

Commitment to Global Inclusion and Diversity

March 2022



graphicresourcegroup
INFINITE IDEAS. ENDLESS SOLUTIONS. ONE RESOURCE.

We're All In



Our team would like to thank you for this opportunity. On the following pages, we have outlined our processes and capabilities. With our flexible and scalable suite of services and deep expertise in all areas of communications we are uniquely suited to help you achieve your Diversity & Inclusion and Multi-Cultural Communications objectives.

Together with our strategic partners we provide a full-service marketing communications solution to BP to help you bring your brand and your diversity initiatives to life.

Thank you for your consideration,

Debbie Pyc

Debbie Pyc
CEO

Allen Pyc

Allen Pyc
President



Our Partners

Our collaboration partners have been chosen to meet your challenge. Each company and individual brings a unique set of skills, experience, resources and subject matter expertise, creating a full service, 360° solution for BP.



Graphic Resource Group:

- Description
- Insights and Strategy, Research, Creative Briefing, Point of Purchase, Production and Fulfillment



Sanders-Wingo:

- Creative and Multicultural Agency:
- Storytelling, Media planning and placement, Cultural Consultancy and DEI facilitator



EWI Worldwide:

- Experiential and Events Design, Building and Fulfillment of Global Experiential and International Events

The Team



An unparalleled team of advertising, marketing and DEI professionals, uniquely qualified to meet your challenge. Full bios are included in the appendix.



Deborah Pyc
CEO
Graphic Resources
Group



Allen Pyc
President
Graphic Resources
Group



Sara Pomish
Senior Brand
Strategist



**Keisha
Andrews-Rangel**
SVP
Sanders\Wingo
(Media)



Leslie Wingo
President & CEO
Sanders\Wingo



Kent Breard
Director of Client
Services
Sanders\Wingo

Our Clients



What We Do

- We provide a full-service marketing communications solution.
- Our core competencies include:
 - Research and strategic planning
 - Creative development and production
 - Media planning/buying (digital, broadcast, print)
 - Display, events and promotional materials
 - Extensive experience and proven success in Diversity, Equity and Inclusion communications, programs and activation.



D&I/Multi-Cultural Initiatives



Scope of Services

Advertising and Creative Solutions



Print Solutions and Marketing Programs



Graphic and 3D Design

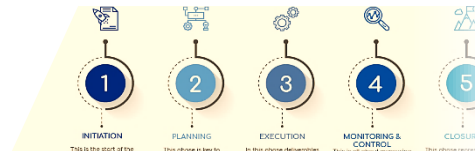


360° Communications Partner

Event Marketing and Trade Show Services



A+ Rated Web Based Platforms Program Management



Branded Merchandise



Warehousing and Fulfillment



It all starts with insights...

“Whoever understands the customer best, wins.”

—Mike Gospe





How We Work: Our Process

- Consumer Insights are at the root of everything we do.
- From creative brief to final creative product, our work is:
 - Driven by a deep understanding of the target customer
 - Comprehends current brand attributes and consumer attitudes
 - Requires a thorough understanding of our clients' business objectives, challenges and opportunities
 - Encompasses all key stakeholders, both internal and external

We Use Exploration and Research to Answer 5 Key Questions



Where are we now?

