

# **AFPM COMMUNICATIONS UPDATE**

**CHANGE THE NARRATIVE &  
WE MAKE PROGRESS 2019**

# CHANGE THE NARRATIVE



IMAGINE  
THAT



EMPOWER



NEWSROOM



GROUND  
GAME

## METRICS



Periodic and  
Baseline Analytics



Engagement  
Rates



Workforce  
Participation



Political  
Successes



# **AFPM EMPOWER**

**HARNESSING THE POWER  
OF OUR WORKFORCE**

# 2019 PLAN



New content



Continued outreach to companies & facilities

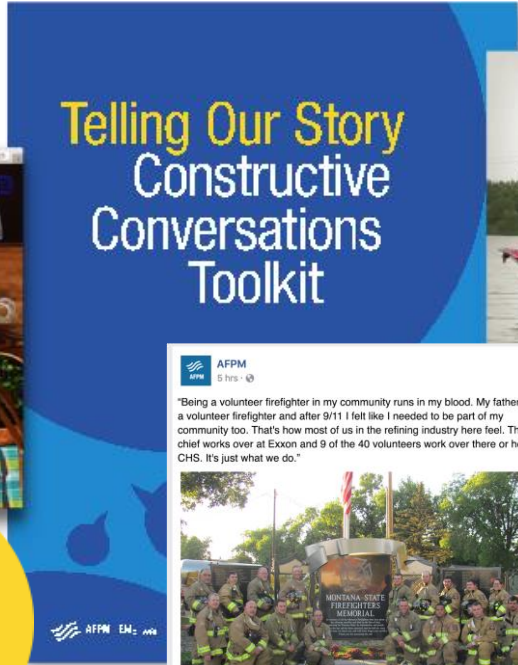
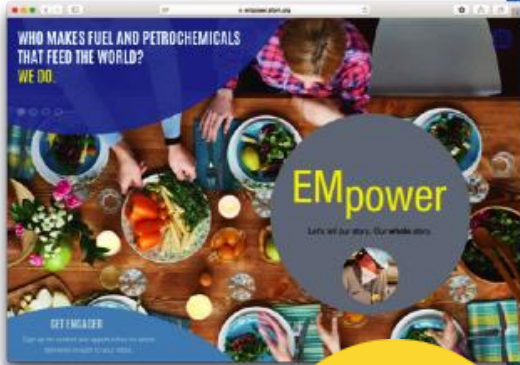


