

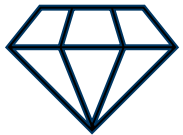


Making Energy Possible Awareness Campaign
July 2025

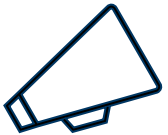
Making Energy Possible Campaign in 2023



1st awareness
campaign in the industry



Educate on energy
geoscience



Voice to the
industry workforce



Foundation and Goals

In recent years, the energy geoscience industry has faced several challenges and increased headwinds, including:

1. Persistent and ongoing opposition to the petroleum and natural gas sector, including the energy geoscience industry
2. Misinformation about the impact of the industry on the environment and communities
3. Declining workforce morale in the face of increasing attacks and opposition
4. Need to redefine the role of the energy geoscience industry as an active participant in the energy evolution
5. Current lack of awareness of energy geoscience industry drives a need to communicate and defend its value

Key Campaign Objectives

To address these challenges, we launched the **Making Energy Possible** campaign in 2023, with the two key objectives below.

1



Articulate the value proposition of the energy geoscience industry and increase awareness of its critical contributions with your most important audiences.

2



Help the broader energy community and the public connect the role of the energy geoscience industry to how they obtain their energy and better understand the industry's role in the energy evolution.

Campaign Samples

**MAKING
ACCESSIBLE
ENERGY
POSSIBLE.**

Ensuring reliable energy around the globe starts with geoscience.



ENERGEO
ALLIANCE

LEARN MORE >

**MAKING ENERGY
POSSIBLE
THROUGH
INNOVATION.**

The energy geoscience industry uses cutting-edge technology to find the world's energy.



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LEARN MORE >

**MAKING A
SUSTAINABLE
FUTURE
POSSIBLE.**

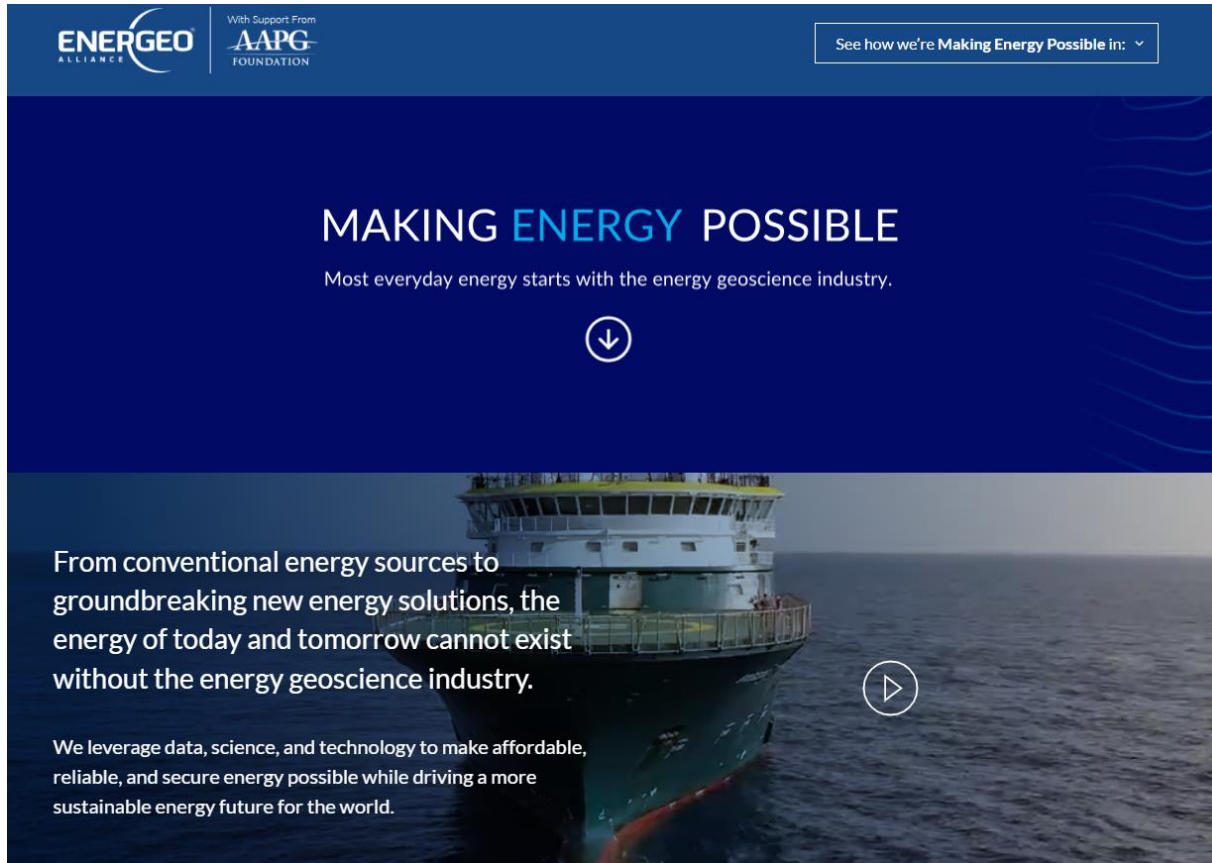
Laying the groundwork for lower-carbon energy solutions through geoscience.



