

---

*The Washington Post*

---

# Creating Impact

---



Tyrin Bunting-Gray  
+44-203-588-4582

[Tyrin.Bunting-Gray@washpost.com](mailto:Tyrin.Bunting-Gray@washpost.com)

# Creating Impact: Program Overview

---

The Washington Post is unparalleled as a trusted news source. Combined with our reach to technology & business decision makers and our unprecedented global growth, we are the ideal avenue for the Esso brand.

Through a collaboration with our in-house WP BrandStudio team & award-winning Design team, we have developed a multi-layer, cross-platform program that will focus on tech & business decision makers, and help to create awareness of the Esso brand partnership with Formula 1 Racing.

Utilizing the following dynamic elements, Esso will reach to their target audience on a massive, global scale, through both on- and offsite premium products.

## Custom Content Program: “Racing the Wind”

- 360° Video
- Three-part Article Series
- Documentary-Style Video + Companion Article

## Advanced Targeted Media

- Post Pulse with additional targeting
- Third Party Audience Targeting

## Video

- Flex Play
- Washington Post Video Content

## Audience Extension

- Facebook Instant Articles
- WP+ Display

# *Racing the Wind*

**From the racetrack to the road, how technology is pushing the limits of performance**

Superb athleticism. Technical excellence. The exhilaration of speed. The F1 circuit is where it all comes together, on a global stage of split-second, high-adrenaline glamour.

What makes F1 so fascinating—beyond the entertainment factor—is its evolution into a hotbed of innovation: a testing ground of advancements in safety, security and efficiency that could someday make our morning commute a little less pedestrian.

WP BrandStudio will bring this story to life, using captivating immersive storytelling to build awareness of how Esso helps cars race the wind—and win.



# Program Components

---

- **360 Degree Video:**  
*Pit Road to Park Fermé*
- **Three-part article series:**  
*Building Speed*
- **Documentary-style video + companion article:** *Where Safe Meets Spectacular*



# 360° Video: *Pit Road to Park Fermé*

**An immersive, behind-the-wheel experience of heart-stopping action.**

- Viewers use their cursors to follow a linear story through a **360° video environment**, transitioning through three sequential perspectives
- Pop-up text boxes describe cutting-edge technology behind key points in the journey: pit, control center, safety car system, etc.
- Video begins from the driver's viewpoint as the race starts; car eventually pulls into the pit and the viewpoint changes to crew chief
- Third perspective could be a doctor strapped into the medical car or an engineer using data to tell a driver in real-time how to shave a tenth of a second off his time



# Article Series: *Building Speed*

A three-part look at how technology powers the speed of man, machine and road.

## Part 1: “The Driver”

**Article:** Thanks to biometric monitoring, an F1 driver can be “tuned” in much the same way as his car. We’ll look at how data is used to control, optimize or manage the factors that influence a driver’s performance.

**Infographic:** A body-part-by-body-part look at drivers’ physical and mental preparation: precision-tuned to match the extreme angles, g-forces and stresses their bodies undergo.

## Part 2: “The Car”

**Article:** An F1 car is to an automobile as a cheetah is to a cat. We’ll explore these mechanical marvels from undertray to monocoque, looking at the state-of-the-art innovations beneath the chassis.

**Infographic:** Breakdown of how the average team spends \$60MM per year on R&D and \$57MM on manufacturing.

## Part 3: “The Course”

**Article:** From surface to layout, each Grand Prix course has a unique fingerprint. We’ll explore the application of data analytics to factors such as grip, cornering, race line and ground effects.

**Infographic:** We’ll peel back the surface of an F1 track to see the engineering that enables it to support exciting maneuvers in safety.

## Documentary Video: *Where Safe Meets Spectacular*

**A look at how technology provides F1 with the common ground between wow-factor innovation and safety-enhancing regulation.**

**In a documentary-style video,** we'll go behind the scenes with an F1 designer or expert to learn about thrill-enhancing initiatives such as wider tires, lower car weight, and mid-course refueling. We'll then get a very different perspective on risk through an intimate portrait of a driver or course official.



