

PR Analysis of British Petroleum



Seminar paper from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 73, University of Hertfordshire (Business School), course: MA Marketing, language: English, abstract: British Petroleum is an international energy provider with a large degree of focus on both upstream and downstream oil assets and operations as well as continued diversification into alternative energy sources. It has a market capitalization of ?117,929 million as at the close of business 29th March 2010. The Beyond Petroleum campaign stemmed from late nineties and early noughties merger (Amoco) and acquisition (the Atlantic Richfield Corporation and Burmah Castrol) activity. BP approached Ogilvy PR with a brief to Position BP as a new type of global energy company that confronts such difficult issues as the conflict between energy and environmental needs and takes actions beyond what is expected of an oil company. (Ogilvy, 2010 & Leopard, 2010) This green-washing campaign went on to win two PRWeek Campaign of the Year awards in 2001, however in the same breath it did draw public criticisms from environmentally focused organizations citing a cynicism within BP. Beyond Petroleum was a campaign that had twofold objectives looking to both demonstrate that BP were an industry leader with a unique position as a green and socially conscious oil and gas company as well as uniting several recently acquired companies as well as existing employees under one unified banner.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, viraal reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home,

20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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BP Corporate Strategy Brief by Katerina Fernandes (University Keywords: British Petroleum, Crisis communication, Crisis Management, been one of the three main areas of public relations . Analysis & Discussion.

Synchronizing crisis responses after a transgression: An analysis of Social Analysis - British Petroleum - Google Sites The reason BP finds itself in a PR crisis is clear the public doesnt the companys spin and away from independent analysis elsewhere. BP

BP PR Strategy Brief - SlideShare Keywords: BP, crisis communication, message synchronicity, public relations Though valuable as an analysis of BPs early response to the crisis, it also fails to. **PR**

Analysis of British Petroleum: : Christopher Ulph PR Analysis of British Petroleum - Christopher Ulph - Term Paper - Communications - Public Relations, Advertising, Marketing, Social Media - Publish your

BP Goes For Public Relations Makeover To Get Beyond Gulf Spill A PR situational analysis and communication issue analysis of BP as of December 2011. **PR Analysis of British Petroleum by Christopher Ulph - Paperback** Click here for our full analysis of BP. Campaign history. One of the biggest embarrassments for BP from the spill was that the company ran a

BP social media Media BP Global Analysis of 1,161 BP tweets during the crisis response reflected unexpected of BPs so-called oil spill related PR blunders of the 4.9 million barrels of spilled **BP: A Textbook Example Of How Not To Handle PR : NPR** Hands on experience on real projects and learning all about the oil and gas industry, theres no better route to working with BP than working with BP. **British Petroleums Use of Image Restoration Strategy on Social**

When an oil rig exploded in the Gulf of Mexico last April, BP was woefully underprepared to handle its public relations response. It failed to **Search for Jobs at BP Careers at BP** BP Corporate Strategy Brief by Katerina Fernandes (University Assignment) - About - Environmental Analysis - Industry Analysis - Stakeholders PR Campaign Objectives

BP reputation management 35. Help to **PR Analysis of British Petroleum Publish your masters thesis** KEYWORDS: crisis, communication, public relations, strategy, social media will utilize content analysis of BPs Twitter messages (tweets) to identify the crisis. **5 Digital PR Lessons from BPs Oil Spill Response - MediaShift** Buy PR Analysis of British Petroleum by Christopher Ulph (ISBN: 9783640822508) from Amazons Book Store. Free UK delivery on eligible orders. **BP in Canada BP worldwide About BP BP Global : PR Analysis of British Petroleum (9783640822508)** by Ulph, Christopher and a great selection of similar New, Used and Collectible Books **What P.R. experts think of BPs response to the oil spill. Investors BP Global** Through our strategy we aim to create a distinctive platform for value growth over the long term. **Crisis communication failures: The BP Case Study - International** Case Study of the Deepwater Horizon Oil Spill ?This is the first analysis in the field of public relations RQ 1: How did British Petroleums image restoration. **9783640822508: PR Analysis of British Petroleum - AbeBooks** specifically Twitter, as a platform for their public relations response to and through that analysis it was determined that BP used Twitter as a **British Petroleums Crisis Communication: Case Study of the BP Global Media BP social media. Press releases Speeches Social media Reports and publications Press contacts. +About BP. +BP at a glance.**

RUNNING HEAD: BP and Twitter Institute for Public Relations Top The reason BP finds itself in a PR crisis is clear the public doesnt the companys spin and away from independent analysis elsewhere. BP **BPs Crisis Communications Strategy Is - Huffington Post** Explore Jobs at BP. Global career opportunities in Business Infrastructure, Engineering, Trading, Technology and more. Therefore, in our social analysis of BPs Corporate Social Responsibility something other than public relations and image management tools (Mobus, 2012). **Content Analysis of British Petroleum and Tokyo Electric Power** BP in Canada focuses on developing energy from Canadas oil sands, home to the third-largest crude reserves in the world. **IRGoCC Special: BPs Gulf of Mexico crisis response - TU Ilmenau** Description. Seminar paper from the year 2010 in the subject Communications - Public Relations, Advertising,

Marketing, Social Media, grade: 73, University of BPs **Reputation Repair Strategies during the Gulf Oil Spill**
Lindsay Effective PR is needed in this crisis situation because the entire Gulf of A content analysis of BPs online newsroom, conducted by Dr.

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