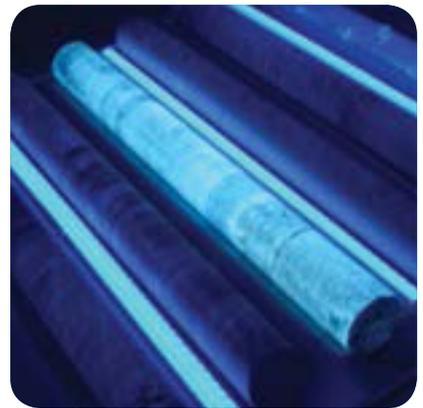
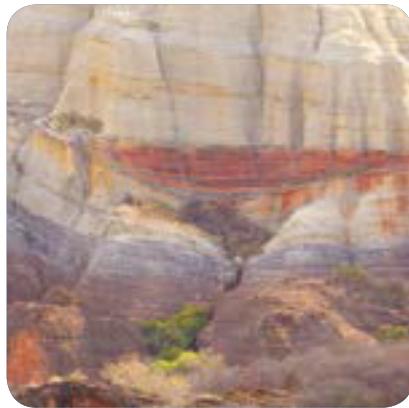


RPS

Communications group

Making the complex clear across all media



What we offer our clients

Inside knowledge of the energy sector, plus expertise in film, animation, design, the written word and digital content result in communications that help businesses to succeed: by informing, educating and inspiring those involved in, and affected by, the oil and gas industry and the energy sector at large.

We produce content-rich materials that clearly articulate your message in a format that brings the most success to your business. Our strength lies in the ability to understand and interpret complex subjects and present them in a clear and concise way.

Our clients include NOCs, IOCs, service and technology companies, government institutions, as well as companies across the broader energy sector. Oil and gas are at the core of our business and we also work in low carbon and renewable energy.

Energy communications are unique in that they always deal with complex and technical topics, yet have to be understood by people across a wide range of cultures and disciplines.

Technology is becoming ever more complex and operations take place in ever more challenging conditions, both environmentally and politically.

Communities need to be engaged positively to enable operations to proceed in harmony with all concerned. Whether the communication demand is to obtain investment or licence to operate, win a bid, demonstrate an innovative technology or safeguard the workforce, it is never easy to get the right message across.

If that does not present enough of a challenge, there is a further issue to contend with: the energy industry, particularly the oil and gas sector, gets a bad press. The evidence is all around us: opposition to oil and gas exploration in new regions like the Arctic, public concerns and controversies impacting on shale gas and other unconventional developments, public confusion over the timescale of developments, and the continuing misunderstanding around the financial and political risks involved.

Responsible energy companies may have the technology, expertise and experience to undertake such ambitious projects but, increasingly, their progress is being hindered. In the current world of social media and instant comment, opinions - often amplified by organised campaign groups - are drowning out rational, fact-based debate and decision-making.

Now, more than ever, there is a requirement for our industry to inform, educate and inspire through effective communication across the wide range of media available today. By sharing best practice and showcasing the best new technologies, whilst also engaging with the wider public, we can demonstrate that this is an exciting and productive time for the energy industry.

How we add value to your business across the value chain

“If you can’t explain it simply, you don’t understand it well enough.”

Albert Einstein

New Ventures and Investment	Access to new acreage	Community engagement	Exploration, appraisal and development	Recruitment and retention	Safety and environment	Corporate social responsibility	Projects	Production	Remediation
Promote new ventures to investors and partners	Convince ministries and NOCs that you are the ideal company to operate on their acreage	Build positive links with communities where you intend to explore Explain your activities and the benefits they bring	Ensure that your team are using the latest and most effective techniques Promote your new technology to clients	Attract, retain and train the best professionals	Optimise performance at all stages of E&P Convey best practice	Maintain community links and show the world the real relationships - CSR in action	Ensure lessons learned are passed on and success is celebrated	Keep the team aware of latest techniques and pass on lessons learned to maximise recovery	Promote and document good practice

Clarity is our number one priority: we deliver your message with precision as well as integrity and, no matter how complex the issue, the result is accessible, memorable and, above all, clear. The ability to do this stems from our interest in understanding what you do and therefore what you need to say.

