



INEOS

PRism 360
Global
Communication
Proposal



Contents

Our Team: PRism 360

Situation Analysis

Objectives

Strategy

Evaluation

Timeline

Budget

Our Philosophy

PR-ism

We strive to build and enhance a positive relation between the client and its publics through dialogue-oriented and conflict-solving approaches based on mutual understanding

Transparency

We work transparently (as a prism) with our clients and foster transparent, up-right communications with the target audiences in order to achieve optimal results.

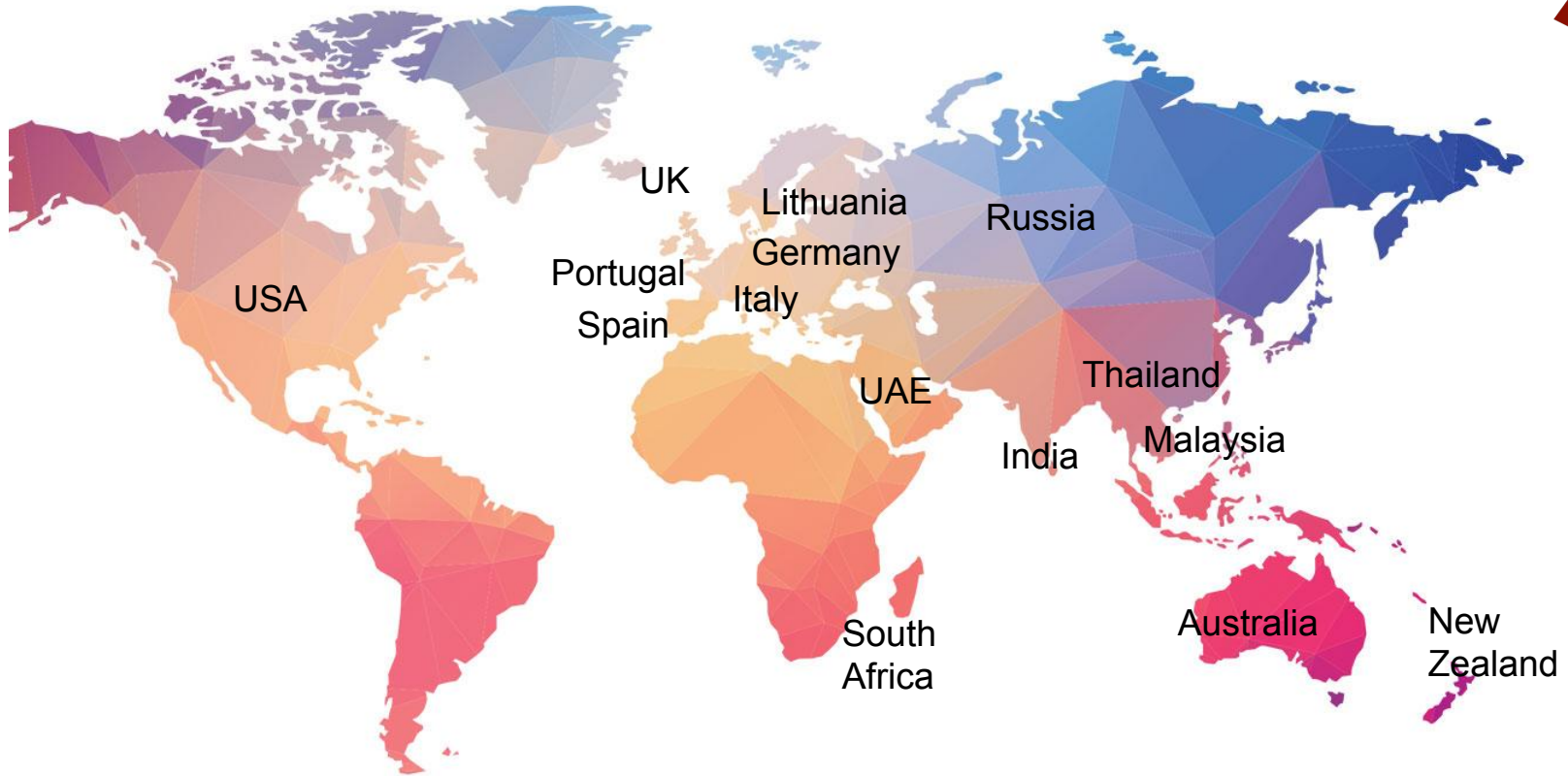
Outcome

We will create a comprehensive global strategy that will be implemented through region-specific tactics.