### **A companion article will explore:**

- The pendulum swing between introduction, banning and reintroduction of technology such as turbo engines and flexible wings
- The development of tech-enhanced safety features such as the closed cockpit and real-time alarms on brakes, tires and fuel
- The intersection of big data and fast data, where sensors give real-time information to drivers and officials in challenging conditions
- The technology trickle-down from the F1 testing grounds to general road car needs

# Award-Winning Digital Design Team



## Custom Content Programs



### 2016 IS INDIAS GROWTH YEAR FOR PHARMA

Category: Infographic  
Client: Make In India [LIVE LINK](#)



### WHAT DO YOU KNOW ABOUT COLLEGE?

Category: Motion Graphics Information  
Client: Bill & Melinda Gates Foundation [LIVE LINK](#)



### THE INTERNET OF THINGS IN FOUR CHARTS

Category: Infographic  
Client: Infiniti [LIVE LINK](#)





# **Creating Impact:**

## **Sustaining Digital Media**

---

# Flex Play

New to market technology solution delivering fast, effective video experiences for devices and platforms across mobile and desktop. Leveraging tools created by our video engineering team, Washington Post developed this new technology, which delivers video content – editorial & brand – to users in the most native format that they are consuming it.

## How it Works:

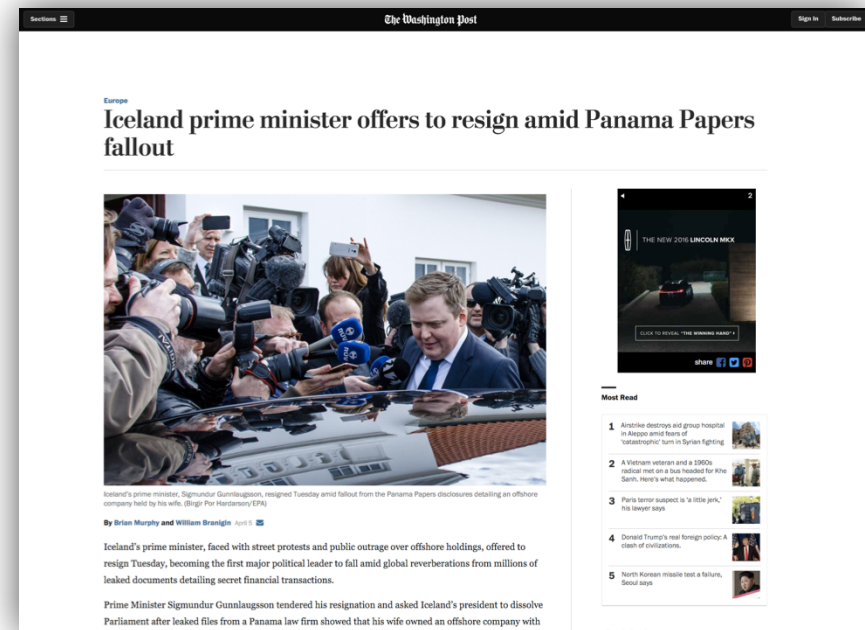
1. Takes Esso's existing video asset (mov., mp4, URL and more)
2. Inputs it within a dashboard, where there are conversion options for gif., mp4, text layers, social icons and size manipulation (ex. vertical video)
3. The tool then outputs a .gif or mp4 and delivers the file directly to DoubleClick for ad serving.

## Features that satisfy both Esso & users:

- Video starts when in view, stops when out of view
- Once in view, the video will auto start with volume muted
- User has option to turn volume on or off
- Advertiser has option to add text or social layers to connect with the user when the unit is muted
- Unit is both tappable and clickable, depending on device
- Can run as standalone display or pre-roll video

## Problem Solved

The technology eliminates any extra effort or work on Esso's end, as FlexPlay manipulates their assets in a completely hands off manner



[Click here to experience FlexPlay live >>](#)

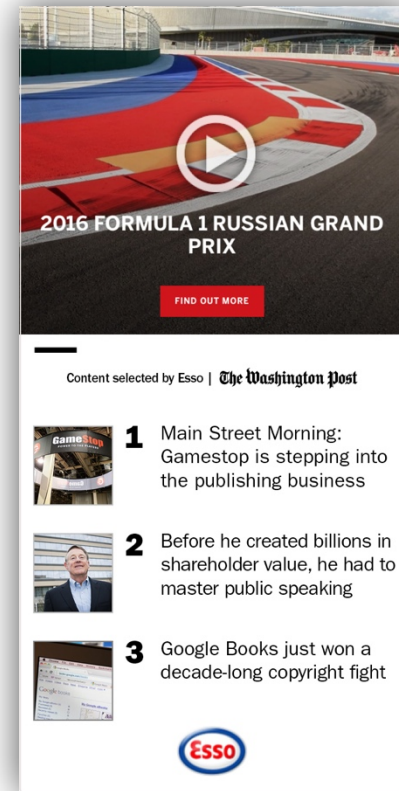
# Post Pulse

**What is it?** Developed by The Washington Post’s Ad Research Experimentation & Development Team, PostPulse is a data-driven ad product that combines Esso’s assets and Washington Post editorial content to personalize a customer experience in real-time on the Washington Post.

