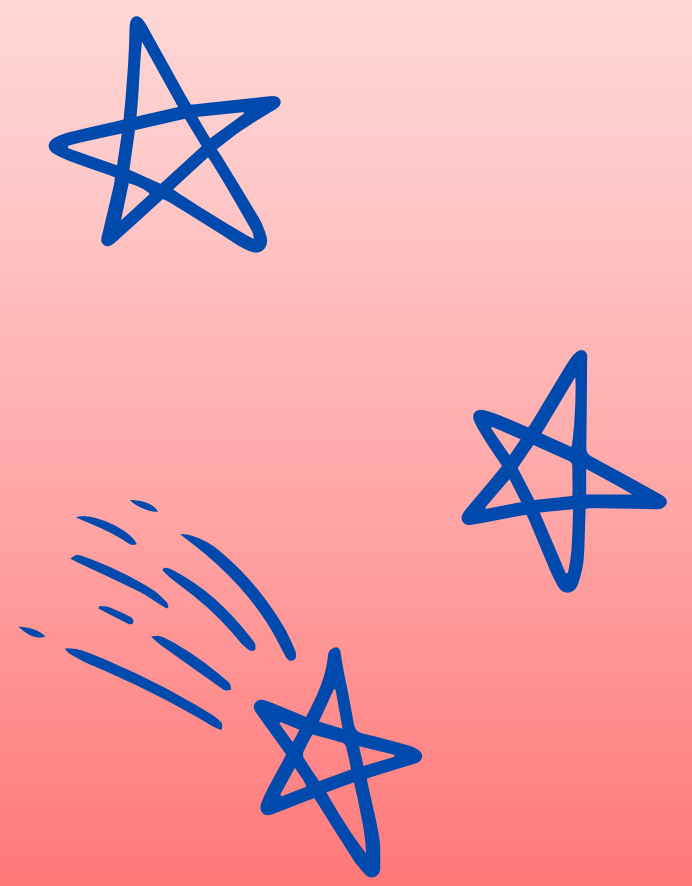


ExxonMobil
EXCELLING
WITH EXXON

A Storyboard By: Eternity Honore

December
2022

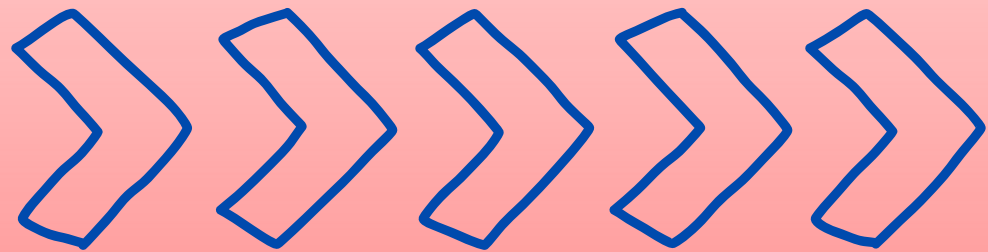


INTRODUCTION

Project Summary

Introducing “Excelling with Exxon” — a social first, video campaign that **will drive awareness of the collaboration between ExxonMobil and LSU** in relation to the Diversity Scholars and Energy Scholars programs. This campaign will be anchored on ExxonMobil Baton Rouge’s **Instagram, Facebook, and LinkedIn.**

The Excelling With Exxon campaign will **leverage insider access to some of the most sought after locations within LSU and ExxonMobil** while providing more insight into collaborative programs to **intrigue and educate ExxonMobil’s audience.**



NEXT

INTRODUCTION

Findings

We've spent the last two quarters collecting, organizing, and analyzing traffic data to extract three key data points that will inform our strategy throughout the redesign.

91%

Of active Instagram users

watch videos on Instagram at least once a week.

21%

Of our users come from Social

Social media has been our main source of visitors, attracted by effective visuals and engaging copy.

58%

Of our budget went to Search Ads

While Social has proven to be an effective user acquisition tool, our search ads claimed most of our budget.

NEXT

Elements

01

Day In The Life

Creation of day in the life content increases reach and awareness by offering viewers insight into a field that they might not otherwise have access to.