PRism 360

Where do we work?





Situation Analysis

General Overview



STRENGTHS

Leading market positions
34 businesses serving diverse markets.
Sufficient access to global raw materials markets.
Leading technology platform
Diverse range of products (sustainable development)
Commitment to producing greener products

WEAKNESSES

Toxic and hazardous products
Lack of a personal connection with its publics
Lack of interaction with the users in social media channels

SWOT

OPPORTUNITIES

Energy-related discourse on social media
Continuously growing demands for energy
Increasing affinity towards greener energy sources

THREATS

Negative reputation due to environmentalists and NGOs in social media.
Lack of awareness about INEOS, its products, and its activities

Areas of Interest



United States



United Kingdom



Denmark



Sweden



Norway



Why the US?



- One of the largest fossil fuels consumer in the world with enormous automotive industry and stable energy demand; the perfect example of a consumer society and, arguably, the most important market in the world
- INEOS already operates in US and has established a firm-footing in political and industrial field, significant export and distribution partnerships as well as strong organizational culture
- Corporations have huge influence on the legislative branch, therefore already slow process of passing of new laws and regulations can be made even slower.
- Increasing environmental awareness poses a threat as environmental activists are eager and willing to take legal action against chemical and fracking industries;



Why the UK?

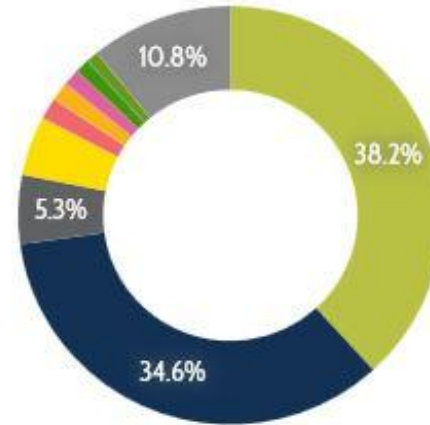
- Second largest economy in Europe with stable demand of fossil fuels; INEOS produces around 50% of gas in UK and has a significant turnover;
- Lately INEOS experiences a lot of negative publicity due to several scandals regarding pollution;
- Environmental activist groups are contributing to negative public opinion about INEOS activities in the UK;
- Policy makers and the public are calling for advancement in renewable energy as a substitute for fossil fuels;



Why the US?



Why the US?



United States United Kingdom India Germany Italy
Netherlands Australia Mali Russia Other

Highest activity of the audience on social media (particularly twitter), blogs and online news.
Searched keyword: INEOS energy*



Why Northern Europe?


- According to the U.S. Energy Information Administration, Sweden has approximately 10 trillion cubic feet of technically recoverable shale gas resource in southern Sweden.
- INEOS is currently a Top 10 company and the biggest private enterprise operating in the North Sea.
- Renewable technologies are important customers of INEOS. INEOS make the raw materials that go into wind turbines and into solar cells. Raw materials that are made from the molecules INEOS gets from gas
- The world currently consumes about 529 quadrillion British thermal units every year. Fossil fuels currently supply nearly 80% of the world's energy. But the global demand for energy is expected to double by 2040 as people in India and China, which between them contain more than a third of the planet's people, get richer and want more energy-consuming goods such as computers



Why Northern Europe?

- According to the U.S. Energy Information Administration, Sweden has approximately 10 trillion cubic feet of technically recoverable shale gas resource in southern Sweden.
- INEOS is currently a Top 10 company and the biggest private enterprise operating in the North Sea.
- Through a recent study of Denmark completed by US Geological Survey and The National Geological Investigations of Denmark and Greenland (GEUS), it was estimated that Denmark holds 71 billion cubic meters of shale gas.

