

SEQUEL

# Brand Strategy

(Workbook, tab 4)

PREPARED FOR SAP RFP: CHEVRON WORK EXAMPLE



# Codifying Messaging, Inspiring Action

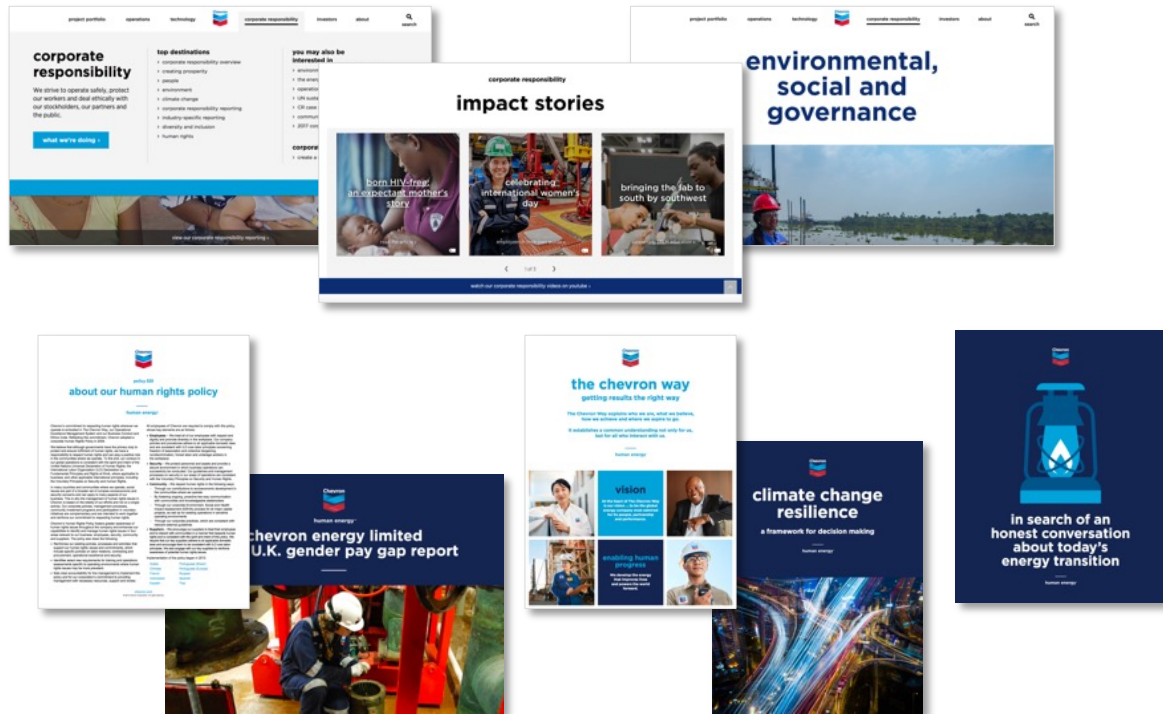
CHEVRON CASE STUDY

How do you connect brand and business imperatives to an organization's sustainability efforts?

Establish a compelling theme that succinctly captures the company's philosophy and priorities.

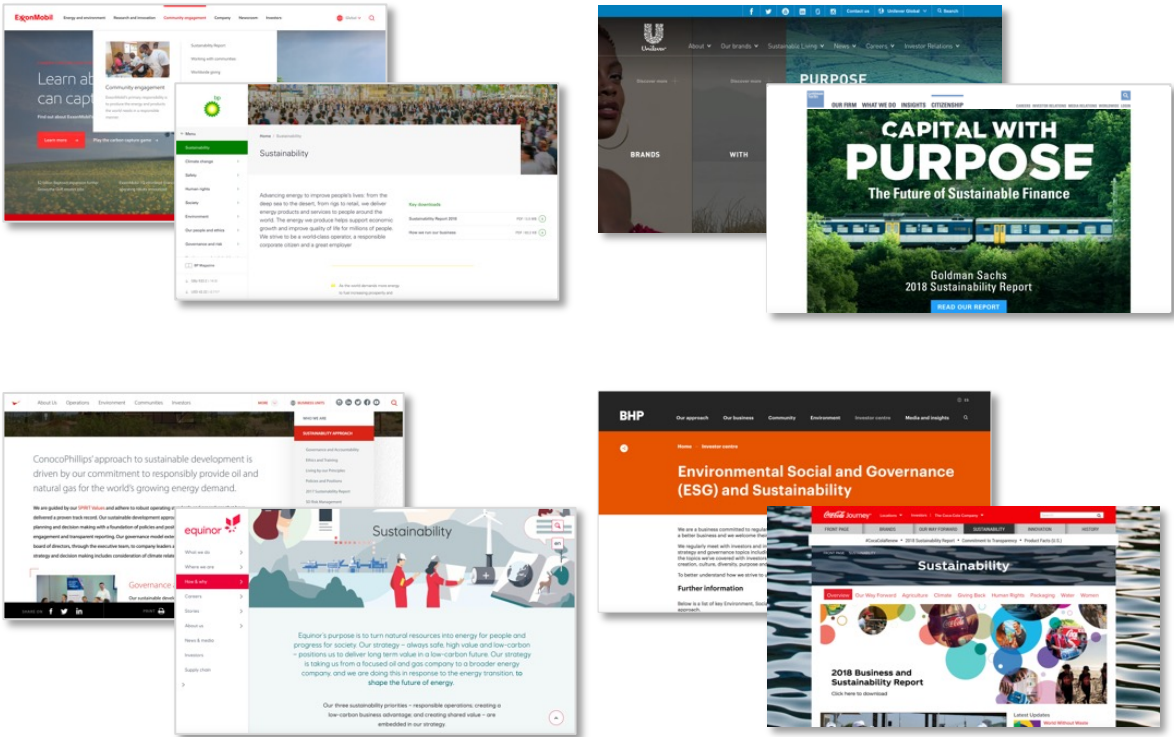
We began by reviewing all applicable communications currently in use that shaped perceptions of Chevron and its ESG efforts.

