

Intro to Integrated Marketing

Case Study

American Institute of
Integrated Marketing

The logo for the American Institute of Integrated Marketing (AIM) is displayed. It features the letters 'A', 'I', and 'M' in a white, sans-serif font, arranged horizontally. The 'I' and 'M' are significantly taller than the 'A'. The text is centered within a dark purple square, which is itself enclosed by a light green rectangular border. This entire graphic is set against a larger, slightly offset dark purple rectangular background.

Case Study



ExxonMobil

2014-2016

Be An Engineer

Energy lives here™



Background

- Technological innovation has increasingly become a driving force in modern society, and the need for engineers – across the many specialized areas of study within the field – has never been greater
- The U.S. Department of Labor’s Bureau of Labor Statistics anticipates the demand for skilled workers of several engineering disciplines to far outpace current supply over the next several years
- Unfortunately, not enough K-12 students have expressed an active interest in engineering

Communication Challenge



- ExxonMobil recognized that the next generation of workers needs inspiration to pursue careers in engineering and launched the Be An Engineer
- The initiative highlighted the meaningful contributions that engineers make to the world, as well as provide resources to assist young people interested in pursuing the profession

Strategy



- The multifaceted initiative focused on telling the stories of engineers and revealing the human face of the people behind the products and services that touch every aspect of day-to-day life

GLOBAL BENEFITS SUCCESS
MAKING CHANGE COMMUNICATED
SEARCH ENGINE DISCOVERY
NEEDS PIONEER PROGRAM

Content Hub



BE
AN
ENGINEER

A world without engineers ▾

Why engineering ▾

Engineering in action ▾

Become an engineer ▾

ExxonMobil
Energy lives here™

Meet The Engineers

Where can an engineering degree take you? Read the stories of innovative thinkers like you.