Analysis of the previous campaigns



Important Campaigns

- **Go Run for Fun**
- **The Daily Mile**

These campaigns have been very well viewed by many families and teachers but there are still many people who find it bad taste to use children and TV advertising to infiltrate, into the communities

Despite the high adherence there are still many teachers who say they would never put their children in this kind of initiative because of the company behind. "This is completely unethical and we cannot teach our children that this is at all acceptable.."

Social Media Analysis



Follower:
8779



Follower:3034
Likes:2959

(As on 31 May 2018)

Interactions

Reactions to the sponsoring contract between the british sailor Ben Ainsle and INEOS



Blue Planet Society @Seasaver shared a link

Win at ALL cost - that's the attitude that got us into this mess. Ben Ainslie sells his soul to fracking and plastic-producing petrochemical giant INEOS. Disappointed is an understatement. [twitter.com/AinslieBen/sta...](https://twitter.com/AinslieBen/status/984444444444444444) @INEOS_Shale @INEOS_GM @INEOS @INEOSTeamGB @AinslieBen
published on 28/04/18 at 18:24 | Twitter | United Kingdom | twitter.com



Frack Free Ryedale @F_F_Ryedale shared a link

@AinslieBen Dear Ben, you probably had no idea who Jim Ratcliffe and @INEOS were until they came offering piles of cash.... but here's how they made their money: [feasta.org/2016/06/11/jim...](https://www.feasta.org/2016/06/11/jim...) Please reconsider. Do you want to be associated with the producers of most of the world's #Oceanplastic?
published on 27/04/18 at 19:04 | Twitter | United Kingdom | twitter.com



Russell Scott @RussellScott1 shared a link

Maybe whilst @INEOS are sailing the globe (powered by wind) they could pick up some of the many tonnes of their plastic choking our oceans [heraldscotland.com/news/15712580...](https://www.heraldscotland.com/news/15712580...)
#NoSocialLicence [twitter.com/ineos/status/9...](https://twitter.com/ineos/status/984444444444444444)
published on 26/04/18 at 18:24 | Twitter | United States | twitter.com

- Negative endorsements like these occur on a daily basis, but INEOS do not respond to these messages
- Celebrity endorsements might not be an ideal way to approach the situation as this reduces the popularity of both the celebrity and the company.

➔ Approach to **educate** and **inform** the public about the work of INEOS



Objectives

- To **enhance** the **support** and **involvement** of INEOS' employees.
- To **educate** and **inform** INEOS' publics.
- To give the company a face and **build their image**.

Support and Involvement of INEOS' employees

Objective focusing on elevating the status of the employees by showing them as the face of the company

Specifically,

- to portray the employees as the building blocks of INEOS
- to enhance a positive relationship between the employees and the company, and
- to increase the employees' support and advocacy for INEOS,

Education and information

Objective for the local communities and opposing publics to to be influenced through awareness and understanding.

Specifically,

- to increase understanding and knowledge about INEOS and unconventional energy through
 - the official website
 - twitter and facebook pages
 - locally implemented offline tactics

Give the company a face

Objective to have an impact on the perception of the local communities and opposing publics,

Specifically,

- to create a personal relation between INEOS and its publics through portraying INEOS more personally and relatably,
- to generate a positive attitude towards the company, and
- to minimize actions taken out against INEOS

A glowing lightbulb is the central focus, with its filament illuminated and casting a warm, golden light. The bulb is positioned slightly to the left of the center. To its right, another lightbulb lies horizontally on the surface, its filament also glowing. In the foreground, between the two main bulbs, a small, unlit lightbulb sits upright. The background is dark and textured, with some light reflecting off the surfaces of the bulbs. The word "Strategy" is written in a large, white, sans-serif font, partially overlapping the glowing bulb. Above the first few letters of the word, there is a small horizontal bar with a teal-to-orange gradient.

