

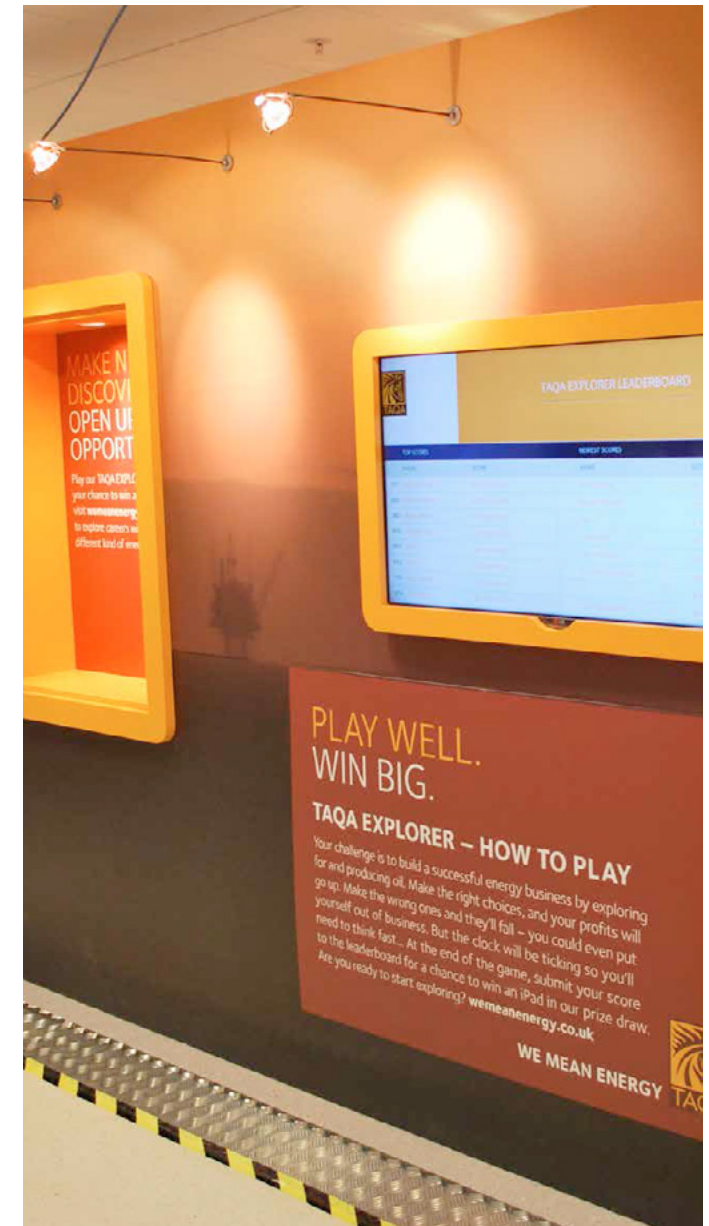
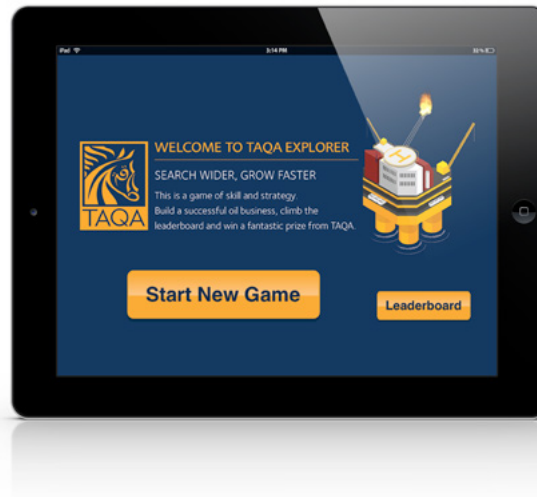


BEST OUTDOOR CAMPAIGN -
TAQA ABERDEEN



A GAME OF SKILL & DETERMINATION THAT STOPPED TRAVELLERS IN THEIR TRACKS

- 312 players submitted their details in the first three weeks
- Addictive gameplay with some people playing up to seven times each
- A surge in traffic to wemeanenergy.com
- An astonishing winning score of \$2,471,975,936





