Appendix E - CCS, E56)

2



ExxonMobil, digital advertisement, *Facebook, Instagram*, January 15, 2024. Meta Ad Library. (See Appendix F - Hydrogen, F30)

SHELL CAMPAIGN

Profits and Principles

APPROX. CAMPAIGN DATES

1999 - 2003

REPORT SECTION(S)

Reducing Emissions; Renewables

AGENCIES

J. Walter Thompson¹

PEOPLE

Brad Phillips;² Mike Besch;³Christian Stewart-Smith;⁴

Maria Krajcirovic;⁵

Bruce Rooke⁶

DESCRIPTION

In 1999, Shell launched a print advertising campaign, titled “Profits and Principles,” designed by J. Walter Thompson.⁷ According to a Shell report, the campaign was “not designed to sell Shell products and services in a traditional sense,” but instead, “to reassure people – publicly – of our commitment to the principles of sustainable development, balancing our own legitimate commercial interests with the wider need to protect and enhance the environment and contribute to social progress and stability.”⁸ The initial budget for the campaign was reportedly \$25 million.⁹

In a survey conducted between October and December 1999, eight months after the launch of “Profits and Principles,” Shell’s favorability score increased by 18 percent, according to advertising professionals who worked on the campaign.¹⁰ In May 2000, Shell won Business Week’s Award for Excellence in Corporate Advertising for the “Profits and Principles” campaign.¹¹

1 Alexandra Jardine, "Shell stresses ethical action to salvage brand reputation," *Campaign UK*, March 18, 1999, <https://www.campaignlive.co.uk/article/shell-stresses-ethical-action-salvage-brand-reputation/59319>, archived on May 8, 2025, at <https://web.archive.org/web/20250508181505/https://www.campaignlive.co.uk/article/shell-stresses-ethical-action-salvage-brand-reputation/59319>

2 "Profits & Principles," *Brad Phillips*,
<https://bradphillipswork.com/shell>,
 archived on May 7, 2025, at <https://perma.cc/YTH5-E42C>

3 "Shell Print EXPLOIT OR EXPLORE by
J. Walter Thompson Team Detroit,"
AdsSpot, [https://adsspot.me/media/
prints/shell-corporation-exploit-or-ex-
plore-9dc3ebf6310b](https://adsspot.me/media/prints/shell-corporation-exploit-or-explore-9dc3ebf6310b), archived on May 8,
2025, at <https://perma.cc/787M-9SWU>

4 "Shell Print EXPLOIT OR EXPLORE by J.
Walter Thompson Team Detroit," *AdSpot*

5 "Shell Print EXPLOIT OR EXPLORE by J.
Walter Thompson Team Detroit," *AdSpot*

6 "Shell Print EXPLOIT OR EXPLORE by J. Walter Thompson Team Detroit," *AdSpot*

7 Jardine, "Shell stresses ethical action to salvage brand reputation"

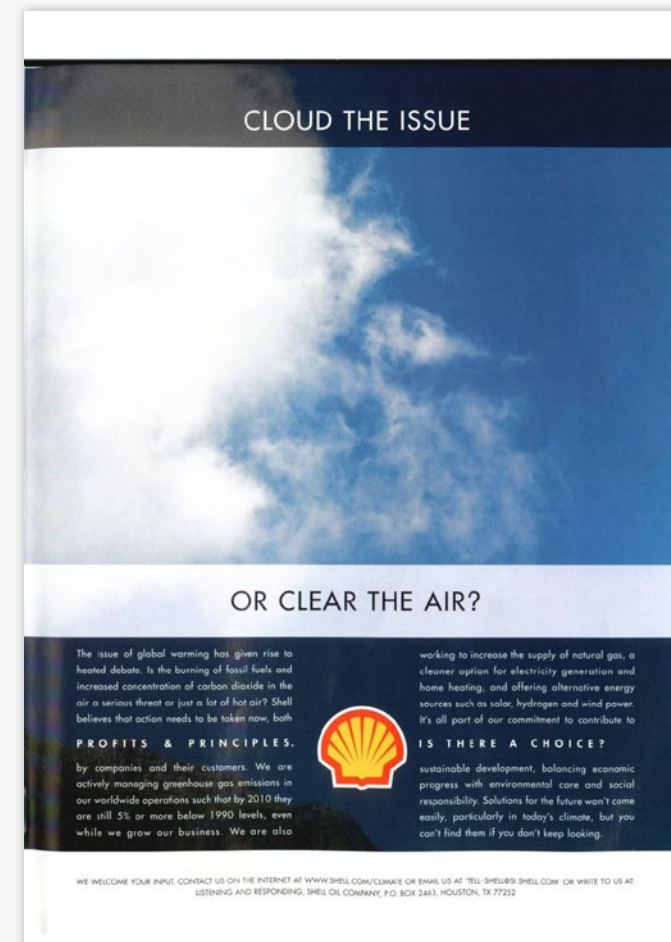
8 Shell, *Listening and Responding: The Profits & Principles Advertising Campaign* (Shell Publicity Services, 1999), 2, <https://www.documentcloud.org/documents/4425677-Shell-Documents-Trove-2-10/>

9 Jardine, "Shell stresses ethical action to salvage brand reputation"

10 Tom Henderson, John Williams, "Case 1 Shell: Managing a corporate reputation globally," in *Public Relations Cases and Readings: International Perspectives*, ed. Barbara DeSanto (London: Routledge, 2002), 24-25

11 Shell, “Shell wins social reporting award,” *CSRwire*, press release, May 4, 2000, https://www.csrwire.com/press_releases/24725-shell-wins-social-reporting-award, archived on May 8, 2025, at <https://perma.cc/9PN6-CAJC>

1



Shell, print advertisement, *Time*, November 24, 2003, 91. The TIME Magazine Vault.
(See Appendix A - Reducing Emissions, A4)

2



Shell, print advertisement, *Time*, October 13, 2003, 101. The TIME Magazine Vault. (See Appendix B - Renewables, B6)

3



Shell, print advertisement, December 2000. AdsSpot.