Strategy



Global Strategy

Our strategy would be rolled out across three distinct phases, facilitating steady progression towards the widespread awareness and acceptance of unconventional energies.

This will be achieved by engaging with external publics on the topic of energy through the dissemination of information and two-way, reciprocal discussion.



1.

Phase 1

To start, we would suggest proactively engaging with online communities to resolve any misconceptions about INEOS and issues related to INEOS. We would also look to enhance INEOS' website with video content that would provide an insight into INEOS' operations without necessarily orchestrating a physical tour.

Explanation

We would aim to improve INEOS' online presence by:

- Encouraging frequent interaction with external publics on social media
- Actively responding to questions and queries raised on social media by external publics
- Providing virtual access into what goes on 'behind the scenes' at INEOS

This will show that INEOS is:

- Empathetic about the concerns expressed by external publics and readily available to address them
- Transparent about their operations and willing to share information with their external publics



Implementation: Twitter Conversation

Run a Twitter conversation using the hashtag #truthbetold to combat the media's negative portrayal of INEOS. People will be encouraged ask INEOS questions and receive answers directly from the company. Through this, we will provide information and enable them to make an educated decision about how they perceive the company.

INEOS will respond to all queries, positive and negative, using one (or more) of the following:

- A factual comment (that fits Twitter's 420 character limitation)
- Links/attachments (concise documents that provide further explanation and reference sources that alleviate bias)
- In-house produced videos (audio-visual answers to FAQs)



Implementation: Virtual Tours

Implement 'virtual tours' to demonstrate what happens inside INEOS' facilities and avoid the security and safety issues of organising a physical tour.

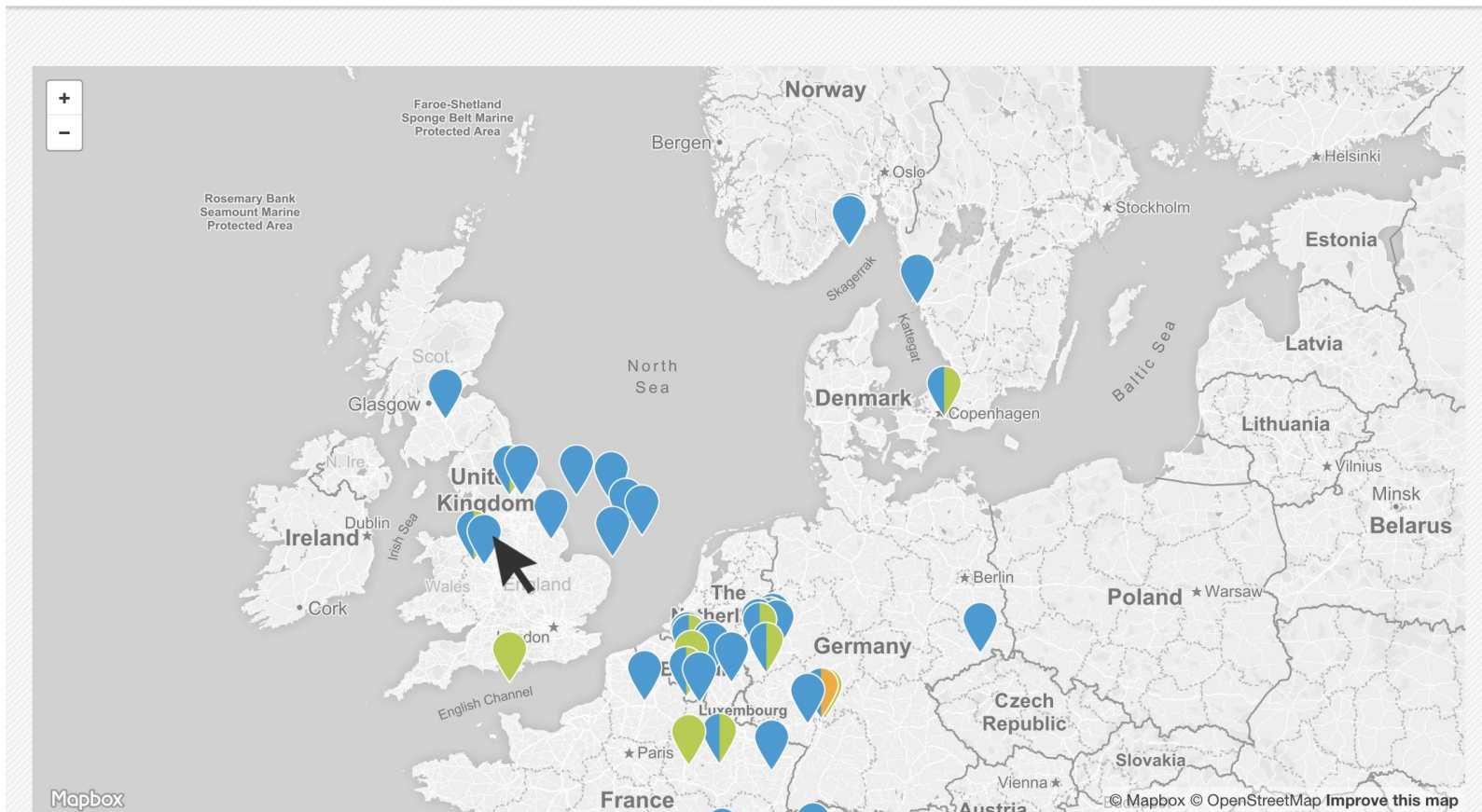
- Redesign INEOS' website(s) using a world map to highlight their various operational sites.
- Visitors will be able to hover over each location and view videos that provide an employee-guided tour of each site.