Increased engagement with industry employees



Updated workshop offerings

# EMPLOYEE DRIVEN CONTENT

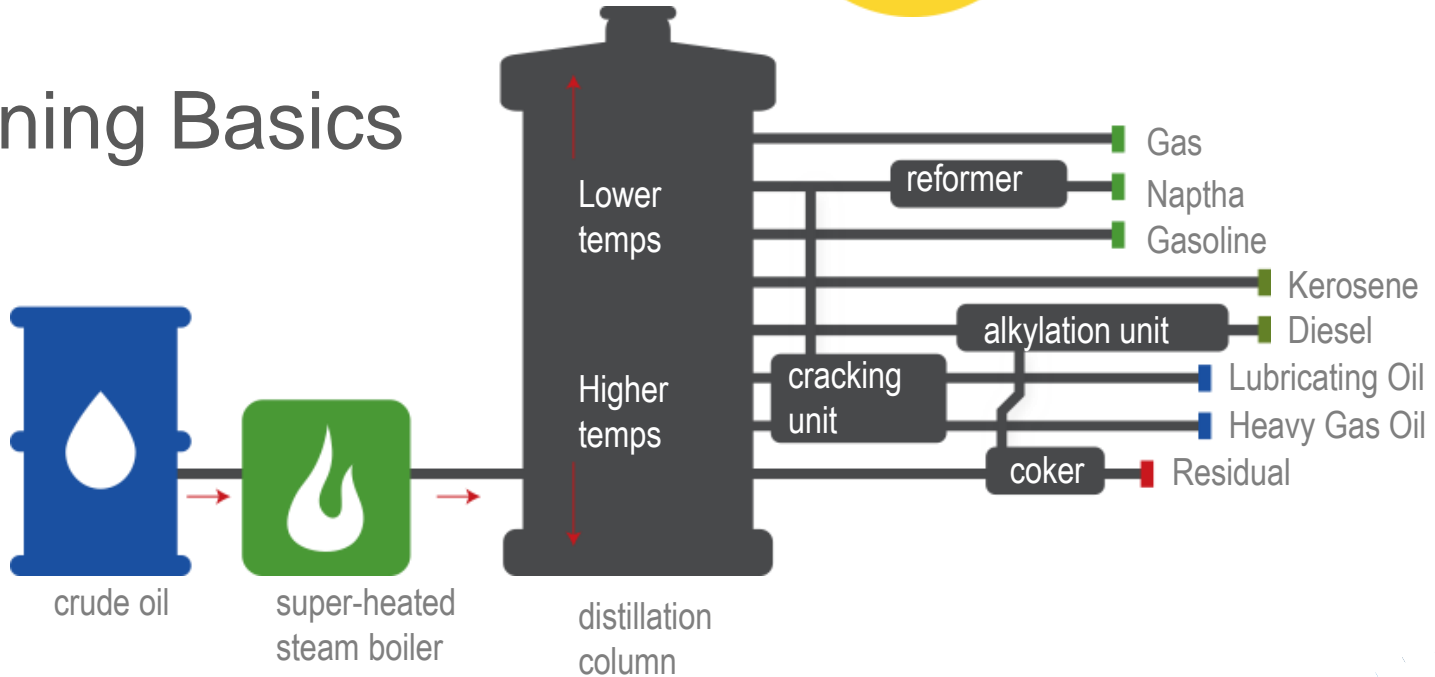




# COMMUNITY TOOLKIT



## Refining Basics







# WORKSHOPS

## Lunch and Learn

**TIME:** 1-hour

**AUDIENCE:** All industry employees

**PURPOSE:** Introduction to the EMpower program

### AGENDA

- WHY we need to change the narrative
- HOW industry employees can play a role
- WHAT resources are available



## Fueling a New Narrative

**TIME:** 3-hours

**AUDIENCE:** Employees interested in becoming ambassadors for the industry

**PURPOSE:** How to have constructive conversations about our industry

### AGENDA

- WHAT we are doing to change the narrative
- HOW to talk about industry issues
- HOW to have difficult conversations

# CONTINUOUS IMPROVEMENT

Update to 2017 Survey  
Online Survey  
Focus Groups  
Key Questions TBD



**IMAGINE  
THAT**

**ABOVE & BEYOND THE BENCHMARKS**

# CORE IDEA

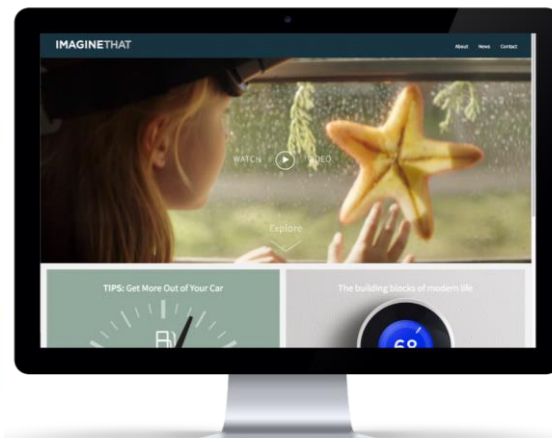
**IF YOU CAN IMAGINE IT, FUELS AND PETROCHEMICALS ARE PART OF IT.**

Getting healthcare to people who need it.

ImagineThat.org

Imagine ultra-light cars with more get up and go.

ImagineThat.org



Making 28,000 life-saving transplants possible every year. Imagine that.

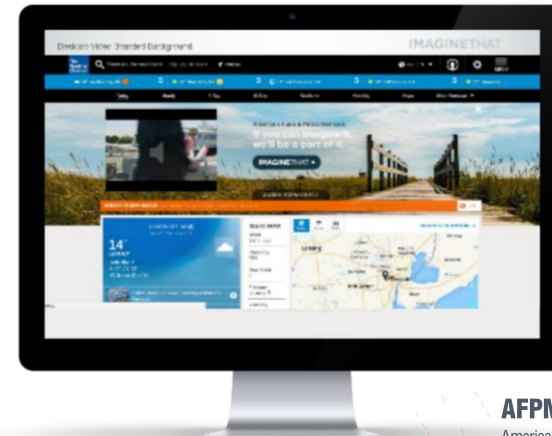
ImagineThat.org

Fueling faster and fresher farm-to-table.

