

Social Creative Extension

Adoption Highlights



Proprietary and Confidential

ExxonMobil

Campaign highlights

- Objective: Branding
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Singapore

85

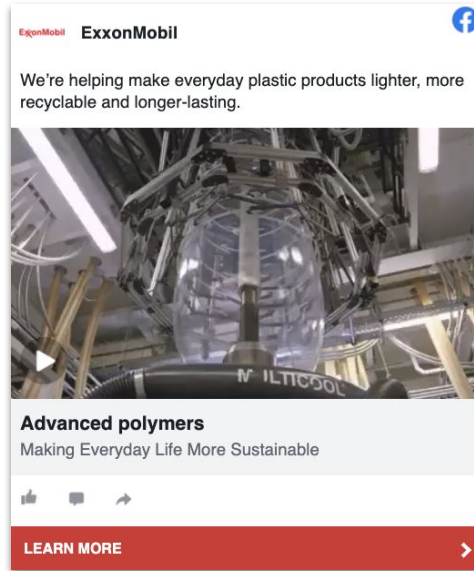
Duration (days)

20

Creatives


Q1-21

Campaign flight



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We're helping make everyday plastic products lighter, more recyclable and longer-lasting.



Advanced polymers
Making Everyday Life More Sustainable

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ExxonMobil ExxonMobil

ExxonMobil's programs and partnerships in the fight against malaria have reached more than 125 million people since 2000.



20 years fighting malaria
Malaria Timeline

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ExxonMobil

Campaign highlights

- Objective: Performance
- Creative Source(s): Facebook
- Creative Format(s): Photo
- Market: Hong Kong

16

Duration (days)

4

Creatives

Q4-20

Campaign flight



Esso ExxonMobil

【Esso Smiles年度優惠】暖男湯米為家人送上最暖冬日！今年辛苦大家喇，話咁快又到一家人團聚嘅季節，亦係Esso Smiles年度優惠出場喇！今次仲有一位暖男「湯米」♂，帶來溫暖滿滿嘅窩心時刻！「湯米」代表咗乜？就係我哋今年引入嘅新換領禮品組合：有金象牌香米、史雲生清雞湯，仲加入最啱冬天用嘅德國寶座權式電陶爐，隨爐仲附送靚靚陶瓷煲同香米一包！

睇Esso入HK\$350 (折扣後) Synergy 汽油或入HK\$100(折扣後) 車用石油氣，用低至888 Smiles積分就可以換到清雞湯番屋企，同你至愛嚟一個溫暖嘅「湯米」時刻，煮下飯仔，打下邊爐，過一個暖暖冬天！... See More

暖男湯米 為家人送上最暖冬日!

史雲生 清雞湯 燉雞足足3小時 火鍋·致熟

Smiles Driver Rewards

了解更多

ExxonMobil

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video, Photo
- Market: Singapore

205 105 Q2-20

Duration (days)

Creatives

Campaign flight

ExxonMobil ExxonMobil

“Untuk menjawab tantangan ganda melalui gagasan-gagasan baru, kita harus mendorong lebih banyak perempuan untuk meniti karier di bidang STEM,” ucap Mabel Leung dari ExxonMobil.

“
Inklusi dan keragaman bukanlah tentang memenuhi angka. Ini tentang wanita yang memainkan peran penting
”

MABEL LEUNG
DIREKTUR PENJUALAN RITEL ASIA PASIFIK

PELAJARI SELENGKAPNYA

ExxonMobil ExxonMobil

是什麼讓珠寶中的礦石和供電的能源之間有關連？就是地質學。

LEARN MORE

Thank You.