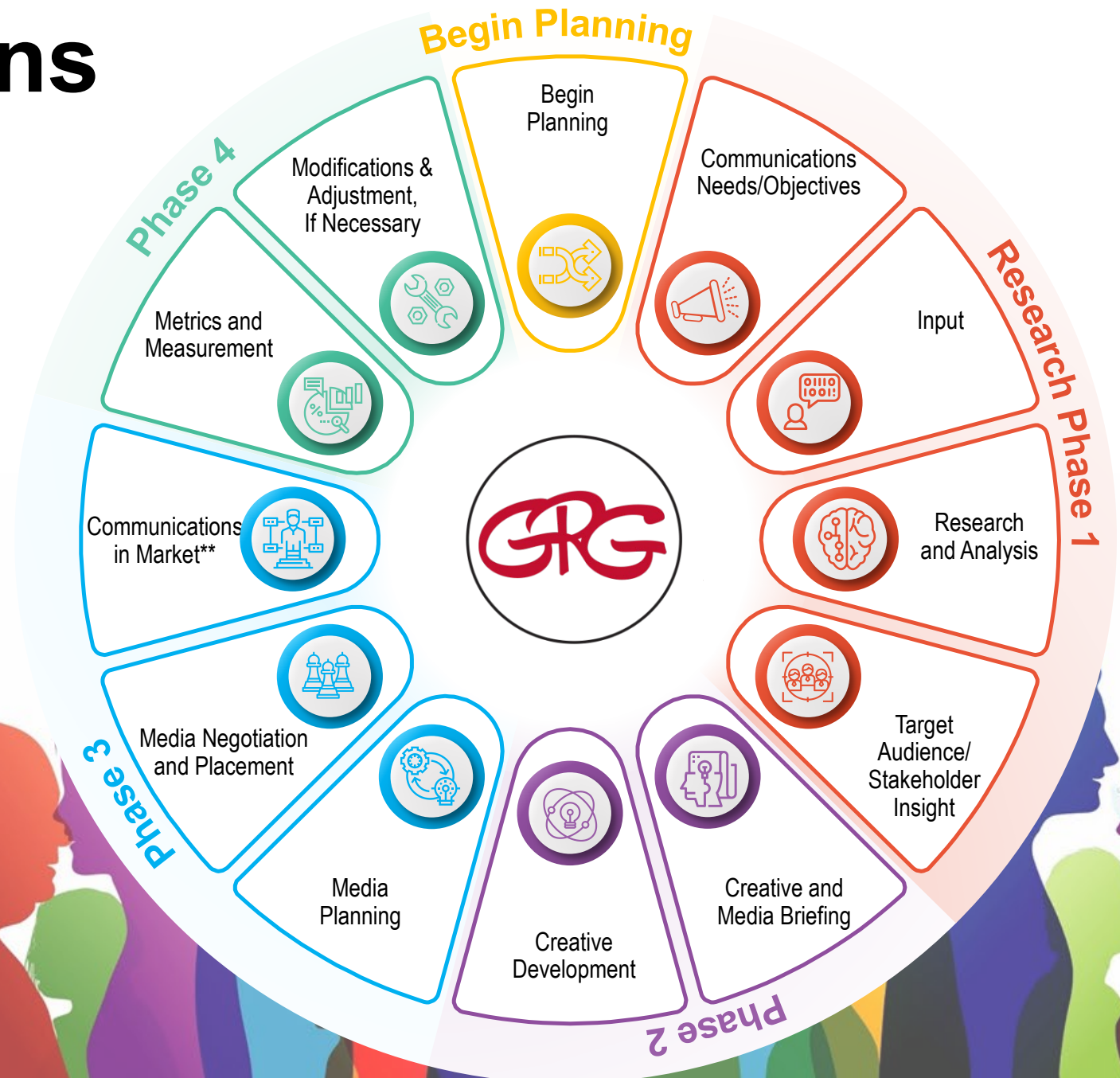
Why are we there?

Where do we want to be?

How do we get there?

Are we getting there?

Communications Planning Process



*Depending on info available

**Start date is contingent on varying sales cycles

***“Creative without strategy is called ART.
Creative with strategy is called
ADVERTISING.”***

— Jeff I. Richards



The Challenge and Objective

Challenge:

How can you challenge our workforce to champion supplier diversity, with the goal of doubling supplier diversity spend in the U.S. by 2023?