The redesign would make the website(s) more user-friendly as information would be more accessible.

(Feedback)

LOCATIONS

INEOS Home / [Locations](#)



Evaluation



In order to measure the success of our campaign, we will monitor how the desired change has been made in the practice. With the help of the **following indicators and tools like Talk Walker**, we will measure the impact of our campaign.

- **Twitter statistics, particularly regarding #truthbetold and @INEOS:** number of comments and retweets, their reach and sentiment and the overall engagement
- Social media analytics and sentiments
- **Company webpage:** number of visits, sentiment of submitted feedback e.g. through mails
- **Virtual tours:** number of video views, sentiment of feedback



2.

Phase 2

After engaging in online management to increase knowledge about unconventional energies and to foster positive perceptions of INEOS, we will begin to engage with external publics offline, too. This will allow the conversation to gain momentum in the lead up to the implementation of phase 3.



Implementation: Employees - the 'Building Blocks' of Ineos

This campaign is to show that INEOS values its employees. Additionally, it will give employees the opportunity to be 'reputation ambassadors' and to portray the company in a personal manner.

- Place posters inside of busses with messages, such as "(insert employee name here) and his/her team work (insert number of) days to enable this bus to drive three bus stops. INEOS: helping you get to where you need to be #EveryBitMatters"

To portray the employees as the 'building blocks' of INEOS.

This campaign is to show that INEOS values its employees, regardless of where they are placed on the employee hierarchy. Additionally, it will give employees the opportunity to be 'reputation ambassadors' and to portray the company in a personal manner. This will depict the collaboration with businesses that INEOS provides materials for like the medical industry or automobile industry. The implementation could look like the following:

- Place posters inside of busses with messages, such as "(insert employee name here) and his/her team work (insert number of) days to enable this bus to drive three bus stops. INEOS: helping you get to where you need to be #EveryBitMatters"
- Place a huge banner across a bridge stating "(insert employee name here) and his/her team work (insert number of) days to keep this bridge's lights on for the night. INEOS: helping to cover the global energy demand #EveryBitMatters."



INEOS

**"Sarah Baker and her Team
work continuously to keep
this bridge's Lights On at
night ." #EveryBitMatters**

How do you contribute?