**How it Works:** Esso’s PostPulse ad unit will:

- **Aggregate** all of the assets relevant to Esso’s campaign, including brand messaging, video, etc.
- **Deliver** a tailored personalized experience to business fleet decision makers, in the right place at the right time, across mobile, desktop and tablet
- **Follow** users as they click through to read the content aggregated in PostPulse and remain surrounded by Esso’s message
- **Curate** and filter assets using Clavis or other targeting capabilities

**Esso Benefit:** Using proprietary technology, data and creative, PostPulse will help position Esso as a credible source of information to the Washington Post audience.



Advertiser content or standard ad creative (300x250)

Curated, contextually relevant Washington Post editorial

Pictured: 300x600; PostPulse also available in 970x250 billboard and 300x250 (mobile) sizes

[Click here to experience PostPulse >>](#)

# Advanced Targeting

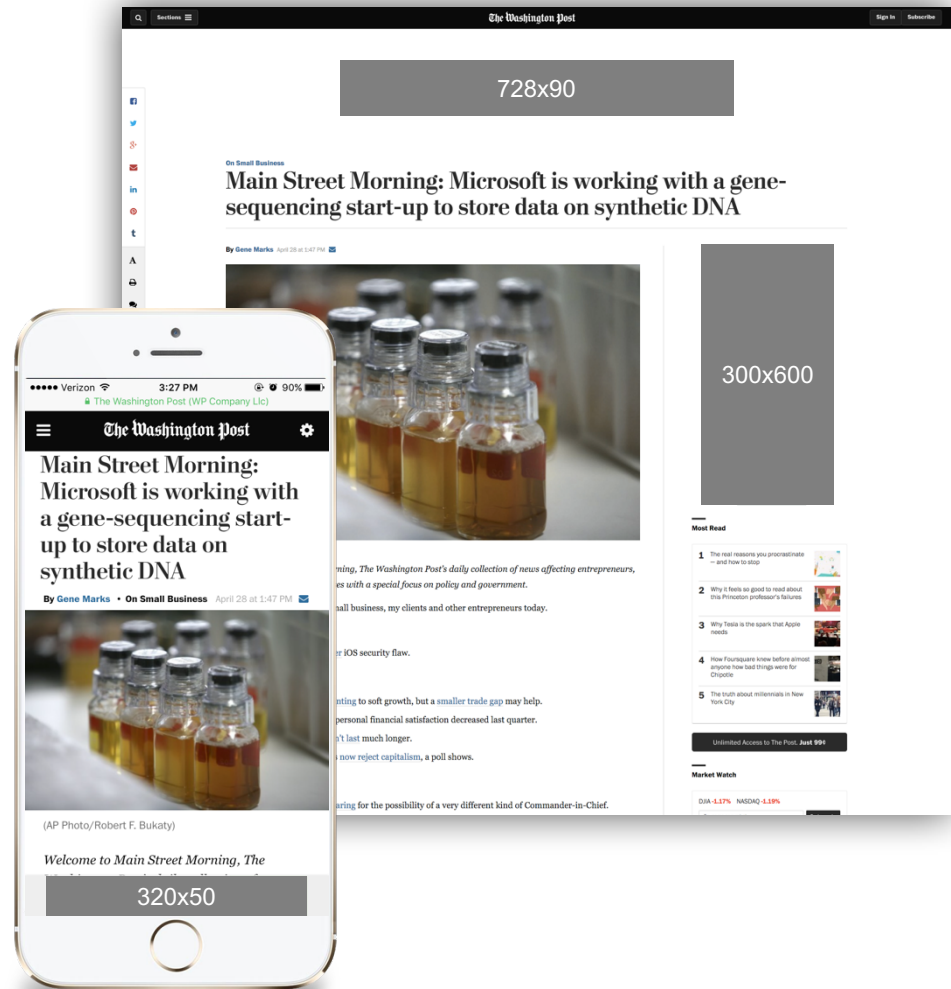
## The key to reaching the Esso's target audience

Esso will utilize cross-platform placements, targeting the following segments via WP's third party and registration data:

- Small Business Owners
- Small Business
- Company Size 1-99
- On Small Business Section
- Small Business Enthusiasts

### Esso Benefit:

Esso will ensure reach to their target audience, in relevant editorial environments, increasing awareness of Formula 1 Racing.



# Washington Post Video

## Trusted video content on Washingtonpost.com & beyond

The Washington Post Video Network extends The Post's award-winning video content to a larger audience across the web, which allows Esso to be everywhere readers are consuming our news.