SHELL CAMPAIGN

Living the Values

APPROX. CAMPAIGN DATES

2000 - 2004

REPORT SECTION(S)

Renewables; Hydrogen

AGENCIES

J. Walter Thompson;¹
Spirit Films²

PEOPLE

Simon Cheek;³
Dave Rossiter;⁴
Geoff Turner⁵

DESCRIPTION

Around 2000, Shell launched a television campaign, titled “Living the Values,” as a companion to its “Profits and Principles” print campaign.⁶ The television commercials were designed to “offer proof” that Shell was “living the values” it laid out in its newly revised Statement of General Business Principles.⁷ The ads, created by J. Walter Thompson, ran on cable television channels in the UK and US, including CNNI, BBC World, Star World, and Star News, Eurosport, ESPN, CNBC, and the Discovery Channel.⁸ The initial television executions featured testimonials from Shell employees Frances Abbots-Guardiola, Damian Miller, and Michiel Groeneveld, focused on the topics of natural gas development, solar, and hydrogen, respectively.⁹ In 2001, Shell released a second wave of “Living the Values” advertisements, featuring two television executions focused on Shell’s Malampaya natural gas project in the Philippines and its Blyth wind farm in the UK.¹⁰ Around 2001, Shell began converting the “Living the Values” campaign into press advertising,¹¹ releasing print executions that showcased the company’s commitment to producing energy from wind, hydrogen, and biofuels.¹²

1 “Real Lives,” *Shell*, archived on September 29, 2000, at <https://web.archive.org/web/20000929125024/http://www1.shell.com/media-en/content/0.5033.33910-59199.00.html>

2 Jeremy White, “JWT to improve Shell’s environmental image,” *Campaign UK*, November 9, 2001, <https://www.campaign-live.co.uk/article/jwt-improve-shells-environmental-image/48694>, archived on May 8, 2025, at <https://web.archive.org/web/20250508183732/https://www.campaignlive.co.uk/article/jwt-improve-shells-environmental-image/48694>

3 “Real Lives,” *Shell*

4 White, “JWT to improve Shell’s environmental image”

5 White, “JWT to improve Shell’s environmental image”

6 Tom Henderson, John Williams, “Case 1 Shell: Managing a corporate reputation globally,” in *Public Relations Cases and Readings: International Perspectives*, ed. Barbara DeSanto (London: Routledge, 2002), 18, 23; “Living the Values Campaign,” *Shell*, archived January 28, 2001, at <https://web.archive.org/web/20010128075700/http://www.shell.com/listeningresponding-en/directory/0.7363.39097.00.html>

7 Henderson and Williams, “Case 1 Shell,” 18

8 “Real Lives,” *Shell*

9 “Frances Abbots-Guardiola,” *Shell*, archived on October 19, 2000, at <https://web.archive.org/web/20010210213759/http://www.shell.com/media-en/content/0.5033.33910-59202.00.html>; “Damian Miller,” *Shell*, archived on February 10, 2001, <https://web.archive.org/web/20010210213840/http://www.shell.com/media-en/content/0.5033.33910-59201.00.html>; “Michiel Groeneveld,” *Shell*, archived on February 10, 2001, <https://web.archive.org/web/20010210213425/http://www.shell.com/media-en/content/0.5033.33910-59200.00.html>

10 White, “JWT to improve Shell’s environmental image”

11 Henderson and Williams, “Case 1 Shell,” 25

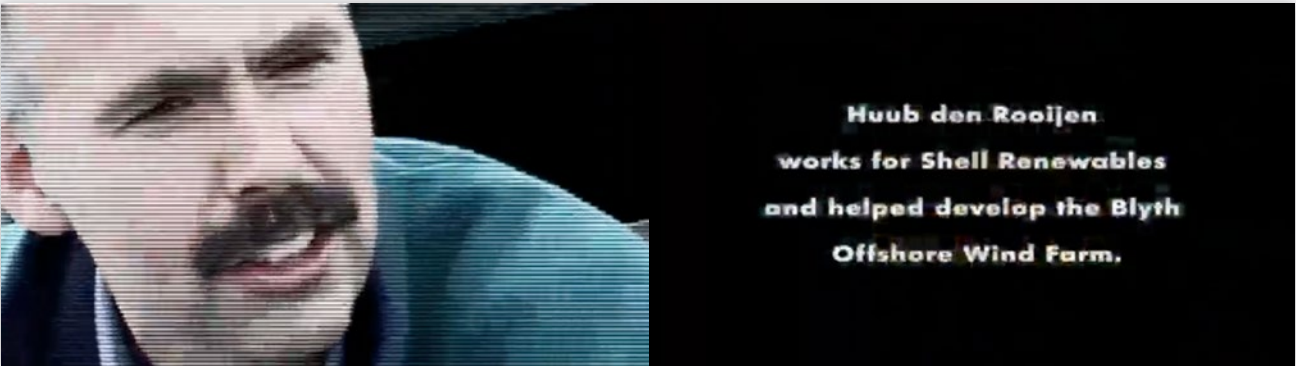
12 See e.g. Shell, print advertisement, *Scientific American*, November 1, 2001, 13, https://archive.org/details/eu_SciAm_2001-11_OCR/page/n13/mode/2up, Internet Archive (See Appendix B - Renewables, B3); Shell, print advertisement, *Time*, May 17, 2004, 129, <https://time.com/vault/issue/2004-05-17/page/129/>, The TIME Magazine Vault. (See Appendix B - Renewables, B7); Shell, print advertisement, *Time*, October 25, 2004, 171, <https://time.com/vault/issue/2004-10-25/page/171/>, The TIME Magazine Vault. (See Appendix F - Hydrogen, F4)

1



Shell, “Dreamer,” television advertisement, archived March 2, 2000, 1:01. Internet Archive. (See Appendix B - Renewables, B1)

2



Shell, television advertisement, 1:00. Vimeo. (See Appendix B - Renewables, B4)

3



Shell, print advertisement, *Time*, May 17, 2004, 129. The TIME Magazine Vault. (See Appendix B - Renewables, B7)

4



Shell, print advertisement, *Time*, October 25, 2004, 171. The TIME Magazine Vault. (See Appendix F - Hydrogen, F4)