02

Q&A

Similar to day in the life content, fast paced Q&A videos serve to disperse information in a palatable format that piques viewers interest and keeps them engaged.

03

Diversity Deep Dive

Diversity Deep Dives will build off of the other video types, and make the program more personal by allowing audiences to hear the experiences of Exxon Diversity and Energy Scholars and their mentors.

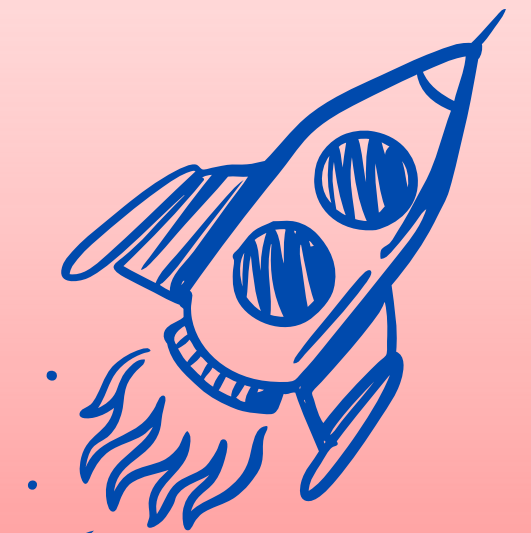
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EXCELLING WITH EXXON

Content Breakdown



*The opposite
of gatekeeping*



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Day In The Life

Setting The Scene:

This video begins at the end. The opening scene is at the Exxon government affairs event with everyone laughing and having a great time. Then at the center of the shot will be a diversity scholar joining in on the fun. At this point, there will be a freeze frame, and a voiceover will say, "**I guess you're wondering how I got here.**" Then the day in the life content will start.

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Q & A

Background:

As social media platforms like TikTok expands, attention spans shrink. People expect the media they take in to be fast paced and information filled. This can be seen in 73 Questions with Vogue, and various street interview styles that are becoming popular.

This Q&A will take place at the government affairs event and will give viewers insight into various career paths.