ENERGEO
ALLIANCE

LEARN MORE >

Website: www.makingenergypossible.com



Dedicated website with:

- Information on geoscience contribution to energy development
- Voice of the industry people
- Long-form video
- Pages for South Africa and Brazil (added in 2024) with multi-lingual resources

35K users in 2024

Visit the website [here](http://www.makingenergypossible.com)

See the video [here](#)



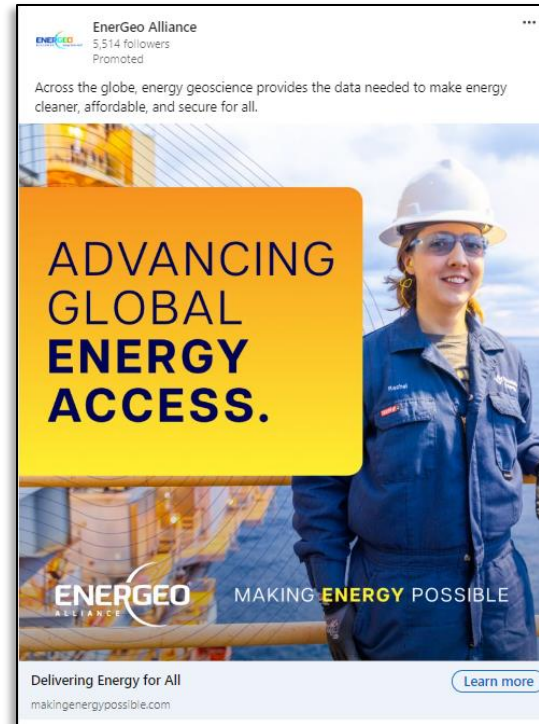
Making Energy Possible 2.0

Phase 2 -2024 Campaign Recap

Making Energy Possible: 2024 Campaign Overview

Across 2024, MEP engaged target audiences across digital tactics including LinkedIn, programmatic, and geofencing. Overall, the campaign earned over **18M+ impressions** and **27.7K+ clicks** to the MEP website from key stakeholders and policymakers in the U.S., Brazil, and Australia.

The campaign ran static, display banner, and video content across various channels.



2024 Paid Campaign: Highlights

Video performance outperformed campaign benchmarks, operating at an average **61.45% video completion rate** between tactics.

- ✓ Pre-roll video, served to Congress members across the U.S., operated at an 86% VCR (v. 55% benchmark)
- ✓ LinkedIn videos, served across all three geographies, operated at an avg. 36.85% VCR (v. 6.60% platform benchmark)

Static ads on LinkedIn, across all three regions, attributed to 7.1M+ impressions, garnering 6.5K+ clicks to the website. Static ads were most likely to encourage users to further engage with EnerGeo's profile on LinkedIn, extending reach (1,105 clicks to LinkedIn page).

Display banner ads, reaching Congress members in the U.S., drove a total 3.6M+ impressions. Targeted users resonated with our messaging, leading to **8.7K+ clicks and a high 0.24% CTR** (v. 0.08-0.10% benchmark) across 2024.

Making Energy Possible: 2024 Campaign Overview

Our campaign efforts also included **geofence campaigns** targeting those in and around key buildings of organizations and policymakers in Australia and Brazil. Geofenced display ads drove **984K+ impressions** over the year, earning **1.4K+ clicks** from our target audience.


- ✓ Top performing offices include the Brazil's Ministry of Energy and the Offices of Penny Sharpe and Tom Koustsantonis (AUS), which saw the highest impact in terms of clicks/CTR.

Additional **conference geofences** across the year drove a total **94,295 impressions** and **465 clicks** from industry leaders at and around the Rog.E Conference, Ocean Energy Conference, Clean Energy Council, and more.

INNOVATIVE GEOSCIENCE. GLOBAL IMPACT.

Solving the world's
most complex
energy challenges.