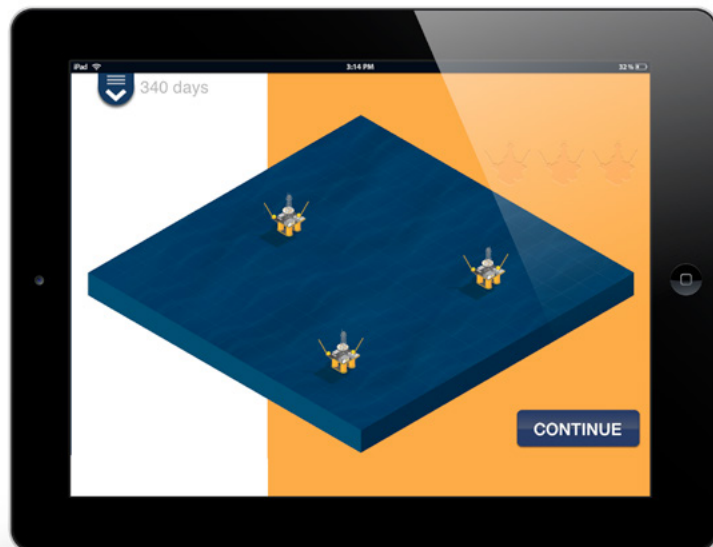
TAQA, the global Abu Dhabi National Energy Company, wanted to make a big splash during the bi-annual Offshore Europe event which was being held in Aberdeen in September 2013. The event attracts over 48,000 attendees from the oil and gas industry, making it a prime target for us to talk about TAQA and the career opportunities on offer.

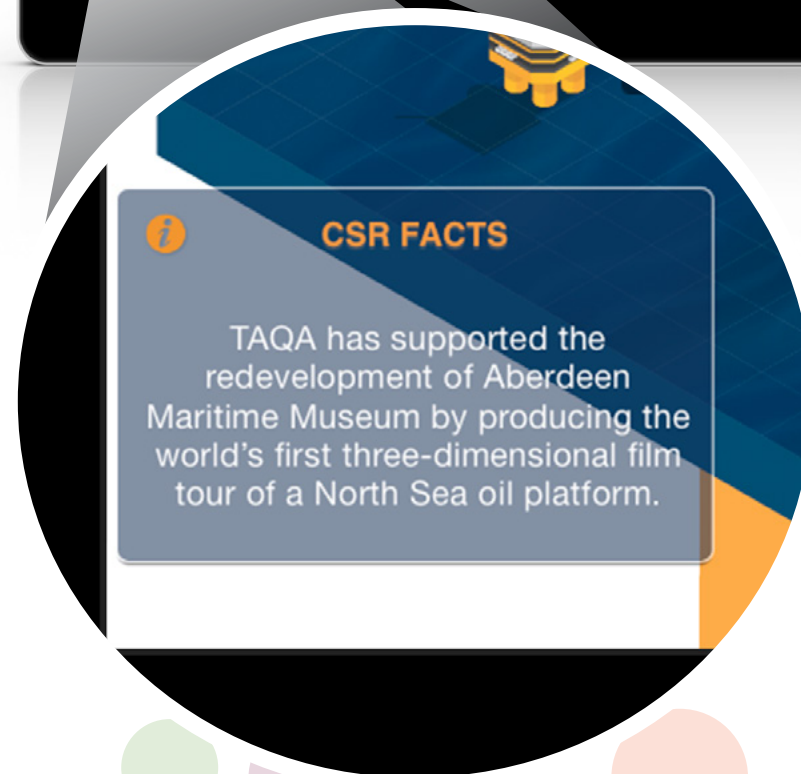
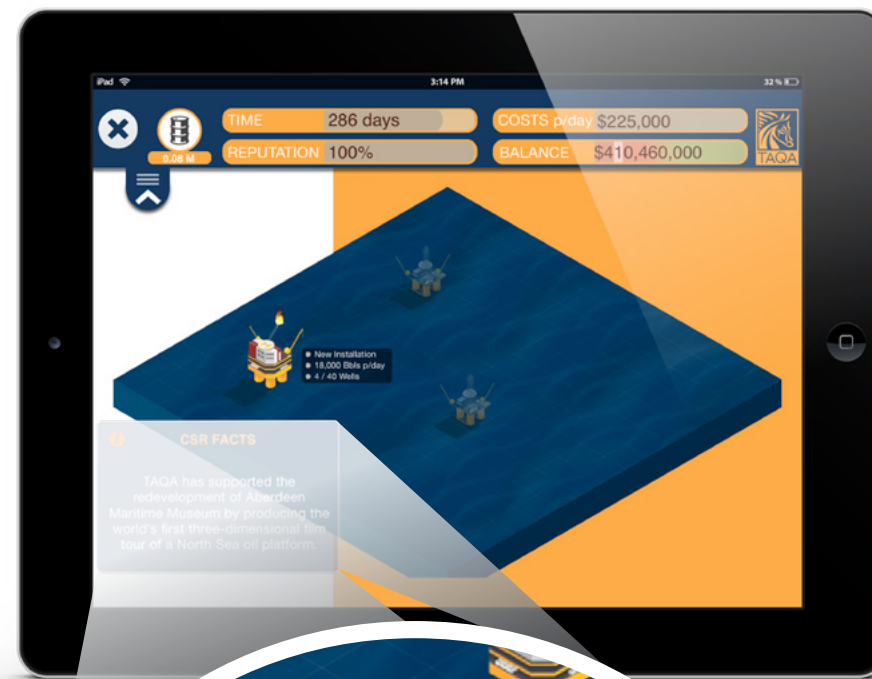
Rather than just being at the event itself, TAQA wanted to show prospective candidates the real TAQA as soon as they landed in Aberdeen – so a stand was set up right in the airport for people to engage with as soon as they touched down in Scotland.