ImagineThat.org

Just about every day, half of America's future rides the bus to school.

ImagineThat.org









# WHAT WE LEARNED IN 2018

- There is a persuadable middle and they can be moved (+10% increase in favorable perceptions)
- Effective messaging, over time and with enough weight, will drive results (+48% increase after viewing :90 multi-use case “master” video.)
- With media fragmentation growing, winning hearts and minds starts with capturing attention
- Epic + emotional + fascinating content = maximum impact



# LOOKING AHEAD: 2019 OBJECTIVES

-  **More** – impact from each program component
-  **More** – storytelling via multi-use-case messaging
-  **More** – engagement via stronger emotional resonance
-  **More** – connections with tomorrow's voters
-  **More** – demonstrable results that prove value for AFPM members
-  **Identify/Test** – efficacy of new policy proposals (e.g., GND) on the persuadable middle





# HOW WE GET THERE

**Build on success** — add new winners to what’s already working

- Add more emotional impact and “gee whiz” to get attention
- Make it more share-worthy

**Optimize impact** — leverage value of multiple use cases

- New channels and tactics that aim to replicate research results
- Add streaming video and new social content to mix

**Extend our reach** — to get more from core audience

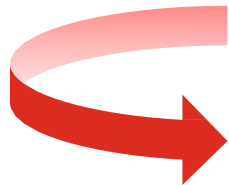
- Reach more of existing audience through new channels
- Begin conversation with younger audience (Gen Z + Parents)