[Learn More >](#)



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MAKING **ENERGY** POSSIBLE

An advertisement for Energy Geo Alliance. The background is a bright blue sky with a large orange semi-circle on the left. A man wearing a white hard hat, safety glasses, and a high-visibility yellow and black safety vest stands on the right. In the background, there is a red structure and a drilling rig. The text 'MAKING ENERGY POSSIBLE' is at the top left. Below it, 'POWERING OUR FUTURE WITH' is in white, and 'GEOSCIENCE.' is in large yellow letters. Below that, 'Providing energy solutions for generations to come.' is in white. At the bottom left, a dark blue button says 'Learn More >'. The Energy Geo Alliance logo is at the bottom right.

MAKING **ENERGY** POSSIBLE

ENERGY ACCESS FOR ALL.

Powering communities
through geoscience.

Learn More >

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2024 Campaign Performance by Country

Platform	Impressions	Link Clicks	CTR
U.S	6,929,750	11,566	0.17%
Brazil	8,193,735	10,338	0.13%
Australia	3,163,650	5,890	0.19%
TOTAL	18,287,135	27,794	0.15%

2024 Video Performance by Tactic

Platform	Video Views	VCR	Clicks
LinkedIn (All Regions)	3,282,503	36.85%	2,138
Pre-Roll (U.S.)	584,606	86.05%	929
TOTAL	3,867,109	61.45%	3,112



Making Energy Possible 3.0

Phase 3 -2025 Introduction & Highlights

Current partners: Together, we are Making Energy Possible



Campaign Background and 2025 Objectives

We've set the stage; now, it's time to continue building awareness and support for the geoscience industry.

1. Persistent and ongoing opposition to the petroleum and natural gas sector, including the energy geoscience industry
2. Misinformation about the impact of the industry on the environment and communities
3. Declining workforce morale in the face of increasing attacks and opposition
4. Need to redefine the role of the energy geoscience industry as an active participant in the energy evolution
5. Current lack of awareness of energy geoscience industry drives a need to communicate and defend its value

To address these challenges, we launched the **Making Energy Possible** campaign in 2023, and continued our progress in 2024. Last year, we:

- **Achieved over 18M+ impressions** via social and programmatic display and video ads
- **Reached policymakers, key stakeholders, and organizations** across the U.S., Brazil, and Australia
- **Developed refreshed campaign creatives**, curated by audience
- **Geofenced** organizations and offices of policymakers in Brazil and Australia

This year, we continue to build on our initial objectives:

2025 Campaign Objectives

1



Increase awareness of the energy geoscience industry's critical global contributions among U.S., Australian, Brazilian, and South African audiences by continuing to leverage paid media to amplify the value proposition and core messages of the campaign.

2



Build a new foundation of familiarity and awareness of campaign messages amongst new audiences that will allow us to build upon year's successes with future campaign efforts.

Building on Phase II Momentum

Expanding Global Reach and Influence

Continuing our campaigns across the U.S., Australia, and Brazil to build upon our foundational awareness and reach while adding South Africa to our list creates an opportunity for established global reach.

