



PR Analysis of British Petroleum

By Christopher Ulph

GRIN Verlag Feb 2011, 2011. sonst. Bücher. Book Condition: Neu. 221x151x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, printed single-sided, 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 Pds. 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...



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