Chevron's story was told in many ways across many channels — there was a clear opportunity to bring clarity and focus to its CR/ESG efforts.



After assessing the ESG messaging approaches of eight other companies we identified opportunities for Chevron to stand apart.

An engaging and authentic story would help differentiate Chevron from its competitors and provide an opportunity to guide the public conversation.



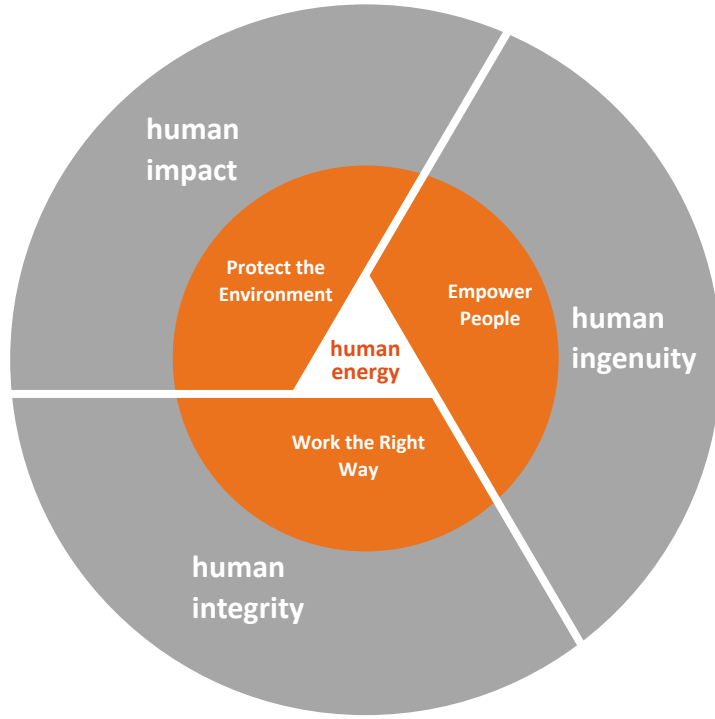
After synthesizing and sharing our findings, we articulated a “big idea” sustainability story through the lens of human progress.

The final theme presents a unique promise to core audiences and serves as a unifying, rallying, “reason-for-being” for Chevron’s ESG efforts.

## human energy

As a business, and as people, we are a vital force in every corner of the globe. We enable human progress, while protecting the earth, empowering people, and working the right way — moving us all toward a brighter future.

Based on the strategic theme, we created a framework for defining the imperatives for Chevron's unique ESG commitments.



- Creates strong connection to brand campaign
- Ingenuity and Integrity are concepts called out in the existing Brand Narrative — Environmental, Social, and Governance are represented in an ownable way
- Incorporates active language that leads into a discussion about what Chevron is doing within the context of ESG
- Clearly ties to the categories of Environmental, Social and Governance, mirroring an accepted standard and the current CR report



Supporting messages were then articulated to guide ESG communications going forward.

**the human energy company®**

**protecting the environment**



In striving to deliver affordable, reliable and ever-cleaner energy, we tirelessly seek ways to make a positive impact on the environments in which we operate. Climate change requires new, more diverse and more efficient solutions — and we are committed to meeting the world’s energy needs while respecting the planet.

**empowering people**



True progress is fueled by human ingenuity. We are equipping our diverse workforce with the skills to solve the world’s biggest challenges. Our people’s health and safety are paramount, as is the prosperity and development of the communities in which we work and live.

**getting results the right way**



Responsibility, trust and integrity guide our actions and shape our operations, and we hold our partners to the same standard. By getting results safely and reliably, we are honoring our commitments and laying the foundation for our collective future.

Core messages present Chevron’s philosophy and priorities as they relate to ESG efforts. These support the overarching ESG platform and serve as the content drivers to be carried across all future communications.

We developed all content for the Sustainability section of Chevron.com and defined the story and structure for all future ESG communications.

