



Petroleum
Human Resources
Council of Canada

Conseil canadien des
ressources humaines
de l'industrie du pétrole

WWW.CAREERSINOILANDGAS.COM
'SMUDGES' MARKETING CAMPAIGN FAQs
MARCH 2, 2009

What's the story?

On March 2, 2009, the Petroleum Human Resources Council of Canada (the Council) launched its first-ever marketing campaign for its popular website www.careersinoilandgas.com. The campaign, called "Smudges", will run in the Greater Toronto Area (GTA) throughout March and April.

What's the campaign for?

The campaign promotes www.careersinoilandgas.com as a central source of information on potential oil and gas careers, as well as the skills and training needed to make them a reality.

Can you describe the ads?

To catch the attention of students and young workers, "Smudges" highlights the potential benefits of working in the oil and gas industry, such as a tropical vacation, a sports car or an office with a view. But there's a twist. Each ad makes clear that these benefits come from working hard in the oil and gas industry, by depicting the items covered in "smudgy" fingerprints. GTA-based focus groups with our target audience of 18-24 year olds, really connected with this unique campaign because of its honesty and its portrayal of tangible rewards.

Why are you targeting youth, aged 18 – 24?

The demographic reality of an aging workforce is inevitable. Stats Canada's census numbers reveal 15.3% of Canadian workers are 55 or older and nearing retirement. With many baby boomers leaving the workforce, the oil and gas industry will eventually need the energy of young people to fill jobs. Investment in youth today, is seen as an important investment in the long-term success, viability and future of the sector.

Why are you trying to recruit people from the GTA?

First, it's important to note that the purpose of the campaign is not recruitment – it's about awareness. The campaign is introducing people in the GTA to two things: the concept of a career in oil and gas, and a website that provides the information they need and want about the industry and its many career opportunities: www.careersinoilandgas.com.

Second, the choice of the GTA for the campaign's launch was deliberate. The Council assessed potential locations across Canada and then chose the GTA based on hard data. With about 350,000 men and women aged 20 to 24, and well over 400,000 students attending eight post-secondary institutions, the GTA provides access to a huge market of potential employees. These demographics made the GTA a great site for the Council's first careers in oil and gas campaign.

Are you trying to get Torontonians to move to Alberta?

Canada's oil and gas industry is exactly that – Canada's. While the largest concentration of activity is in western Canada, the industry has operations in every province and territory except Nunavut, so there is an oil and gas presence across Canada.

Are you trying to get Torontonians to move to Alberta? (continued)

Ontario itself has a solid petroleum industry. "North America's first commercial oil was produced at Oil Springs in southwestern Ontario in 1858. The first integrated oil company, processing oil through Williams' refinery, was built in 1857. Fairbank Oil Properties Ltd. at Oil Springs, Ontario have been producing crude oil continuously since 1861. In 1913, the first offshore well was drilled in Lake Erie.

The oil and gas industry in Ontario is small in comparison to its counterpart in western Canada. It is, however, a viable, active and important industry to the province of Ontario. (Source: Ontario Petroleum Institute)

The Council recognizes that choosing a career path involves long-term planning and serious decision-making. The ads encourage people to visit the website where they'll find information on education, skills and training required before they enter the industry. Depending on their choice of career, people from Toronto who see the oil and gas industry as a viable career path, could potentially stay right where they are or move to another province or territory.

Aren't companies laying people off? Why are you running a recruiting campaign in these economic times?

The timing of the www.careersinoilandgas.com campaign may seem strange given the current economic situation. Despite the downturn in our economy, the oil and gas industry remains a major employer in this country. The economy will eventually rebound, and when it does, the oil and gas industry will need people to fill jobs. That's why the Council and its funding and industry partners are committed to increasing awareness about oil and gas careers over the long term.

The Council is not focusing on getting people to join the industry today. It is just asking people to think about a future in oil and gas, and go to the website to find out more. Plus, we think people may be more receptive to considering a different industry like oil and gas because of today's economic uncertainty."

What specific types of jobs are available right now in the oil and gas industry?

The conventional oil and gas industry is still expecting to drill approximately 11,000 to 13,000 wells in 2009. While that's down from 2008, that is still a lot of activity. Oil sands has put some future projects on hold, but anticipates a need for workers when the economy rebounds.

Other in-demand occupations include power engineers, steam ticket operators, and operations support roles, such as supply chain management, quality assurance, health and safety officers, HR managers and trainers, and office and administration staff.

What kind of information is available on www.careersinoilandgas.com?

Developed for Canadian audiences, the careers in oil and gas website provides centralized online access to a comprehensive, current and credible source of Canadian petroleum industry, career and training information. More specifically, the website:

- Describes the oil and gas industry and how its different sectors work together.
- Explains the steps the industry takes to keep its operations as safe and clean as possible.
- Describes what it's like to work in the industry and profiles employees in different roles.
- Details the hundreds of career opportunities available within the industry.
- Introduces education and training needs and programs for various careers.
- Connects job seekers with industry employers advertising on the site.

Who came up with the campaign?

The Council contracted a marketing company to develop the creative concept and produce the ads.

How long is the campaign running?

The campaign is running from March 2 to April 24, 2009.



Where can I see the ads?

The “Smudges” ads are appearing on six billboards within the GTA. In addition, ads have been placed in “Now” entertainment magazine, and in four campus newspapers from George Brown College, Humber College, Seneca College and Sheridan College. Online ads are on Hotmail and Messenger pages of www.msn.ca. Poster ads have been placed in GTA restaurants and bars, and in college washrooms. The “Smudges” ads can also be viewed on and downloaded from www.careersinoilandgas.com.

Who is the Petroleum HR Council?

The Petroleum HR Council, established in 2001, is funded by the Government of Canada’s Sectoral Partnerships Initiative, and is supported by 11 oil and gas national and regional industry organizations, including one union. It represents the primary sectors of the upstream petroleum industry in Canada: exploration and production, service industries, pipeline transmission, natural gas processing, and mining, extracting and upgrading of heavy oil and bitumen.

For more information, please contact:

Jaimè Croft Larsen, Manager, Marketing and Communications

Email: jcroftlarsen@petrohrsc.ca

Tel: (403) 735-9128

Toll-free: 1-866-537-1230

Web: www.petrohrsc.ca OR www.careersinoilandgas.com