- We recommend a cadence of activities and programs to make employees aware of the importance of a diverse supplier base
 - Series of videos related to how a diverse supplier base benefits the company and the consumer perception
 - An easy-to-access database or resource for locating minority suppliers
 - A custom app that allows user to search for suppliers
 - Employee incentive program
 - Internal communications: Email, posters, branded incentives

Insights Needed



- What percentage of our total audience is in a position to procure suppliers?
 - How do we reach and influence those in the organization that represent the biggest potential impact (the decision makers who make up the highest % of supplier spend)?
- What is the current mindset of those individuals or groups?
- What is preventing them from utilizing more diverse group of suppliers now?
 - Unaware of the importance of a diverse supplier base?
 - Attitudes and unconscious biases?
 - Lack of resources and information on where/how to locate and procure diversity suppliers?
- ***In order to develop powerful communications, we must delve into the mindset and barriers for our audience.***



The Challenge and Objective

- Use research and insights to develop an externally-focused campaign using any/all of the following channels. (Predicated on an appropriate budget to support paid media efforts)
- Owned Media
 - The media properties you control, i.e., your website (both internal and external), your email marketing, organic social media channels
 - LinkedIn (B2B)
 - YouTube channel
 - SEO
- Paid Media
 - B2B and B2C
 - Television for B2C, news/talk radio, newspapers for B2B
 - Digital (display, banners, video and long-form content) for both B2B and B2C
 - Paid social
- Earned Media/PR

The Challenge and Objective

What have you been able to achieve for other companies seeking to advance on their sustainability and/or DE&I commitments?



Our extensive experience with DEI+B work across various modalities includes documentation review, training sessions, facilitated focus group discussions, workshopping, strategic planning and much more.

- This includes experience across multiple industries by working with C-suite executives to create strategic plans with measurable growth and bottom-line results.
- We accomplish this by reviewing and assessing documentation such as policies, procedures, marketing materials, brand-related communications, recruitment applications, bylaws, introductory presentation into DEI+B and more.
- Including employees in this process allows all levels of an organization to feel heard, and results in greater commitment to DEI+B initiatives.

Example: DEI Workshopping



- A day-long, company-wide workshop resulting in a DEI action plan
- Understanding how employees see the company from a diversity standpoint, and exploring what DEI means to employees is key
- It is imperative that employees feel they are heard and have a voice on how DEI programs are designed
- Action plan was unveiled at a company-wide party; each element of the action plan was assigned a team lead and employees volunteered to participate on teams
- We partnered with state and local government agencies focused on minority business to create a “supplier day” at the company.

The Challenge and Objective

How would you convey to the world that BP is committed to improving peoples lives through greater equity and supplier diversity?

An initial thought...

Advanced Technology

Powered by

Advancing Humanity



...that could spark a campaign.



Insights Needed



- This is just one of many high-level campaign themes we could explore with the target audience
 - How do they see BP now?
 - What human attributes do they associate with BP, if any, and are they negative or positive?
 - What positive feelings can we leverage?
 - What negative feelings should we dispel?
 - What role do energy companies like BP play in their lives and how should that change, if at all? And how we begin to effect change?



Our Approach: Campaign Development



- Insights
 - Research among all key audiences and stakeholders to understand current attitudes toward DEI and sustainability and toward BP and energy companies in general (workshops, interviews, surveys)
 - DEI attitudes vary greatly across the globe; it will be important to understand these differences when developing communications outside the U.S.
- Campaign Idea/Theme
 - Develop a campaign idea based on these insights; “gut check” research in key markets to ensure idea is salient among target audience (again, consider the global ramifications for efforts outside the U.S.)
- Creative Brief and Development
 - Produce a creative brief to guide campaign development
 - Outline key messages based on research
- Campaign Testing
 - Quantitative or qualitative research to determine if the campaign and key messages are salient once translated to each market’s native language and adjust accordingly