But we didn't want to create just any stand.
We wanted one that people would interact with,
that was different to what other competitors
were doing, and that spelt out TAQA's values.
So within the stand we designed, we created
an app game that was playable on three iPads.



It was a game of skill and determination (with a little bit of luck mixed in). The aim of the game was for people to set up their own oil business and see how many barrels they could produce. As they progress and build their oil production business, their running costs go up. But if they make the right decisions, there's every chance their profits will go up too. During the game they get to explore, survey, drill and develop their oil reserves to make as much profit as possible within the time limit. We even managed to include fun facts around safety and the environment, showing the extreme importance of these elements in every day production for TAQA.





Scores were automatically added to a leaderboard and shown on a large screen that was integrated into the stand. The overall winner at the end of the competition could claim an iPad as their prize.

TOP SCORES		NEWEST SCORES	
NAME	SCORE	NAME	SCORE
1ST ALISTAIR PRICE	\$2,471,975,936	JORDAN LOZMAN	\$950,254,592
2ND JOHN REDHEAD	\$2,356,436,992	KARL STOBIE	\$850,907,520
3RD RHYS TAPLEY	\$2,189,526,016	EMMET	\$599,109,952
4TH ANTONY BALL	\$1,746,313,216	STEVE SALES	\$1,254,383,872
5TH PAUL	\$1,733,168,640	DANIEL BOGGAN	\$438,292,032
6TH KENNY	\$1,681,591,040	TIM	\$-292,830,000
7TH LUKE ANYON	\$1,625,868,032	HAZEL REID	\$176,931,104
8TH TONY SGS	\$1,620,411,136	ZOE THOMAS	\$203,082,016

YOUR FINAL BALANCE SHEET

Total oil produced	20,312,800 barrels
Revenue per barrel	\$100
Total costs	\$1,024,879,724
Profit before tax	\$1,006,800,276
Profit after tax	\$382,584,064

Thank You for playing TAQA Explorer!
Please complete the form below and you will not only be entered into our FREE PRIZE DRAW but your name will automatically be added to our leaderboard.

Name:

Email:

Confirm:

Tel:

☐ I agree to the terms & conditions.

The stand was live from 26th August until the 15th September so we reached people coming and going, before, during and after the event finished.

TAQA was extremely pleased with the game – as were the people who played it. We received anecdotal feedback that it was great to have an addictive game to play while waiting at the airport, as well as being impressed by how innovative TAQA must be as an employer.

The game is now available in the Apple store for iPad and iPhone here:

<https://itunes.apple.com/us/app/taqa-explorer/id727720463?mt=8>

See the game in action here:

<http://youtu.be/L-Q9YyBn1kM>