Taking advantage of The Post's robust distribution strategy, the network delivers Esso pre-roll in front of video content on washingtonpost.com and on brand-safe partner sites, providing broad reach to key audiences. This includes large portals like MSN and AOL, as well as many niche publications like Road and Track, Economy Watch, Martha Stewart, PC Mag, Computer World, and Seventeen.

### Advertising Opportunities:

- **Assets:** :15 or :30 second pre-roll
- **Geo-targeting:** US-Only available
- **Content Targeting:** Executive News or Arts, Living & Culture Content Groups available



# Instant mSocial Bundle

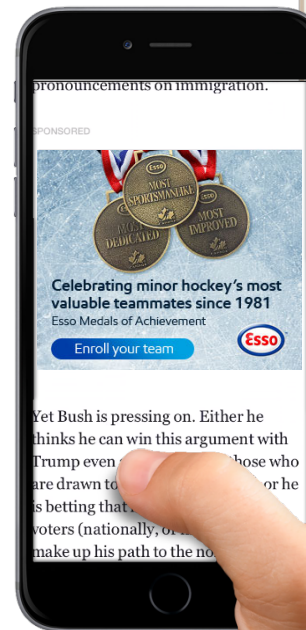
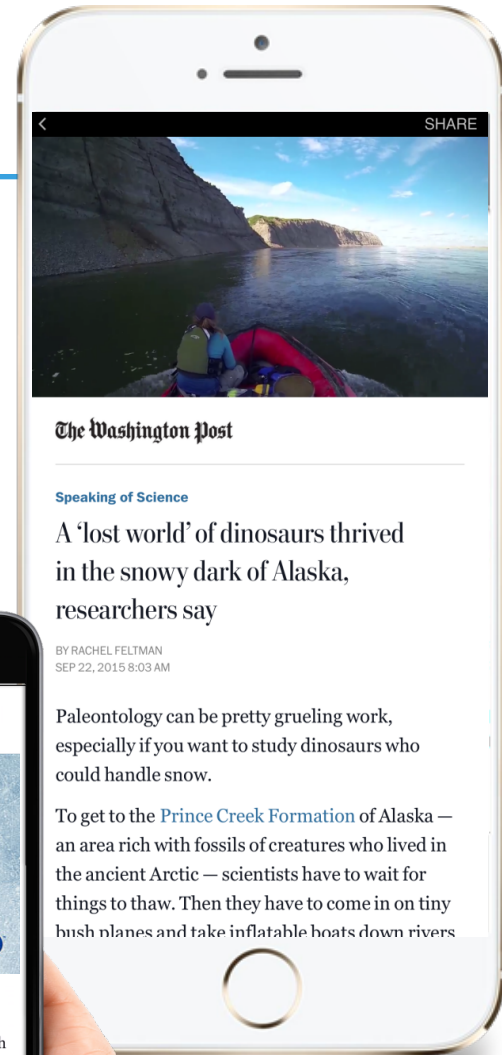
## Featuring Facebook Instant Articles

Washington Post content is shared on Facebook almost every second,\* and now Esso has an easy turnkey solution that leverages the reach and engagement of our growing social audience across mobile.

**IT'S SOCIAL.** The new Instant mSocial Bundle features rotations through Facebook Instant Articles. As one of the first partners to run 100% of its stories on the new social platform, loyal and new audiences now have the ability to discover our trusted, quality articles, video, photos and graphics with lightning fast load times.

**IT'S SIMPLE.** With just one turnkey package, Esso can reach engaged audiences across Facebook, mobile web and Rainbow web.

**IT'S SCALE.** Leveraging the extraordinary growth of The Washington Post's mobile and social audiences, Esso will have the opportunity to reach millions of on-the-go users in this one turnkey package.



# WP+ Audience Extension

## Delivering the same quality audience with greater reach

- Beyond washingtonpost.com, Esso will employ the technology of WP+ to reach business fleet decision makers as they travel across the web.
- WP+ is a vehicle for Esso to target audiences with efficiency and scale, utilizing our toolbox of targeting capabilities:
  - **Search:** Target audiences by creating a keyword list or identifying and following readers of endemic sites
  - **Behavioral:** Utilize Clavis or connect with users by following readers of specific WP.com topics as they travel to other sites.
  - **In-Market:** Reach consumers in the market for specific products by uniquely identifying purchase intent and behavior.



# Thank **You**

Tyrin Bunting-Gray  
+44-203-588-4582

Tyrin.Bunting-Gray@washpost.com

▶ **The Washington Post**