

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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