# STRATEGIC EVOLUTION

## BROAD MESSAGING

Fuels and petrochemicals are critical to **me** today and tomorrow

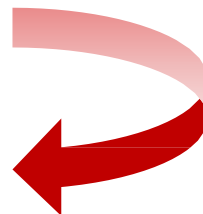


Fuels and petrochemicals as essential part of the solution



## GEN Z/ YOUTH

Fuels and petrochemicals are critical to the future you will create





# NEW ELEMENTS

- Revised Anthem Video
- New and Revised Executions
- New Formats
- New Tactics



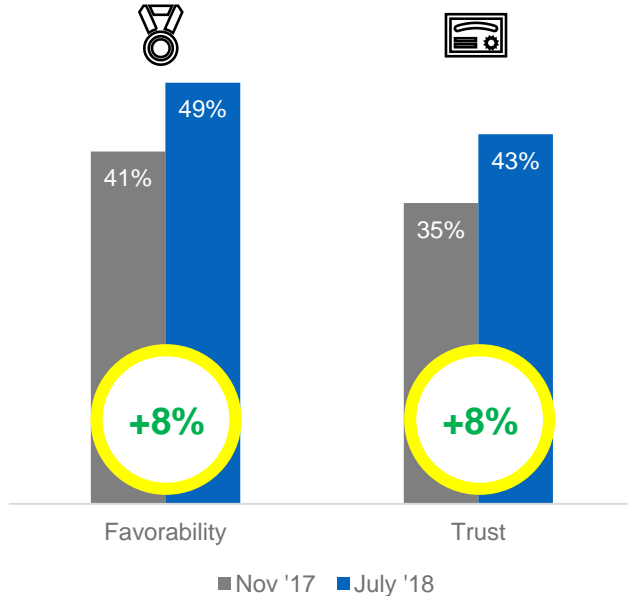


# **WE MAKE PROGRESS**

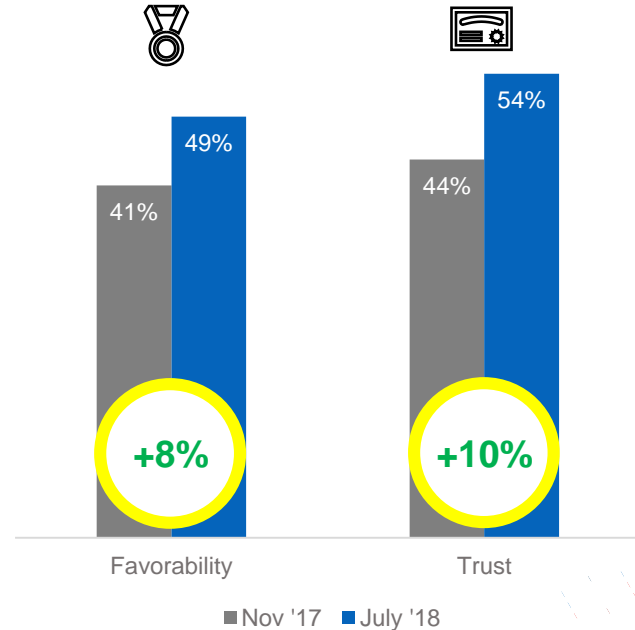
**INCREASING AWARENESS, TRUST &  
FAVORABILITY OF AFPM & OUR  
INDUSTRIES INSIDE THE BELTWAY**

# 2018: SIGNIFICANT REPUTATIONAL LIFT FOR INDUSTRIES AND AFPM

## Changes in perceptions of the FUEL AND PETROCHEMICAL INDUSTRIES



## Changes in perceptions of AFPM



# NEW CONCEPTS

**WE MAKE  
THE ETHYLENE,  
THAT MAKES  
THE CELLS,  
THAT POWER  
PEOPLE BEYOND  
THE GRID.**

 **AFPM**  
American  
Fuel & Petrochemical  
Manufacturers  
We Make Progress



**WE MAKE THE  
MARINE FUEL,  
THAT POWERS  
THE CARGO SHIPS,  
THAT PROPEL  
GLOBAL TRADE  
AND A CLEANER  
GLOBE.**

 **AFPM**  
American  
Fuel & Petrochemical  
Manufacturers  
We Make Progress



**WE MAKE  
THE PROPYLENE,  
THAT MAKES  
BACTERIA-RESISTANT  
DEVICES, THAT  
MAY MAKE THIS  
THE WORST THING  
YOU'LL PICK UP  
IN THE HOSPITAL.**

 **AFPM**  
American  
Fuel & Petrochemical  
Manufacturers  
We Make Progress



# NEW CONCEPTS

**WE MAKE THE BUTADIENE FOR A.B.S. PLASTICS, THAT MAKE THE INDOOR FARMS, THAT FEED A GROWING WORLD.**



**AFPM**  
American Fuel & Petrochemical Manufacturers  
We Make Progress

**WE MAKE THE JET FUEL, THAT POWERS THE BIGGER PLANES, THAT MAKE A SMALLER IMPACT.**



**AFPM**  
American Fuel & Petrochemical Manufacturers  
We Make Progress

**WE MAKE THE TOLUENE, THAT MAKES THE SPANDEX, THAT MAKES THE JEANS THAT FLEX WITH YOU.**



**AFPM**  
American Fuel & Petrochemical Manufacturers  
We Make Progress

# NEW EXECUTIONS: NATIVE

Q
Sections
Politics
Opinions
Sports
Local
National
World
Business
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## The Washington Post

January 23, 2019

Democracy Dies in Darkness

Edition: U.S. & World | Regional

In the News Nurse's arrest Nick Sandmann MAGA video Catholic-Native history Border security Hacked Nest Sheriff writes Gigi Wu Conan O'Brien

Government Shutdown  
32d 14h 15m 38s

### House Democrats to offer Trump more border security money — but no wall

The proposal was not final — and contingent on President Trump first opening the government — but aides said the offer from Democrats could be higher than the amounts the party has supported in the past, which have ranged from \$1.3 billion to \$1.6 billion.

By Erica Werner, John Wagner and Mike DeBonis  
• 1 hour ago

- **Furloughed federal workers stage sit-in outside senators' offices**



Opposition leader Juan Guaidó, right, declared himself Venezuela's president. (Carlos Garcia Rawlins/Reuters)

### U.S. recognizes Venezuelan opposition leader as interim president, fueling uprising aimed at Maduro

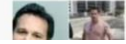
#### Morning Mix



(Owen Humphreys)

### Officials in anti-vaccination 'hotspot' near Portland declare an emergency over measles outbreak

By Isaac Stanley-Becker



### 'A gun was pulled out on a kid': Florida man could face

# NEW EXECUTIONS: VIDEO





# NEW EXECUTIONS: RADIO

**wtop** | 103.5 FM  
WTOP.COM