The basis for this understanding is that we value the importance of good science and technology for the success of our industry and we learn quickly.

The team is led by technical people - backed up by 60 communication associates - who can call on the vast expertise of RPS Energy. When we work on your projects the right specialists are chosen from our team, ensuring that your communication is developed by those with the most understanding of your business, your industry and your people.

We take full ownership of your project, from concept, through information gathering, to final production. We often act to align the expectations of technical teams with the requirements and capabilities of communication departments, supporting both for the duration of the project. Our experience and understanding of exploration and production and the energy industry in general, minimises the time that your specialists must invest in communication.

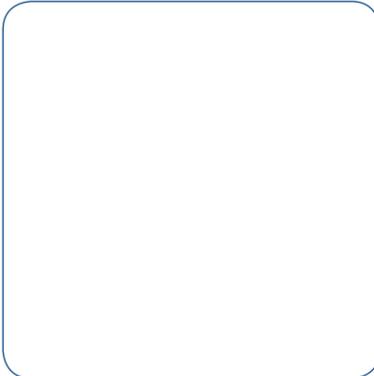
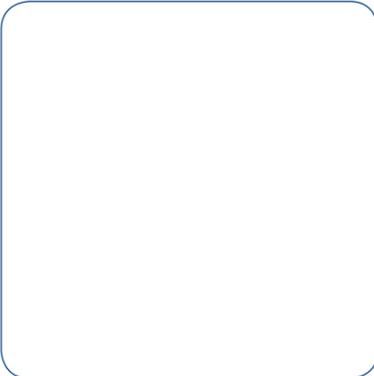
The RPS Energy communications group helps energy businesses to secure investment, win bids, keep their workers safe, train employees, advise governments and present the most complex technologies and services in a visually clear and memorable way.

Central to our capabilities are:

- Communication planning and advisory services
- Film production
- 2D and 3D computer animations and modelling

- Print media such as books, brochures and posters
- Technical and promotional copywriting
- Technical presentations
- E-learning course development, scripting and production
- Illustrations and technical drawings
- Digital media production
- Media training
- Foreign language versioning across all media.

Prior to becoming part of RPS Energy in 2014, the RPS Energy communications group operated for 28 years as ON Communication, a multi-disciplinary communications agency based in Oxford, UK. ON Communication made its name both in the production of flagship television documentaries for the BBC, Channel 4 and PBS, and the delivery of strategic and specialist communication services to the energy, environment and natural resources sectors.



The communications group in action

Safety

As the priority of every good business is to keep their workforce safe and earn their licence to operate, regular, consistent and clear messages on safety are paramount. Our contributions to safety campaigns worldwide, across a diverse range of media and in many languages, have helped to save lives. Whether you require a complete safety campaign, a series of training films, digital employee assessment, e-learning courses or just illustrated posters across your operations, clear communications help to keep your greatest asset safe.

Safety case study

Improving safety performance across E&P.

Our challenge was to improve the safety performance of a multinational organisation, helping around 60,000 employees and contractors to learn the lessons from previous incidents and change their behaviour with regard to key aspects of safety at work.

The four-year campaign was structured to improve the company's safety performance in three key areas: lifting, driving and energy isolation. A strong creative execution was applied across nine films, a series of ten posters and newsletters plus three brochures. Versions were produced in English, French, Norwegian, Dutch, Portuguese, Arabic and Latin American Spanish.



Interviewing colleagues of a production technician killed in a driving incident.

Promotion

We produce technical content with a light marketing touch, when appropriate, that demonstrates the benefits and features of your technologies and services. Through the use of films, animations and brochures written by industry specialists, we have helped some of the best science and technology companies demonstrate just how ingenious and advanced they are.