SHELL CAMPAIGN

Real Energy

APPROX. CAMPAIGN DATES
2007 - 2010

REPORT SECTION(S)
Reducing Emissions;
Renewables; CCS

AGENCIES
J. Walter Thompson¹

PEOPLE
Christopher Wigan;²
Richard Norgate³

DESCRIPTION
In 2007, Shell launched a global campaign titled, “Real Energy.”⁴ The campaign, designed by J. Walter Thompson, featured television, film, digital, and print media executions.⁵ As part of the campaign, Shell published a website featuring energy-focused games with titles like “Energy Drive,” “Pipeline Planner,” and “Memory Molecule.”⁶ In November 2007, only months after the campaign launched, the UK’s Advertising Standards Authority (ASA) censured Shell for a print advertisement from the campaign that claimed Shell was using waste carbon dioxide to grow flowers and waste sulphur to make superstrong concrete on the basis that the advertisement misrepresented the scale of these projects.⁷

1 Joanne Payne, “Shell rolls out environmentally conscious ad campaign,” *Campaign UK*, March 1, 2007, <https://www.campaignlive.co.uk/article/shell-rolls-environmentally-conscious-ad-campaign/636287>, archived on May 8, 2025, at <https://web.archive.org/web/20250508184218/https://www.campaignlive.co.uk/article/shell-rolls-environmentally-conscious-ad-campaign/636287>

2 “Shell advertising campaign,” *Christopher Wigan Portfolio*, <https://www.christopherwigan.com/print/shell-advertising-campaign-5-43.html>, archived on May 7, 2025, at <https://perma.cc/QPF2-A79S>

3 “Shell Wave One,” *Richard Norgate Design*, <https://cargocollective.com/wwwrichardnorgate/Shell-Wave-One>, archived on May 7, 2025, at <https://perma.cc/4AAN-BAMG>; “Shell Wave Two,” *Richard Norgate Design*, <https://cargocollective.com/wwwrichardnorgate/Shell-Wave-Two>, archived on May 7, 2025, at <https://perma.cc/R63V-8AAQ>

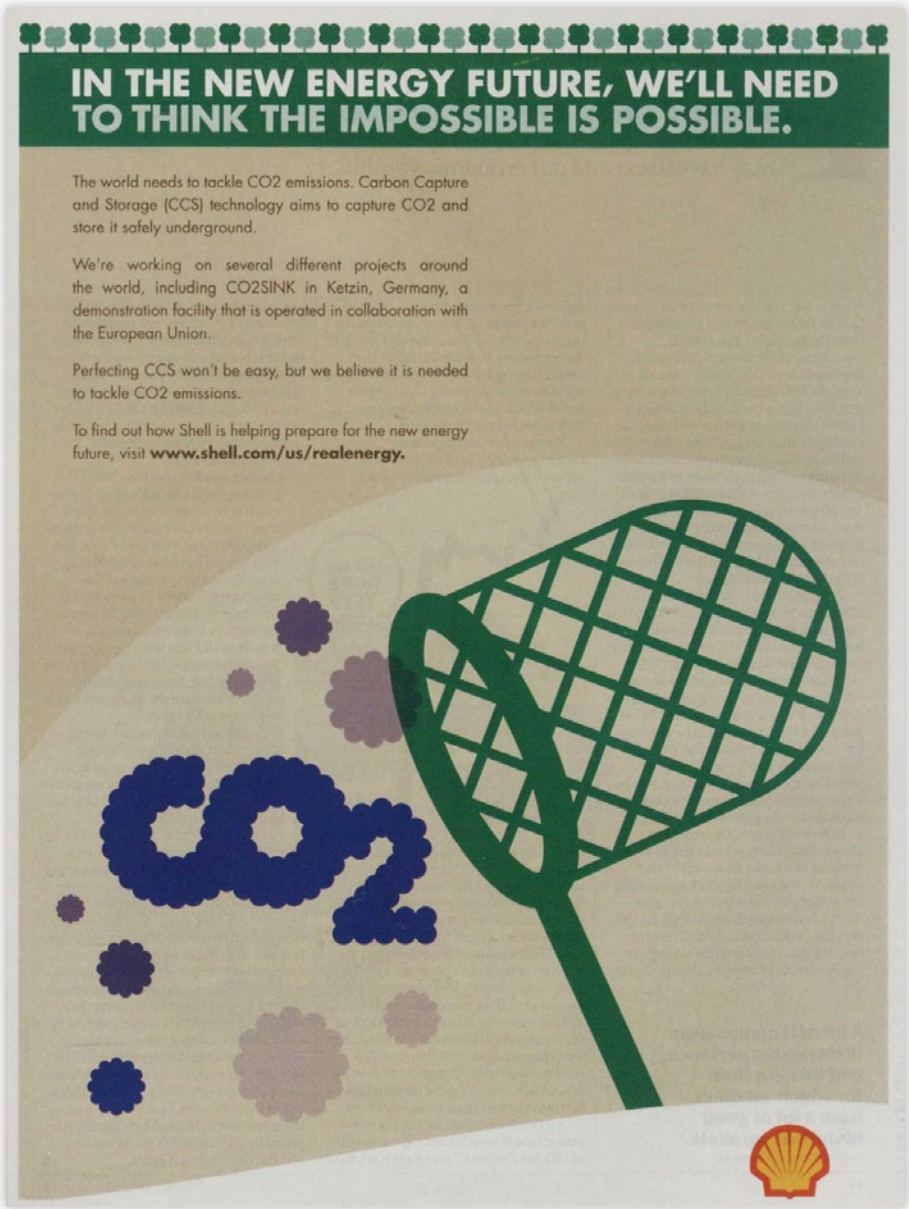
4 Payne, “Shell rolls out environmentally conscious ad campaign”; “Real energy stories,” *Shell*, archived June 30, 2007, at https://web.archive.org/web/20070630064642/http://www.shell.com/home/PlainPageServlet?FC=/aboutshell-en/html/iwgen/shell_real/app_shell_real_welcome.html

5 Payne, “Shell rolls out environmentally conscious ad campaign”

6 “All Games,” *Shell*, archived August 25, 2007, at https://web.archive.org/web/20070825072022/http://www.shell.com/home/page/aboutshell-en/shell_real/app_shell_real_welcome.html

