

ExxonMobil

WP BrandStudio will create a multimedia custom content program that positions Exxon as a foremost innovator in tech and energy for The Post's influential readership

HIDDEN ENERGY

Concept

From human movement-absorbing dancefloors and sidewalks that power cellphones to coffee grounds that keep the house warm, innovative technology changes the way we think about power and uncovers exciting ways we can tap into previously “hidden” sources of energy.

While many know ExxonMobil as a traditional oil and gas company, fewer are aware of its role in transforming energy and conserving its resources—and the work their dedicated teams of chemists, geologists and engineers are doing to pioneer innovation and unlock energy potential.

In this engaging multimedia program, we'll show how these innovations in energy technology are helping us find “hidden energy,” from improvements in new forms of power to advanced fuel efficiencies created by better tires, plastics and lubricants for automotives.

Execution

To tell Exxon's story in a way that commands audience engagement, we'll create an immersive 360° video environment that recreates the experience and elements of a typical car drive, from road to tires to engine to body. Readers can navigate through the environment at will, using their cursors to zoom in on these elements and view pop-up content, such as interesting facts, videos and audio snippets, that explain the science behind the efficiencies that Exxon has found in each of these areas. Examples include: “green” motor oil (which “finds” energy in a 4% increase in fuel efficiency) and advanced plastics (which “find” energy in a 7% improvement in fuel economy).

The 360° video will be surrounded by contextual content that could include rich-media articles with graphics and data visualizations as well as interactive infographics and quizzes that illustrate the the effect of Exxon's advanced technologies on our lives today.