Our Approach Channels and Media



- Channel Strategy
 - Determine which channels are most efficient based on budget parameters and their ability to reach each of our audiences most effectively
- Budget Allocation/Media Planning & Buying
 - Determine what is needed to support stated goals against each target audience (internal, B2B, B2C in the key markets)
 - For the global initiative, we would work with media agencies in each market to place buys in chosen channels
 - Consider if budget will require us to focus on markets where we can have the most impact

Our Approach: Production

- Based on channel strategy, determine what mediums will require content
 - Video, print, display, branded merchandise, web content...
 - Identify languages for translation (if needed)
- Determine production budget for each
- Provide timeline based on above



Custom Software Development & Program Management Solutions

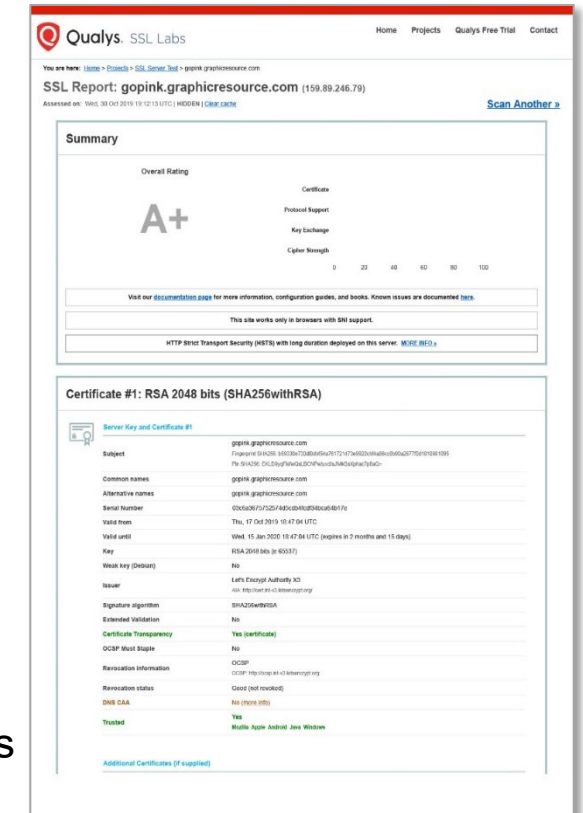
Web Portals & Cyber Security

At GRG, we have developed numerous Proprietary cloud-based software platforms, Customized to meet our client's initiatives.

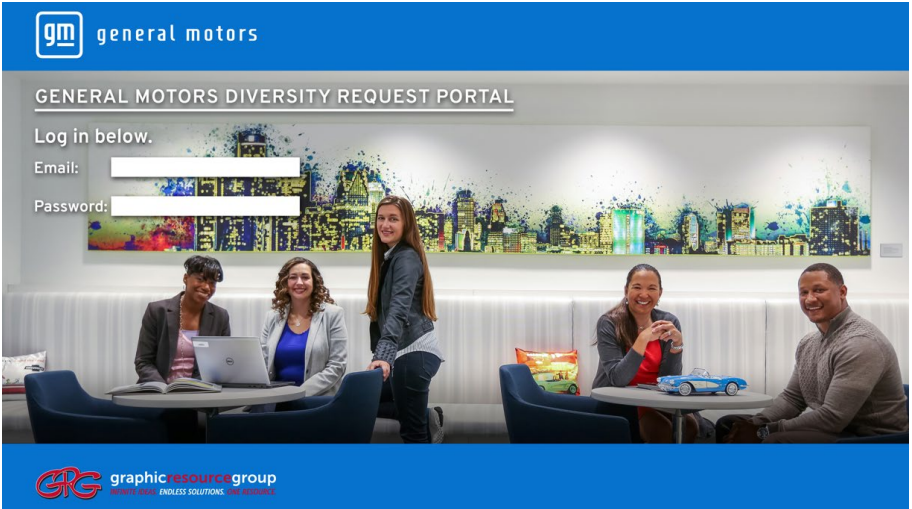
This includes easy to order interfaces & backend analytics.