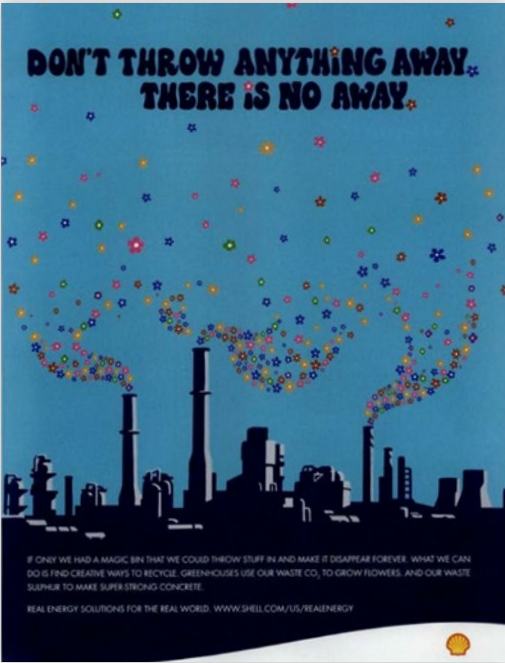
7 Chris Tryhorn, “No bouquets for Shell press ad,” *The Guardian*, November 7, 2007, <https://www.theguardian.com/media/2007/nov/07/asa.advertising>, archived on May 8, 2025, at <https://perma.cc/5JKN-YEQP>

1



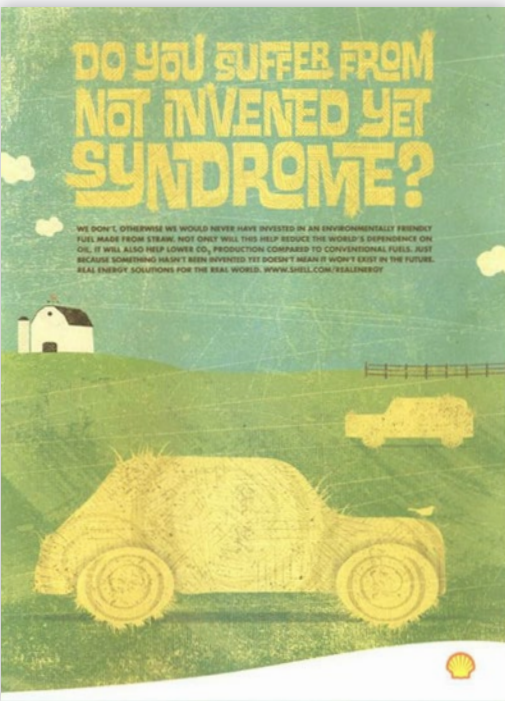
Shell, print advertisement, *Time*, December 22, 2008, 51. The TIME Magazine Vault. (See Appendix E - CCS, E4)

2



Shell, print advertisement, *Outside*, August 1, 2007, 61. MediaRadar. (See Appendix A - Reducing Emissions, A14)

3



Shell, print advertisement, *Scientific American*, August 1, 2007, cover 2. MediaRadar. (See Appendix B - Renewables, B21)

SHELL CAMPAIGN

Let's Go

APPROX. CAMPAIGN DATES

2010 - 2014

REPORT SECTION(S)

Renewables, Natural Gas

AGENCIES

J. Walter Thompson¹

PEOPLE

Damian Totman;²

Christopher Pillitz;³

Axel Chaldecott;⁴

Peter Knowland⁵

DESCRIPTION

In 2010, Shell launched a television and print advertising campaign titled, “Let’s Go.”⁶ According to J. Walter Thompson, the agency that produced the campaign, “Let’s Go” was designed to highlight “how important energy is in all its forms” because “the only way to satisfy the growing demand for energy is to use a wide mix of sources.”⁷ The campaign focused heavily on natural gas, frequently referring to it as “a cleaner source of electricity.”

1 “Shell Case study LET’S GO [video] by J. Walter Thompson London,” *AdSpot*, <https://adspot.me/media/case-study/shell-lets-go-video-6c9c1d20d4a5>, archived on May 8, 2025, at <https://perma.cc/N7XW-AXAA>

2 “Towards the new energy future.,” *Damian Totman Creative Director*, <https://www.damiantotman.com/post/towards-a-new-energy-future>, archived on May 7, 2025, at <https://perma.cc/C97H-RXWE>

3 “Commercial,” *Christopher Pillitz*, <https://christopherpillitz.com/Commercial/thumbs>, archived on May 7, 2025, at <https://perma.cc/HNZ5-MQAA>

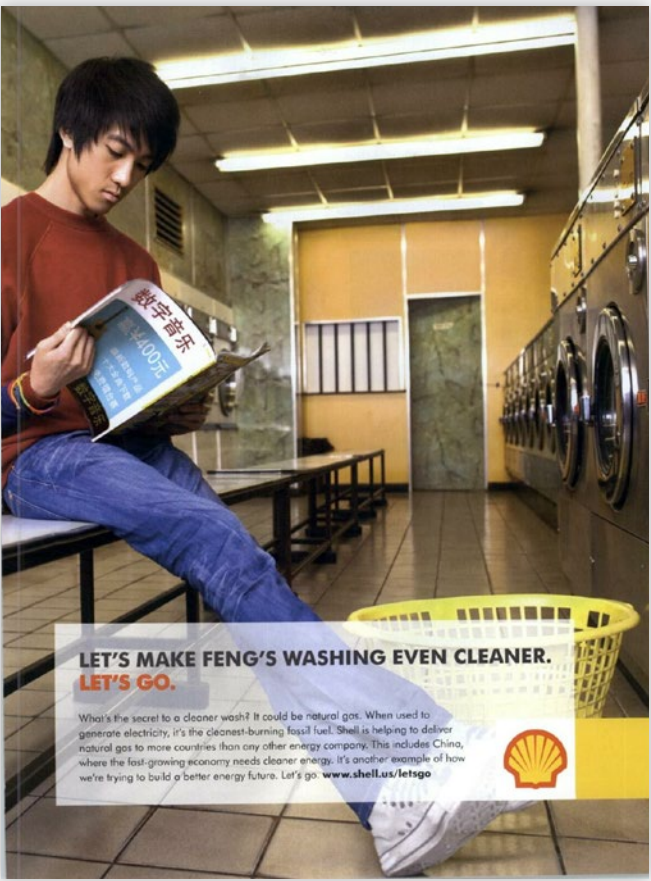
4 “Shell Case study LET’S GO [video] by J. Walter Thompson London,” *AdSpot*