NEXT

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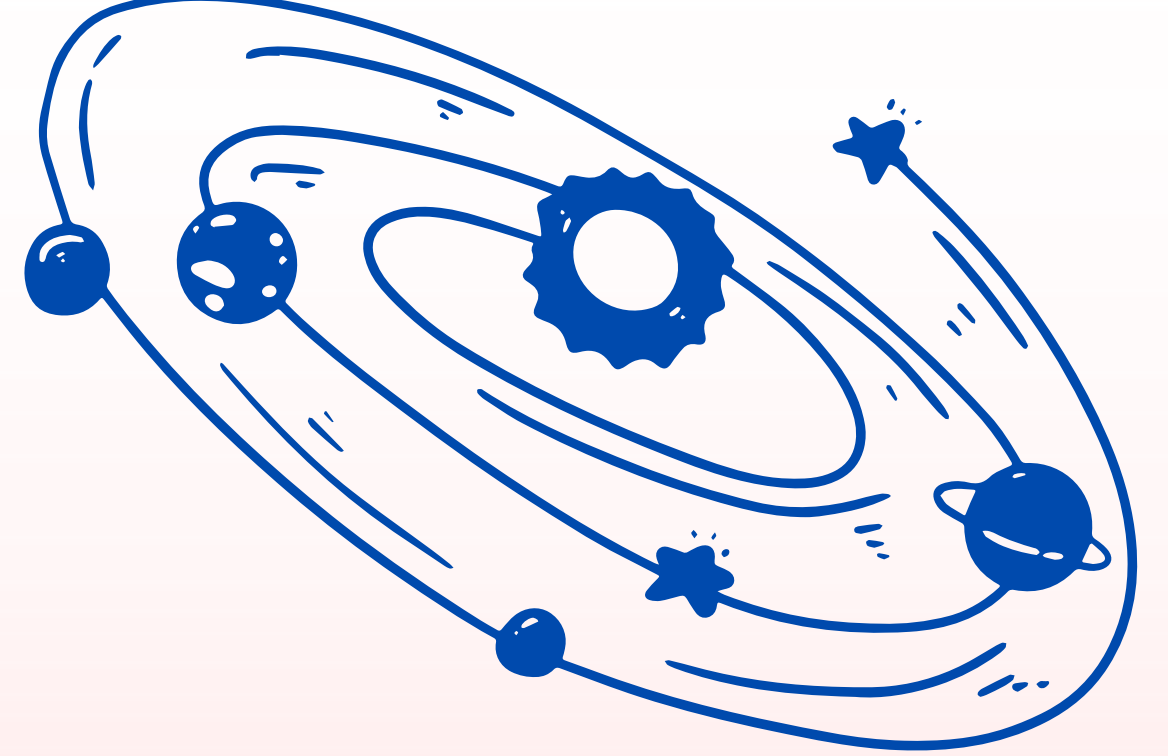
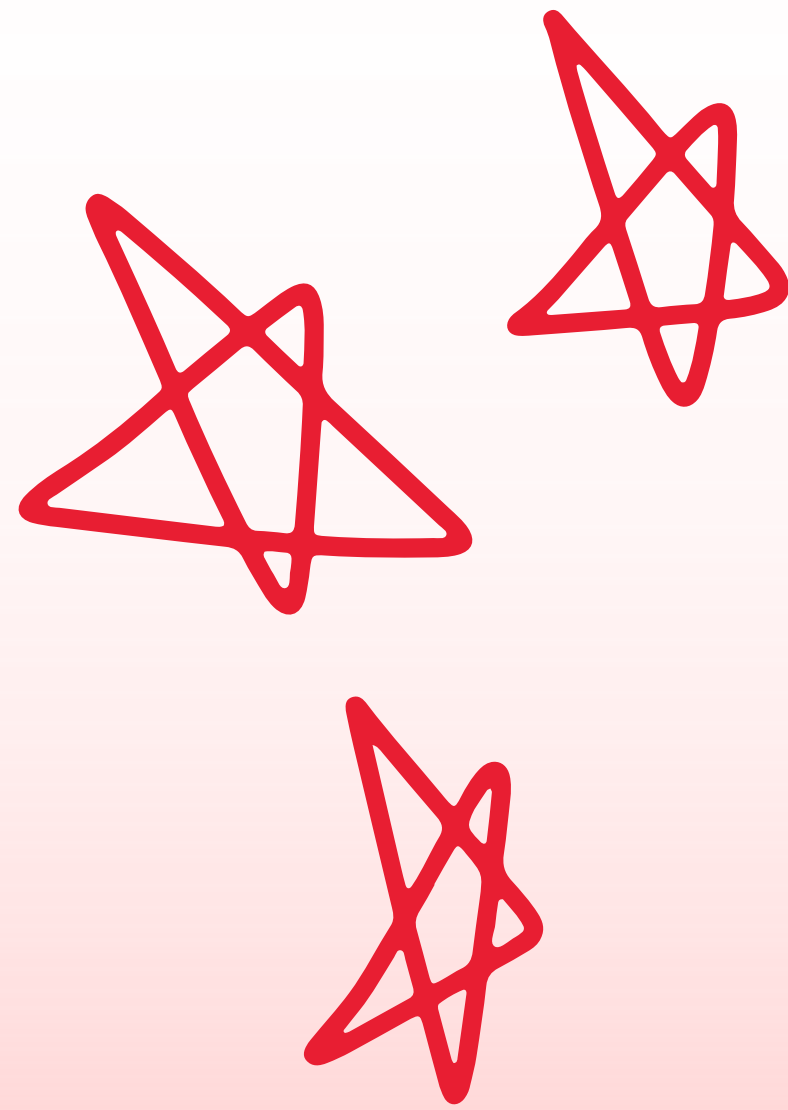
Diversity Deep Dive

Background:

If multiple things are going on in a video at the same time, viewers watch for longer. In the example, celebrities eat extremely hot wings while doing an interview. For Exxon's video a mentee will interview a mentor from the diversity scholar program while partaking in an exclusive LSU activity such as preparing food for Mike the Tiger.



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THE END

Excelling
With Exxon