The background of the entire image is a photograph of a construction worker. He is wearing a red baseball cap with a logo, safety glasses, and a tan work shirt. He is looking off to the side with a focused expression. He is working on a large, curved metal structure that appears to be part of a bridge or a large industrial building. The lighting is bright, and the overall tone is professional and industrious.

INEOS

**“Robert Parker and
his Team worked 25
days to enable this
Bus to drive from
Piccadilly Circus to
Green Park.”**

#EveryBitMatters

Want to find out more?

Visit us at the U. E. Conference.

Time & Date





Implementation: U. E. Conference

Raise awareness of the cost effective and carbon reducing benefits of unconventional energies by organising an Unconventional Energies Conference that involves:

- Engaging with INEOS' employees, potential future employees and other industry professionals.
- Developing transparent and consistent environmental performance data to monitor compliance and stimulate innovation.
- Setting robust regulatory standards for the industry.
- Working towards achieving universal regulatory compliance.
- Collaborating with governments, NGOs and other industry leaders to drive continuous environmental improvement.

Invitations would be issued to key media, governmental, NGO and industry representatives.



Implementation: U. & Conference

Create a Virtual Reality experience

- Create a VR environment of the three closest sites of INEOS near the place of the conference, say, Breagh, Newton Aycliffe, Seal Sands if the convention is held at Newton Aycliffe in the UK.
- The VR experience guides the users around the sites showing how each site works and how each site is different from one another.
- This would be an interactive experience for the people to understand INEOS and its working.

Evaluation



In order to measure the success of our campaign, we will monitor how the desired change has been made in the practice. With the help of the **following indicators**, we will measure the impact of our campaign.

- **Conference visitors:** Calculate the number of attendees at the conference, ask for feedback (sentiment)
- **Conference media coverage:** Analyse the number and sentiment of the press releases about the conference
- **Students:** Produce online surveys for students to complete in order to fully understand their perspective on INEOS and to measure the success of the online forum
- **Employees:** A feedback survey among the employees (especially who weren't interested in the Building Blocks of INEOS campaign) as to how they feel about the organisation and why they didn't want to be a part of the campaign



3.

Phase 3

In this phase, we take the conversation a step further by creating awareness of energy-hunger and the importance of having a secure energy supply. This will help to pave the way for unconventional energy sources to be received more positively by external publics for their ability to keep up with global energy demands.



Implementation: *#SaveYourEnergy*

- Raise awareness of energy hunger by placing interactive, axle-operated LCD screens in city centres
- When axle is cranked, the LCD screen will display emotionally-appealing content about the deadly 'Beast from the East' cold snap to allude to the importance of energy the issue of shortages
- Programme LCD screen to ask viewers questions about their own energy use to which viewers can enter answers
- End message reminds viewer to be more mindful of their personal energy use and provides simple suggestions to reduce consumption
- Small incentive (discount voucher) offered to those who remain fully engaged and complete viewing

A light gray rectangular area with a thick black border. At the bottom of the area, there are three buttons labeled "Yes", "Maybe", and "No".

Yes

Maybe

No



Implementation: Supporting Students - the Future of the Energy Industry

- Develop an online community for students to discuss energy-related topics with experts in the industry
- Collaborate with universities around the world that offer programmes in areas such as energy management, environment science and sustainability.
- Provide the opportunity for students to participate in an energy saving or solution project on an annual basis.
- Exhibit the best projects at the aforementioned conference from the coming year..
- Award the top three students with a scholarship.