Steve Wozniak
Co-founder of Apple



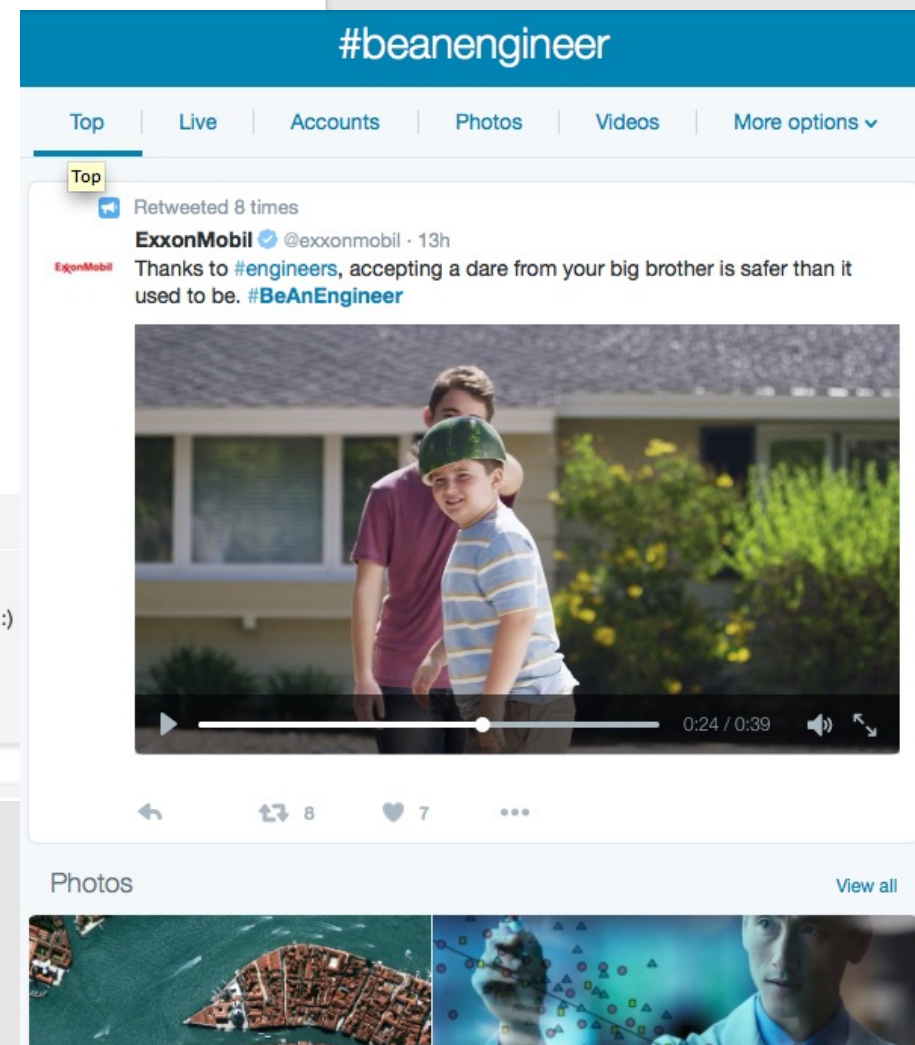
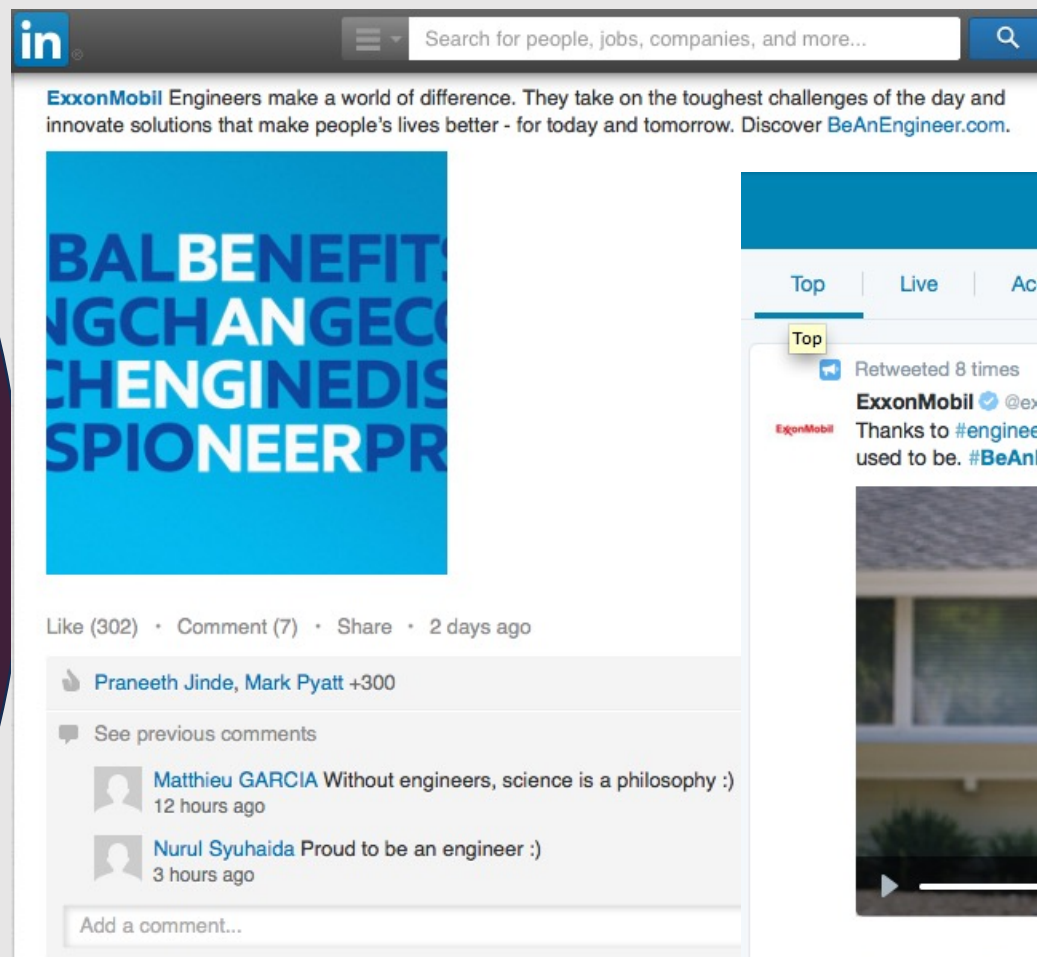
Lucie N'Guessan
Research specialist, ExxonMobil