Promoting technology case study

Introducing dual sensor towed streamer seismic technology. This innovative technology presented a challenge that is common in the industry today.

The science underpinning the technology, and the industry problem it so effectively addressed, made it difficult to promote effectively, in a way that could be widely understood, especially by decision-makers without a specialist technical background.

The solution was to use animation to introduce the main problem facing the industry, before demonstrating how the technology overcomes it. Scientists who developed the system and customers who had experienced success with the new technology were interviewed, and their enthusiasm and praise for this groundbreaking product were used in the production of a documentary film.



Combining animation with film to produce an analogy that illustrates the loss of frequency caused by surface ghosting in marine seismic.

Reputation building

To maintain world-class performance, businesses must document and share best practice worldwide, and align multiple heritages and cultures with a single corporate vision. We have produced documentaries, film series and publications, as well as 2D and 3D animations to reach far flung corners of the globe.

When you need to recruit the best, nurture and train the brightest, plus motivate by rewarding excellence, we can develop your message and, when you want to demonstrate leadership, we can help.

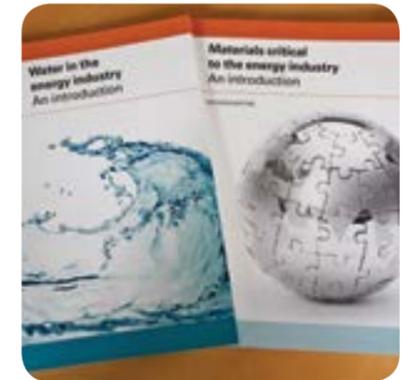
Reputation building case study

BP recognised concerns about global resources being able to support the world's growing population and, to meet those concerns, actions must be prioritised

and finite financial and physical assets assigned in a planned manner:

Prioritisation needs understanding, and understanding has to be based on facts. BP's aim is to gather facts by commissioning research in leading universities and organise their findings in ways that can be accessed readily by policy makers, including the production of a book series.

The publishing challenge behind the books started with the assembly of a large volume of complex research data. Next, came the task of structuring the information in a way that had never been tackled before. The communication team wrote the Materials book, co-wrote the Water book, plus edited, illustrated and fully project-managed both publications.



See link <http://www.bp.com/en/global/corporate/sustainability/the-energy-future/meeting-the-energy-challenge/energy-sustainability-challenge.html>

Investor relations and public engagement

When companies demonstrate that they have kept their corporate social responsibility promises and shown how they have helped improve lives, it always results in better business. We have helped companies to secure investment and present novel concepts to government officials, influencers and decision-makers through thoughtful and informative promotional documentation and film.

If communicating to those in the wider community is essential to your business success, we can help you deliver your message in the most compelling way.

Public engagement case study

The brief was to produce a brochure to increase public awareness of a key factor in addressing climate change - that of carbon capture and storage. The result is a visual and distinctive brochure that uses a metre long concertina fold brochure that uniquely allows the true scale of CO₂ burial depths to be depicted.



Creative People

MAKING A DIFFERENCE

RPS Energy

RPS Energy helps its clients develop natural energy resources across the asset life cycle. We combine our technical skills with an in-depth knowledge of environmental and health and safety issues to provide world-class support for projects. This independent, flexible support has been used by clients in their operations all over the world, for many years, to help them achieve their project goals.

RPS Energy is part of RPS Group plc, a global consultancy organisation employing over 5,000 professionals with a unique blend of skills and experience. RPS has a reputation for bringing the best in industry experience and expertise to successfully meet the challenges posed by large multi-disciplinary projects and for providing reliable and practical advice to clients in all sectors of the economy. We conduct business in an open and fair manner, contributing to society in a positive way.

To request more information or to discuss how to present any aspect of your company, call the RPS Energy communications group:

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