



Commitment to content energises brand awareness for Total

Sponsored Content are engaging opinion leaders worldwide with the energy brand - and its commitment to better energy

How do you make influencers and decision-makers across 13 countries aware of an energy giant's activities in Oil, Natural Gas and Solar, and its commitment to making energy better? With the help of its creative and media agencies Marcel and Vizeum, Total found the solution on LinkedIn: future-focused content that challenged perceptions of what an energy company does, reached more than 10 million professionals and resulted in significant shifts in key brand metrics.

Total In the future engineers may make it possible to carry the sun, so you're never in the dark. For now, Total is delivering safe, affordable solar lamps to 27 countries who don't have access to electricity through Awango by Total.



MAKING ENERGY BETTER

total At the village market in Kanbauk, Myanmar, a trader gives a demonstration of the "Awango by Total" solar kit. Leaving it to charge in the sunlight during the day is sufficient to provide lighting for the whole evening. Demonstration of an "Awango by..."

The Challenge:

- Build awareness and engagement for the Total brand
- Reach and engage professional audiences at scale across 13 countries and four continents
- Strengthen the perception of Total as a global integrated energy producer and provider, a leading international oil and gas company, and the world's second-ranked solar energy operator with SunPower

The Solution:

- Sponsored Content delivering Total's content in the LinkedIn feed
- Content balancing future-focused features with updates on Total's current initiatives
- Alignment with global 'Committed to Better Energy' campaign, bringing Total's global workforce of men and women to the fore

Why LinkedIn:

- Ability to target an audience of influencers and decision-makers on a global scale
- Professional context, with members open to new ideas
- Seamless integration of content within the LinkedIn feed

Results:

- The campaign reached nearly 10 million LinkedIn members
- Earned media through sharing on LinkedIn equivalent to 48% of media spend
- Benchmark-beating engagement rates of over 6%
- 7x increase in unaided brand awareness for Total
- LinkedIn campaign increased Total's Net Promoter Score by more than 36%¹

¹ Nielsen Brand Impact Study 2015

The right tone, in the right context

The Sponsored Content campaign explored different aspects of Total's commitment to natural gas and solar energy, as well as energy efficiency and access to energy. For example, in the field of solar power, Sponsored Content focused on the development of saltwater batteries to store photovoltaic energy and the use of robots to keep solar panels clean. The informative tone developed by Total and Marcel proved highly effective in the context of LinkedIn. And with between two and three updates each week, Total was able to stay at the forefront of the agenda for the sector. Striking images added to engagement levels whilst relating Total's current initiatives to the potential for even bolder energy solutions.

Building community management skills

Engaging with audiences on LinkedIn brought a strong community management element to Total's 'Committed to Better Energy' campaign, with updates regularly drawing 500 likes and over 50 comments each. This active engagement helped to dramatically increase the reach of the Sponsored Content campaign, with earned media exposure equivalent to 48% of media spend. In total, the campaign reached nearly 10 million unique LinkedIn members.

Total In the future, engineers may find innovative ways to do laundry with just a drop of water. In the meantime, our teams are working with SunPower to develop robots to clean solar panels with less water.



SunPower® Oasis® Power Plant

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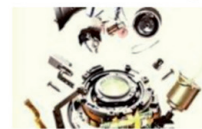
"This campaign proves the value of social media marketing to our brand strategy. It has enabled us to integrate our content within professional conversations, which is hugely important to our goal of making Total a major global master brand in the energy sector"



Valérie Laugier

VP Corporate Image & Brand
Total

Total In the future, engineers may make it possible to eliminate all waste. For now, Total is taking action to recover and reuse gases that would have otherwise been lost during oil production.



Ofon Phase 2

total • The Phase 2 development of Nigeria's Ofon field will boost production and incorporate lasting environmental improvements. On the safety front, Total is targeting "zero accidents."

¹ Nielsen Brand Impact Study 2015