



BP

BP | Diversity and Inclusion Survey Drives Strong Response

CHALLENGE

Following the success of a learning and development survey, BP tasked Pierpont and our global agency partner, MSLGROUP, with commissioning a survey examining female representation in the energy workplace from the perspective of oil and gas professionals. The survey also examined the industry's overall progress in creating a diverse workplace.

OBJECTIVES

Rigzone, a leading online resource for the oil and gas industry, was selected as an industry partner for the study, and collaboratively we planned, managed, and oversaw the survey creation, logistics and PR efforts. We worked alongside Rigzone and BP to leverage the survey results among internal audiences, external influencers, mainstream media and energy trade media.

SOLUTION

To promote the findings of the survey, the team executed an integrated global outreach effort which included targeted media relations, a press release linking to the online report and jointly hosted a live webcast highlighting the study's key data. We developed the webcast content and prepared spokespersons with talking points to ensure all messaging supported BP's overall employer brand message and highlight its commitment to diversity and inclusion in the workplace.

RESULTS

The global branded survey and resulting Global Diversity and Inclusion Report successfully positioned BP as an industry thought leader on diversity and inclusion. More than 3,000 energy professionals responded to the survey, including; 26% working in North America, 24% in Asia Pacific, 17% in the Middle East, 14% from Europe, 12% from Central, South America and the Caribbean and 7% from Africa. Media relations efforts garnered 31 news articles that generated an AVE of \$454,715. Key coverage included: Press and Journal, City AM, Chemical Engineer, Houston Business Journal and a live interview with Kirsty Bashforth on BBC Radio Scotland.

Other key campaign highlights included: 200 participants listened to the live webcast, and another 154 people viewed the archived event. An online article by Rigzone covering the survey

findings and report generated over 10,050 views.

BY THE NUMBERS

31

New Articles

200

Live Webcast Listeners

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