5 “Shell Case study LET’S GO [video] by J. Walter Thompson London,” *AdSpot*

6 “Shell ‘let’s go’ by JWT,” *Campaign UK*, July 29, 2010, <https://www.campaignlive.co.uk/article/shell-lets-go-jwt/1019392>, archived on May 8, 2025, at <https://web.archive.org/web/20250508185216/https://www.campaignlive.co.uk/article/shell-lets-go-jwt/1019392>; “Let’s go,” *Shell*, archived May 31, 2010, at https://web.archive.org/web/20100531204245/http://www.shell.com/home/content/about-shell/lets_go_tpkg/

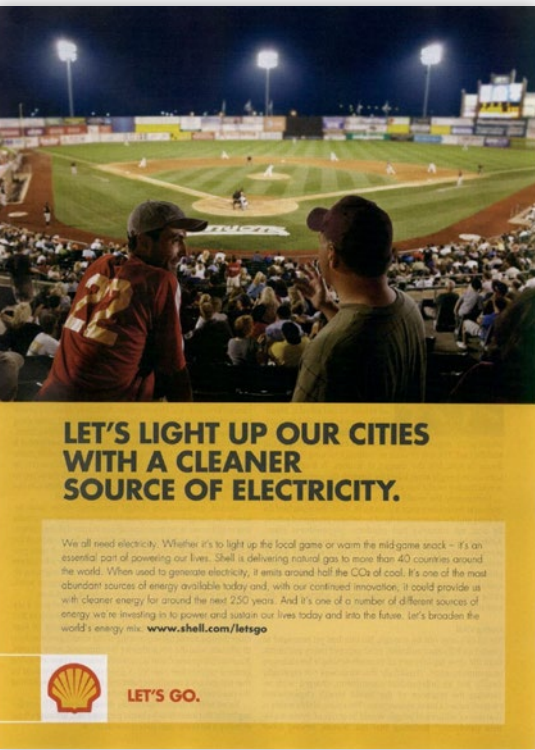
7 “Shell Case study LET’S GO [video] by J. Walter Thompson London,” *AdSpot*

1



Shell, print advertisement, *National Journal*, September 25, 2010, 5. MediaRadar. (See Appendix D - Natural Gas, D10)

2



Shell, print advertisement, *The Economist* (US), April 20, 2013, 13. MediaRadar. (See Appendix D - Natural Gas, D17)

3



Shell, print advertisement, *Fortune*, June 16, 2014, 230. MediaRadar. (See Appendix D - Natural Gas, D24)

4



Shell, print advertisement, *Fortune*, June 16, 2014, 229. MediaRadar. (See Appendix D - Natural Gas, D25)

SHELL CAMPAIGN

Make the Future

APPROX. CAMPAIGN DATES

2014 - 2020

REPORT SECTION(S)

Reducing Emissions;
Renewables; Hydrogen

AGENCIES

J. Walter Thompson;¹ Edelman;²
EssenceMediacom;³ Possible;⁴
UNIT9⁵

PEOPLE

Will Brookwell;⁶ Sinead Roarty;⁷
Mark Vatsel;⁸ Romain Demongeot⁹

DESCRIPTION

In 2014, Shell launched its “Make the Future” initiative as part of the “Let’s Go” advertising campaign, designed to inspire and support scientists and engineers creating new energy ideas.¹⁰ As part of the initiative, Shell partnered with UK startup, Pavegen, to install a footstep-powered soccer field in a Rio de Janeiro favela.¹¹ With support from agencies J. Walter Thompson, Edelman, and EssenceMediacom, Shell released video, print, and digital executions to promote the effort, targeting millennial audiences.¹² The campaign yielded an 8 point lift in the belief that Shell is “working to provide a sustainable energy future,” and a 7.1 point lift in the belief that Shell is “working to provide... cleaner fossil fuels” among target audiences, securing Bronze in the Corporate Image and Communication category at the 2015 Cannes Lions International Festival of Creativity.¹³ In 2015, Shell expanded the initiative into a larger campaign, releasing another series of television and digital executions highlighting the company’s support for energy initiatives, technologies, and startups, including GravityLight technology and its partnership with Global Alliance for Clean Cookstoves.¹⁴

The following year, in September 2016, Shell released a music video, “Best Day of My Life,” performed by Jennifer Hudson, Steve Aoki, and other international pop stars, highlighting its support for five startup companies, including Capture Mobility, Bio-bean, Insolar, MotionECO, Pavegen, as well as GravityLight technology and Shell’s own Eco-marathon challenge.¹⁵ The advertisement targeted millennial audiences and garnered 262 million views in its first three months.¹⁶ Shell also partnered with Facebook’s Creative Shop and the New York Times’ T Brand Studio to create digital and editorial content to support the campaign.¹⁷

The following year, in 2017, Shell released another music video, “On Top of the World,” performed by Jennifer Hudson and others, highlighting several projects and initiatives: Shell Hydrogen, Shell Natural Gas, startup Insolar, GravityLight technology, and Shell’s partnership with the Global Alliance for Clean Cookstoves.¹⁸ Shell also released digital advertisements to accompany the video. In 2018, Shell again collaborated with the New York Times to launch a series of native, print, and digital advertisements within the “Make the Future” campaign.¹⁹

1



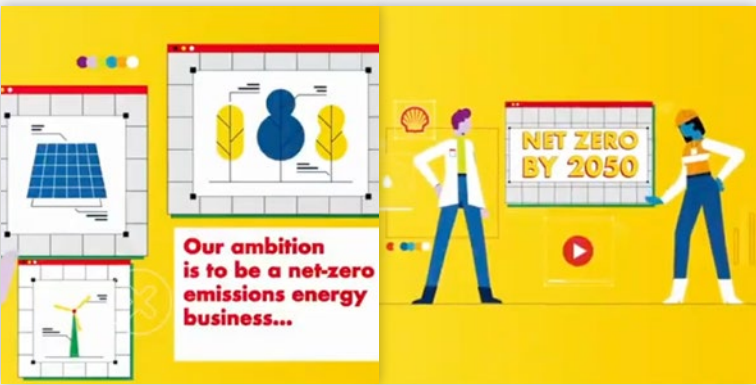
Shell, “Best Day Of My Life,” YouTube video, October 7, 2016, 3:02. (See Appendix B - Renewables, B40)