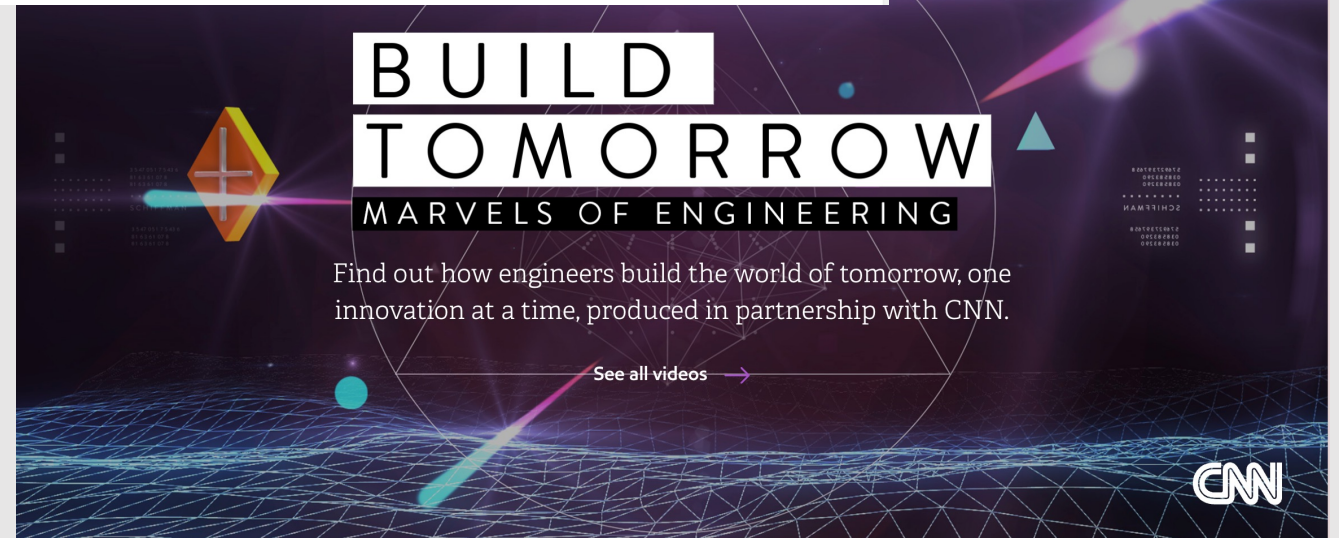
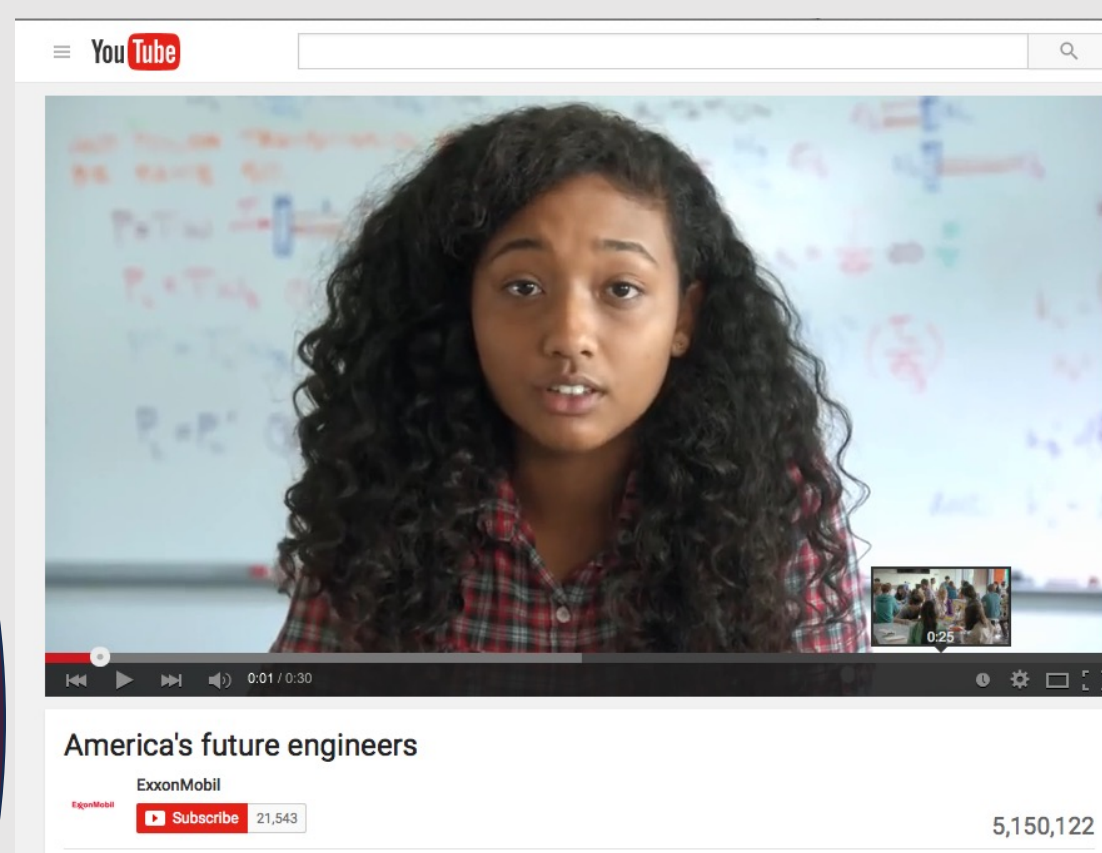
Albert Manero
Mechanical engineer University of
Central Florida



Early Buzz



Amplify Exposure



Enhance Credibility

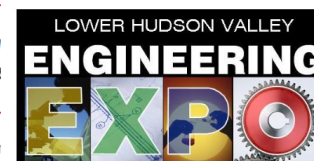


THE **BLOG**

Featuring
HuffPost's



Be An Engineer | Become a far
Engineer



Beyond Math and Bridges: Women and Engineering Creativity

Posted: 03/13/2015 1:52 pm EDT | Updated: 05/13/2015 5:59 am EDT



Results

- Objective:
1.4 million page views to BeAnEngineer.com in the first six weeks of the program
- Results:
 - 1,261,852 unique visitors and 2,417,334 total page views during that six-week period
 - 1.4 million page views achieved in the first week alone
 - Several awards
 - 5% increase in applications to select engineering programs

Coming Up

- Exercise: Dissect a Campaign