Cybersecurity

- All of our web-based portals are A+ rated for security
- GRG utilizes a security operations center to expertly develop and enforce end to end production for customer networks, users, apps and data.
- 24/7/365 threat monitoring and response
- Cyber research unit
- (SIEM) security information and event management solutions
- Huntress foothold monitoring
- Application whitelisting -the gold standard in blocking ransomware, viruses and software threats
- Barracuda e-mail protection
- Knowbe4 – security awareness training



Custom Cloud-Based Web Portals



Events, (National & Global), Branded Merchandise, Warehousing and Fulfillment



General Motors - Trade Show and Event Logistics Management Portal



General Motors
Detroit Pride Event Display



Chevy
MLB All-Star Game



AAA
Consumer Event



General Motors
Comic Con Display

Regional Event Display Solutions

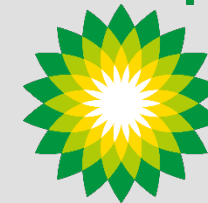
Global Experiential Events

From
Design to
Build to
Fulfillment

- Our global reach includes offices in:
 - Dearborn, Michigan
 - Winston-Salem, North Carolina
 - Foot Hill Ranch, California
 - Milwaukee, Wisconsin
 - Hamburg, Germany
 - Shanghai, China

*Fisker Automotive,
Barcelona 2022*





Branded Merchandise



Hot Wheels
Camaro Launch Kit



Disney
Toy Story Kits



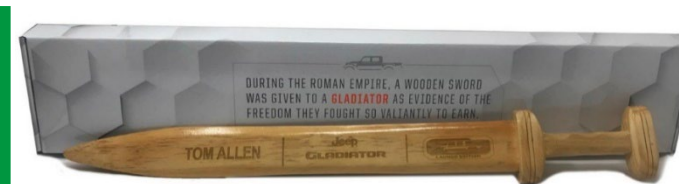
Google
Merchandise



Carhartt
Merchandise



Hallmark Mahogany
Slippers and Wine Chillers



Jeep Gladiator Launch Kit
Personalized sword with custom box,
packaging and letter for the owners of
the gladiator.

Warehousing and Fulfillment

GRG Fulfillment Center

State of the art facilities for inventory, storage and fulfillment of marketing materials and merchandise.



Thank You.



Appendix

- Bios
- Detailed capabilities





Deborah Pyc

As the CEO of Graphic Resource Group, Inc., Debbie Pyc is responsible for overseeing all aspects of the business. She facilitated the global expansion of our branded merchandise product division and has extensive experience in overseas sourcing and procurement.

While her work today focuses on team building, increasing communication among all departments and the never-ending search for effective and efficient processes, she remains directly involved with clients, specifically working with GM, Cadillac, and Hallmark diversity initiatives.

Debbie graduated from Michigan State University, College of Communication Arts and Sciences, with a degree in Journalism. She believes that finding ways to break down communication barriers and facilitate a beneficial exchange of ideas is the basis of all successful businesses.

Debbie enjoys traveling, the outdoors and is an avid sports fan and is active in the local business community. She is a member of The Advertising Production Club of Detroit, The Detroit Economic Club and volunteers at Brother Rice High School in Birmingham Michigan.



Allen Pyc

As co-founder of GRG, Allen brings over 35 years of experience in the “Point of Purchase” field with a deep knowledge of printing, retail displays, trade shows and fulfillment. He also has a passion for new business management and technology solution applications to help establish impactful partnerships.

Just a few of these client cloud-based portal applications include programs for Corvette, Hummer, Chevrolet Truck Legends, GM’s recruiting trade shows and logistics and Stellantis monthly POS dealer kits. Allen founded Event Guidance I 2011, which was one of the first companies to passively monitor foot traffic utilizing an individual’s smart phones to gather data on behavioral analytics in the experiential field.