2



Shell, digital advertisement, *Bloomberg* (UK), December 9, 2017. MediaRadar. (See Appendix B - Renewables, B43)

3



Shell, digital advertisement, *Facebook*, November 16, 2020, 00:17. Meta Ad Library. (See Appendix A - Reducing Emissions, A29)

1 Ben Bold, “Shell and Pele unveil self-powering community football pitch in Rio favela,” *Campaign UK*, September 11, 2014, <https://www.campaignlive.co.uk/article/shell-pele-unveil-self-powering-community-football-pitch-rio-favela/1311701>, archived May 8, 2025, at <https://web.archive.org/web/20250508190618/https://www.campaignlive.co.uk/article/shell-pele-unveil-self-powering-community-football-pitch-rio-favela/1311701>

2 Bold, “Shell and Pele unveil”

3 Bold, “Shell and Pele unveil”

4 Bold, “Shell and Pele unveil”

5 “Shell: Make the Future,” *Unit9*, <https://www.unit9.com/project/shell-make-future>, archived November 4, 2025, at <https://perma.cc/ZBY3-DYN8>

6 “Shell - Make the Future,” *Will Brookwell*, <https://willbrookwell.com/portfolio/shell-make-the-future>, archived on May 7, 2025, at <https://perma.cc/JV96-62TX>

7 “Power to Make the Future <Shell>,” *Sinead Roarty*, <https://www.sineadroarty.com/work/power-the-future>, archived August 12, 2025, at <https://perma.cc/3S3X-QWY6>

8 “Shell: Make the Future,” *Unit9*

9 “Shell: Make the Future,” *Unit9*

10 “Make the future initiative,” *Shell*, archived September 15, 2014, at <https://web.archive.org/web/20140915084952/https://www.shell.com/global/aboutshell/lets-go-tpkg/make-the-future.html>

11 Bold, “Shell and Pele unveil”

12 “Shell Morro Da Mineira Project,” *Edelman Italia*, <https://www.edelman.it/casi-di-successo/morro-da-mineira-project>, archived on May 8, 2025, at <https://perma.cc/9TNB-CJBB>; LBB Editorial, “Your Shot: How Player Power Is Lighting Up Football in This Rio Favela,” *LBB Online*, September 17, 2014, <https://lbbonline.com/news/your-shot-how-player-power-is-lighting-up-football-in-this-rio-favela>, archived on May 8, 2025, at <https://perma.cc/KJ4Y-RS43>; EssenceMediacom Global, “Shell | Power of Sport | Cannes Lions 2015 | BRONZE, Corporate Image and Communication,” YouTube video, June 24, 2015, 1:51, <https://www.youtube.com/watch?v=KzONtMnAmPA>, archived November 25, 2025, at <https://perma.cc/Y92H-J5MU>

13 EssenceMediacom Global, “Shell | Power of Sport.”

14 “GravityLight,” Facebook, X/Twitter, YouTube, November 15, 2015, 00:28, <https://www.ispot.tv/ad/Adqd/shell-gravitylight-featuring-jimmy-jean-louis>; “A Breath of Fresh Air,” Facebook, X/Twitter, YouTube, November 5, 2015, 00:28, <https://www.ispot.tv/ad/AwKw/shell-a-breath-of-fresh-air-featuring-kiki-sukezane>

15 Suman Bhattacharyya, “Clean-Energy Video Campaign From Shell Gets Over 20 Million Views in One Week,” *AdAge*, October 4, 2016, <https://adage.com/article/the-viral-video-chart/make-future-shell-tops-viral-video/306142/>, archived November 25, 2025, at <https://perma.cc/M9DH-37RE>; “Shell Film #makethefuture - Best Day of My Life by Interlude,” *AdsSpot*, <https://adsspot.me/media/tv-commercials/shell-makethefuture-best-day-of-my-life-e14067377a2d>, archived on May 8, 2025, at <https://perma.cc/ZLS7-HWW8>

16 “From the 9th Annual Shorty Awards: Best Day of My Life,” *Shorty Awards*, <https://shortyawards.com/9th/shell-best-day-of-my-life>, archived on May 8, 2025, at <https://perma.cc/3LV7-SEB6>

17 “Shell Make The Future,” *MediaCom*, archived October 12, 2019, at <https://web.archive.org/web/20191012204937/https://www.media-com.com/uk/article/index?id=make-the-future>

18 Shell, “Shell Unveils New Music Video Featuring Oscar-Winner Jennifer Hudson and Chart-Topper Pixie Lott,” *PR Newswire*, press release, November 30, 2017, <https://www.prnewswire.com/news-releases/shell-unveils-new-music-video-featuring-oscar-winner-jennifer-hudson-and-chart-topper-pixie-lott-661139943.html>, archived on May 8, 2025, at <https://perma.cc/LD3N-VSZ6>

19 Shell, “Paid Post: Moving Forward: A Path to Net Zero Emissions by 2070,” *New York Times*, <https://www.nytimes.com/paidpost/shell/ul/moving-forward-a-path-to-net-zero-emissions-by-2070.html>, archived November 25, 2025, at <https://perma.cc/C6PE-9JJ7>

SHELL CAMPAIGN

Ludicrous Analogies

APPROX. CAMPAIGN DATES
2018

REPORT SECTION(S)
Natural Gas; Hydrogen

AGENCIES
Dan & Gate;¹ VaynerMedia;²
Aardman Animations³

PEOPLE
Matt Harvey;⁴ Dan Fryer;⁵
Gate Lambert⁶

DESCRIPTION
In 2018, Shell released a series of digital and online video advertisements as part of its “Make the Future” campaign, titled “Ludicrous Analogies.”⁷ The social-first campaign used silly analogies to highlight Shell’s role in developing liquefied natural gas (LNG), electric vehicles, and hydrogen fuel.⁸