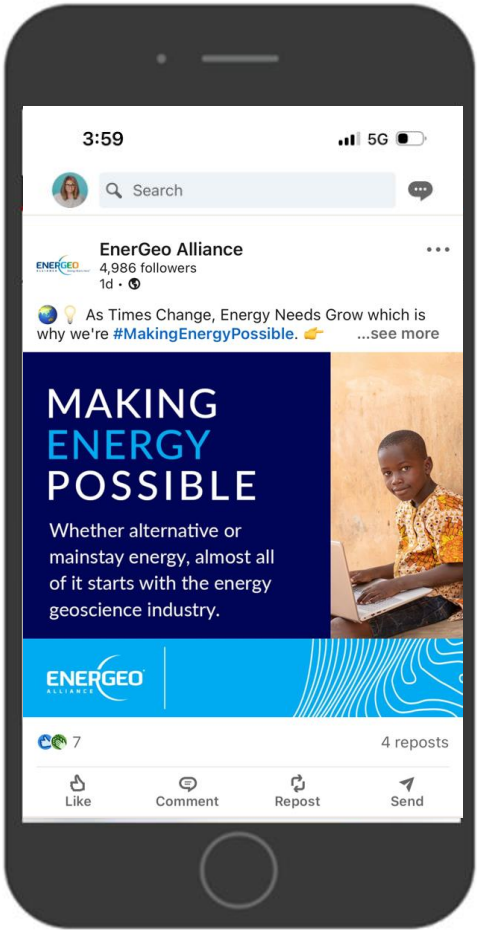
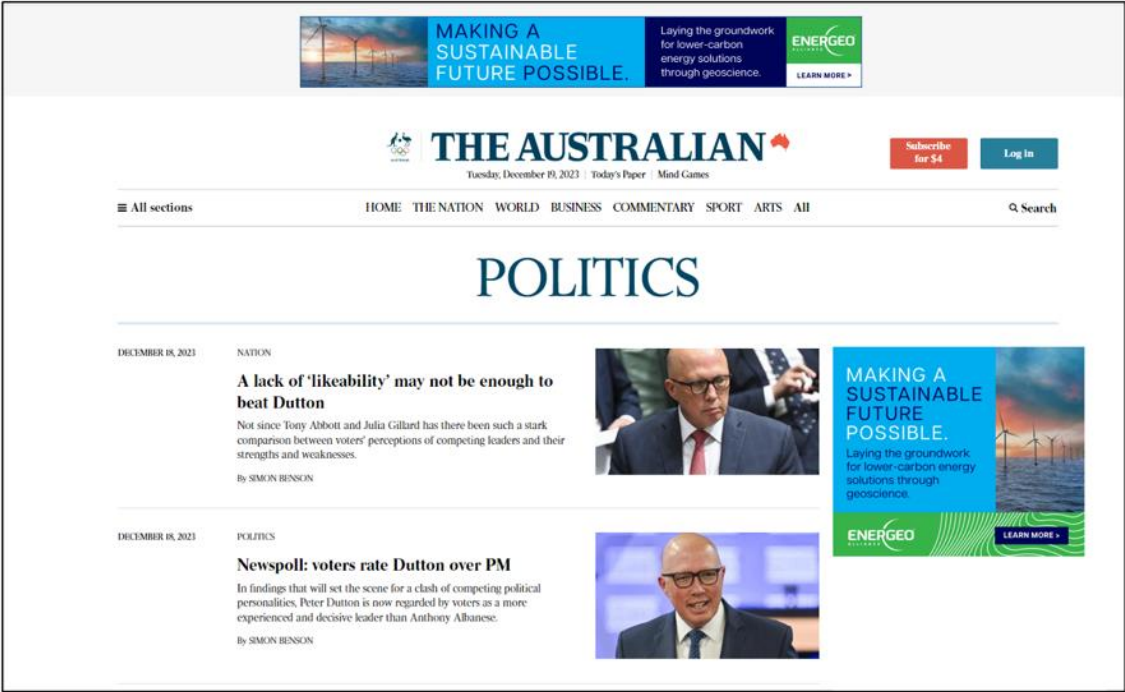
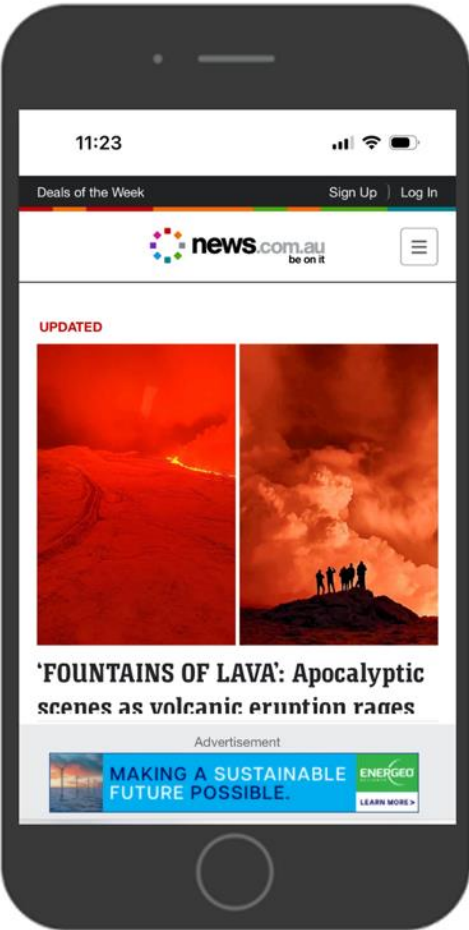
Leveraging Geofencing and Social Channels

In addition to our U.S. programmatic tactics, we will continue our LinkedIn ads in the U.S., Brazil, and Australia. To reach additional policymakers abroad, we will leverage geofencing tactics in South Africa, Brazil, and Australia to reach key offices of policy influencers and stakeholders.

Tailored Creative Assets to Foster Engagement

Continuing to refresh creative assets, tailored to our respective global audiences will ensure audience resonance, without reaching ad fatigue. New and translated video cuts, display banners, and scroller content will also help build brand resonance.

Ad Examples



Making Energy Possible Campaign

- Since 2023, we have deployed ongoing digital campaigns across key regions: U.S., Brazil, Australia, and South Africa.
- Campaigns target key stakeholders, policymakers, and third-party organizations, and consist of engaging static, video, and display banner ads deployed via geofencing, programmatic, and LinkedIn tactics.
- Overall, digital efforts have consistently surpassed goals, successfully driving awareness of EnerGeo's position as an industry leader.



Total Metrics Since 2023

