

BP RELEASES ADVERTISING CAMPAIGN



It was not too long ago that the world was experiencing an oil spill in the Gulf of Mexico. BP is now anxious to give an update on the whole situation in an upcoming advertising campaign. The world was shook by the amount of oil that was spilled. It's important that everyone is kept up-to-date on what's going on in regards to the oil spill. Some people have wondered whether or not BP will work to clear up its reputation. However, with this new campaign, BP hopes to do just that, according to The Hill. The oil spill has cost millions of dollars and still continues to be a financial burden. The oil spill has also resulted in eleven deaths and results in almost 5 million barrels of oil to spill into the Gulf. This has caused irreparable damage that will be more than hard to repair. The campaign has a plan to focus on building up the reputation of BP. Of course, the commercial has a BP employee explaining the spill and what is going on to clean up the process. It's important that the American public know and understand how this mess is being cleaned up. The company also plans to compensate people who have been affected by the spill. BP is also paying for the entire cleanup and will continue to clean up the eco-system. The oil spill has caused a lot of damage to the ocean and the animals who live in the ocean. The advertisement, which the company says is its first since late last year, features a BP employee explaining the status of the cleanup and Gulf restoration process. The employee, BP Manager of External Affairs in Louisiana Iris Cross, says the company has set aside \$20 billion to compensate victims of the spill, has said it will pay for all cleanup activities and will work to restore the region's ecosystem. "I was born here. I'm still here and so is BP," Cross, a Louisiana native, says in the one-minute advertisement. "We're committed to the Gulf for everyone who loves it and everyone who calls it home. "We made a commitment not only to restore the Gulf, but also to keep the American people informed of that effort," Morrell said in a statement. "We've made significant strides over the past year and believe it's a good time to provide a progress report to the nation." (representative from BP stated.) BP is working hard to get back into the drilling business in the United States. As a result, BP is now drilling a new well in the Gulf of Mexico. The company is not trying to make light of what has happened in the past 1.5 years. However, they are trying to do what is right and fix the mess as a result of the oil spill. The aftermath is ugly but BP is working hard to focus on the task at hand.

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