1 “Shell How to Make the Future,” *Dan & Gate*, <https://www.danandgate.co.uk/work/shell-howtomakethefuture>, archived on May 7, 2025, at <https://perma.cc/8AF2-2KUW>

2 “Shell,” *The Mattfolio*, <https://www.mattharveycreative.com/work/samsung-5llyt>, archived on May 7, 2025, at <https://perma.cc/S7DN-YC99>

3 “Shell,” *The Mattfolio*

4 “Shell,” *The Mattfolio*

5 “Shell How to Make the Future,” *Dan & Gate*

6 “Shell How to Make the Future,” *Dan & Gate*

7 Shell, “How is Liquefied Natural Gas like Wizards? | Ludicrous Analogies,” YouTube video, November 2, 2018, 1:05, <https://www.youtube.com/watch?v=ZsalkmDwqaQ>, archived April 11, 2019, at <https://web.archive.org/web/20190411151427/https://www.youtube.com/watch?v=ZsalkmDwqaQ> (See Appendix D - Natural Gas, D30); Shell, “How is Electricity like Kale Ice Cream? | Ludicrous Analogies,” YouTube video, November 13, 2018, 1:07, <https://www.youtube.com/watch?v=B1AMtQSHKQw>, archived April 22, 2019, at <https://web.archive.org/web/20190422181017/https://www.youtube.com/watch?v=B1AMtQSHKQw>; Shell, “How is hydrogen like emoticons? | Ludicrous Analogies,” YouTube video, October 23, 2018, 1:10, <https://www.youtube.com/watch?v=tNNrxbjbS2Q>, archived June 11, 2019, at <https://web.archive.org/web/20190611121058/https://www.youtube.com/watch?v=tNNrxbjbS2Q> (See Appendix F - Hydrogen, F18)

8 “Shell,” *The Mattfolio*


1



2



 Shell, “How is hydrogen like emoticons? | Ludicrous Analogies,” YouTube video, October 23, 2018, 1:10. (See Appendix F - Hydrogen, F18)

 Shell, “How is Liquefied Natural Gas like Wizards? | Ludicrous Analogies,” YouTube video, November 2, 2018, 1:05. (See Appendix D - Natural Gas, D30)

SHELL CAMPAIGN

The Great Travel Hack

APPROX. CAMPAIGN DATES
2019

REPORT SECTION(S)
N/A

AGENCIES
J. Walter Thompson;¹
Edelman;² VaynerMedia;³
UEG;⁴ EssenceMediacom;⁵
Carnage Films⁶

PEOPLE
James Kemp;⁷
Emilio Pastore;⁸
Rav Carlotti⁹

DESCRIPTION
“The Great Travel Hack” was an “integrated digital-first campaign” created and developed by J. Walter Thompson for Shell.¹⁰ Designed to look like a reality TV show and hosted by The Big Bang Theory actress Kaley Cuoco, “The Great Travel Hack” challenged two teams of digital content creators to travel from Los Angeles to New York City with the lowest CO2 emissions.¹¹ The series aired on YouTube on March 21, 2019.¹² According to The Drum, the campaign targeted a “younger audience interested in travel” and the future of mobility.¹³ Shell also released a second series of “The Great Travel Hack,” based in Europe, on October 15, 2019.¹⁴ The series has been removed from Shell’s YouTube channel.

1 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*, <https://www.the-drum.com/creative-works/project/j-walter-thompson-shell-the-great-travel-hack>, archived on May 8, 2025, at <https://perma.cc/SQ7K-49L8>

2 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*

3 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*

4 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*

5 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*

6 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*

7 “SHELL - THE GREAT TRAVEL HACK,” *James K.*, <https://www.jameswkemp.com/shell-the-great-travel-hack>, archived on May 7, 2025, at <https://perma.cc/P7AZ-W498>

8 “The Great Travel Hack,” *Emilio Pastore Copywriter*, <https://cargocollective.com/EmilioPastore/14033223>, archived on May 7, 2025, at <https://perma.cc/B9LD-6WVR>

9 “Shell The Great Travel Hack,” *Rav Carlotti*, <https://www.ravcarlotti.com/shell>, archived on May 7, 2025, at <https://perma.cc/6YFJ-VYE5>

10 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*; J. Walter Thompson London, “The Great Travel Hack,” YouTube video, March 27, 2019, 0:15, <https://www.youtube.com/watch?v=8UiFIVOf34>, archived April 1, 2023, at <https://web.archive.org/web/20230401053033/https://www.youtube.com/watch?v=8UiFIVOf34>

11 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*

12 “The Great Travel Hack,” *IMDB*, <https://www.imdb.com/title/tt10278748/>, archived on May 8, 2025, at <https://perma.cc/K5WF-LSS2>

13 “Shell: The Great Travel Hack by J. Walter Thompson,” *The Drum*

14 “The Great Travel Hack: Episode List (Season 2),” *IMDB*, https://www.imdb.com/title/tt10278748/episodes/?season=2&ref=tt_eps_sn_2, archived on May 8, 2025, at <https://perma.cc/N7HV-RDTE>

1



Shell, social media post, May 10, 2019, 5:18 AM. Facebook.

2



Shell, social media post, May 22, 2019, 4:29 AM. Facebook.

SHELL CAMPAIGN

Everybody Forward

APPROX. CAMPAIGN DATES

2023 - 2025
(as of October 2025)

REPORT SECTION(S)

Renewables

AGENCIES

VML;¹ Wunderman Thompson²

PEOPLE

Jared Kozel;³ Ransom Haywood;⁴
Fallon Anderson;⁵ Jefferson Rall;⁶
Jillian Lang Bass⁷

DESCRIPTION

In February 2021, Shell announced the launch of its “Powering Progress” strategy designed to help Shell “generate shareholder value while achieving [its] net-zero emissions target, powering people’s lives and respecting the natural environment.”⁸ In 2023, then-Shell USA President Gretchen Watkins announced the launch of a “national brand campaign,” “Everybody Forward,” as part of the “Powering Progress” strategy.⁹ The campaign included television, outdoor, online video, social, and print executions.¹⁰ It highlighted Shell’s work in “providing more and cleaner energy across the country from Indy Car, to the Houston Dash, to small business owners and beyond.”¹¹ The campaign won gold in the “Professional” category at the 2024 American Advertising Awards.¹²