Evaluation



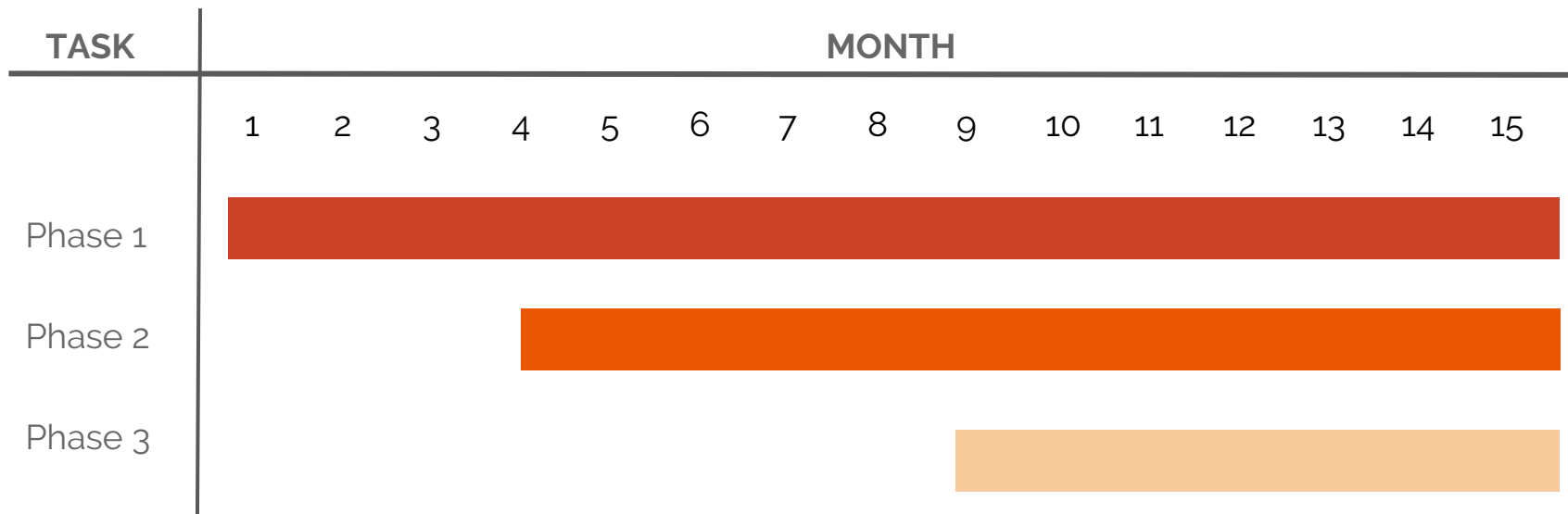
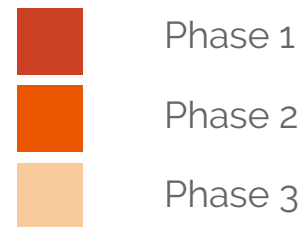
In order to measure the success of our campaign, we will monitor how the desired change has been made in the practice. With the help of the **following indicators**, we will measure the impact of our campaign.

- **Student scholarship:** Calculate the number of participants in the student competition, produce online survey to ask participants for feedback and improvement suggestions, Interview the scholar and post their interview with a picture of him/her on the INEOS webpage and refer to it on social media

A row of light bulbs is arranged in a slightly curved line across the frame. The bulb in the center is illuminated, casting a warm glow. The other bulbs are unlit and appear as dark, translucent shapes. A small, horizontal bar with a teal-to-orange gradient is positioned above the word 'Timeline'.

Timeline

INEOS-GLOBAL COMMUNICATION TIMELINE





Budget



Budget for Regional Tactics

Phase 2

Phase 1

| | |
|---|-------------|
| Advertising and implementation- Twitter | 95,000 € |
|---|-------------|

| | |
|-----------------------------------|-------------|
| Implementation - Virtual Tours | 78,000 € |
|-----------------------------------|-------------|

| | |
|------------------------|--------------|
| Including Employees | 300,000 € |
|------------------------|--------------|

| | |
|--|--------------|
| Unconventional Energies Conference | 350,000 € |
|--|--------------|

| | |
|-------------------------------|--------------|
| Virtual Reality Experience | 150,000 € |
|-------------------------------|--------------|

Phase 3

| | |
|------------------------|--------------|
| Supporting Students | 200,000 € |
|------------------------|--------------|

| | |
|-----------------------------------|--------------|
| Implementation #SaveYourEnergy | 273,000 € |
|-----------------------------------|--------------|

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Thank you.



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PRism 360

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PRism 360