Allen loves giving back with a coaching resume which lasted over 25 years. He has a love for the outdoors and still plays hockey a couple days per week. During his career he has been named “Michigan’s Individual of the Year” for 2013 by the Printing Industry of Michigan and has been the Past President of “Advertising Production Club of Detroit and “The Graphic Arts Guild of Detroit”. Allen also has received patents for products he invented related to the advertising field.



Sara Pomish

Sara is a highly experienced advertising and marketing professional with over 25 years of agency experience. With a career history that includes some of the top agencies in the U.S., Sara has experience in a variety of categories from her tenures at Leo Burnett, Campbell Ewald, Young & Rubicam and McCann Worldgroup, to name a few.

She has created compelling strategies for companies in consumer-packaged goods, automotive, energy, financial services and health care, as well as non-profit organizations.

Possessing a fiery passion for brands and an inquisitive mind that seeks the deep consumer insights that drive success, she is highly regarded by her clients for her ability to find creative solutions to marketing challenges.

Sara graduated from the University of the Arts in Philadelphia. In her spare time, she enjoys cooking, art, photography, cycling and all things fitness related.



Leslie Wingo

Leslie Wingo heads up Sanders\Wingo, a Texas-based independent creative agency focused on cultivating human connections through brand storytelling, media strategy, and content development.

Their proprietary “DEI playbook” helps clients of all sizes develop DEI plans and strategies.

She solves business problems with the best creative and UX/UI research teams in the industry, partnering with brands like USPS, Burger King, AT&T, KFC, and State Farm. Sanders\Wingo operates with a “humans first” mindset, and they believe that by better understanding people and the decisions they make, brands can make a big impact on the world.

Leslie has served in director and committee chair roles on several boards, including: Fast Company Board, Behavioral Science Lab, YPO Austin/Women’s Business Network, Tech Can [Do] Better, Texas Book Festival, Creative Action, Austin Advertising Federation

Ms. Wingo earned a Bachelor of Business Affairs, Marketing from the University of Texas at El Paso. She believes that Philanthropy and giving back to the community is as equally important as success.



Keisha Andrews- Rangel

As SVP, Executive Director for Sanders\Wingo, Keisha oversees The Knowledge Group, a discipline that blends the expertise of strategic planning, media planning and media buying to bring clients customized communication strategies and tactical deployment solutions.

Keisha has a passion for creating media tools and plans that engage consumers through shared cultural mindsets versus through shared demographics. With 24 years of experience in strategy and media, Keisha crafts media plans that connect and engage with audiences across all cultures. It has been said that she can “negotiate with anyone about anything”, an important quality in a media professional.

Keisha’s brand experience includes AISD, AT&T, Domino’s Pizza, Anheuser-Busch, P&G, Marshalls, Miller Brewing Company, Minute Maid, LEGO, T.J.Maxx, Bacardi, ESPN, Heinz, H-E-B, Starbucks.

She is an advertising graduate from the University of Texas at Austin, where she co-founded the Texas Media Program, creating a unique curriculum in which students can choose to specialize in the art of media planning and buying.



Kent Breard

As Director of Client Services, Kent is known to his colleagues and clients as an insightful and passionate marketing director with experience across many categories. At Sanders\Wingo he wears many hats and has extensive experience as a strategic adviser to help clients achieve short- and long-term goals. He knows how to quickly and effectively build trust and relationships while developing and implementing strategic communications programs that support business initiatives and reinforce company culture, vision and values.

At once an analytical thinker and an imaginative story-teller, he brings both a right- and left-brained perspective to bear on his clients' challenges and aims to embed creativity from end-to-end. Kent has 14 years of advertising experience, at agencies of all sizes.

And Kent is also the person the team can rely on to be prepared for anything...to the point that he is the one who always has an extra for you: pen, snack, charger or opinion.

Kent earned a B.A. in Communications/Advertising from Brigham Young University and completed the Harvard Business Analytics Program in 2021. When he is not working, Kent spends his time with his family, his sports, or his cameras - and any excuse to get them to mix.