1 American Advertising Awards, 2024 *Winners Book* (Atlanta Ad Club, 2024), 11, https://atlantaadclub.org/wp-content/uploads/2024/04/ADDYS_2024_Winners_Book_FINAL.pdf, archived May 12, 2025, at <https://perma.cc/3G6X-3MF4>

2 ““Powering progress” Shell Campaign,” *Jillian Lang Bass*, <https://jillianlang.com/work/shelleverybodyforward>, archived May 7, 2025, at <https://perma.cc/LPH8-4372>

3 “Everybody Forward,” *Jared Kozel*, <https://jaredkozel.com/shell-everybody-forward>, archived on May 7, 2025, at <https://perma.cc/PB5N-LTDK>

4 “Shell Everybody Forward,” *Ransom Haywood*, <https://www.ransomhaywood.com/shell-everybody-forward>, archived on May 7, 2025, at <https://perma.cc/L93S-865K>

5 “Shell Clean Energy,” *Fallon Anderson*, <https://fallonanderson.com/new-page-76/>, archived on May 7, 2025, at <https://perma.cc/P3SB-KP8V>

6 Jefferson Rall, “Shell - Powering Progress,” *Working Not Working*, <https://workingnot-working.com/projects/417235-shell-powering-progress>, archived on May 7, 2025, at <https://perma.cc/ZG6X-YR6L>

7 “Powering progress” Shell Campaign,” *Jillian Lang Bass*

8 Shell, 2021 *Annual Report*, 9, 6, <https://www.shell.com/investors/results-and-reporting/annual-report-archive.html#tab-2021>, archived May 12, 2025, at <https://perma.cc/86HC-TH9E>

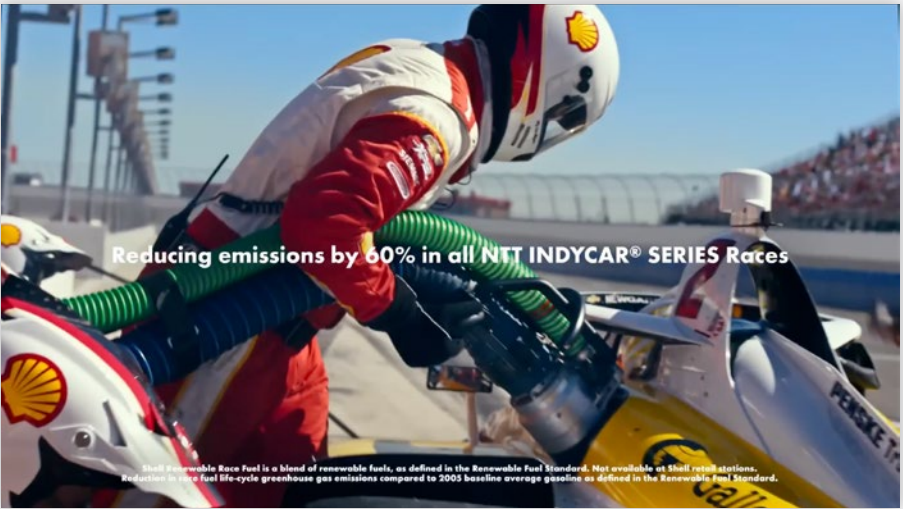
9 Gretchen Watkins, “Today is a big day for Shell USA with the launch of our national brand campaign Everybody Forward! People are at the heart of everything we do, and we want to bring those relationships to life to help our employees, partners, customers and communities feel a part of the changing...” *LinkedIn*, June 15 2023, https://www.linkedin.com/posts/gretchen-watkins_moving-forward-with-everybody-activity-7075112716130009088-6vcw/, archived on May 12, 2025, at <https://perma.cc/JWK7-WCUV>; Shell USA, Inc., “Moving Forward with Everybody,” *Shell*, archived on May 12, 2025, at <https://perma.cc/AJ9L-G2UX>

10 “Everybody Forward,” *Jared Kozel*

11 Jefferson Rall, “Shell - Powering Progress”

12 American Advertising Awards, 2024 *Winners Book*, 11

1



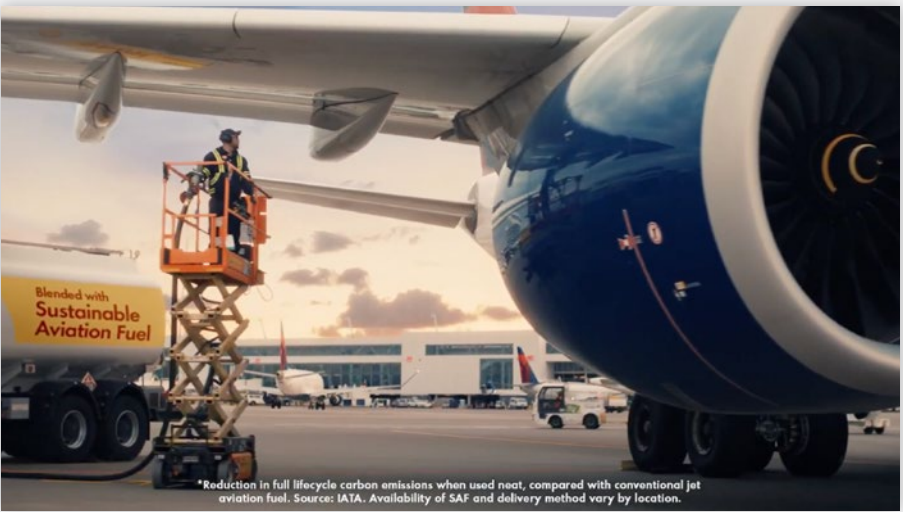
Shell, “Renewable Race Fuel: Powering Progress at 225 mph,” YouTube video, June 12, 2023, 00:50. (See Appendix B - Renewables, B63) (2023)

2



Shell, “Shell Energy: Playing Forward,” YouTube video, June 12, 2023, 00:50. (See Appendix B - Renewables, B64)

3



Shell, “Sustainable Aviation Fuel from Shell,” YouTube video, August 22, 2025, 00:50. (See Appendix B - Renewables, B72)

