

Big Oil Won't Clean Up Its Reputation Just by Investing in EV Chargers. It Needs New PR Strategies

Media Analysis Summary



Oil companies have been on an EV charging spending spree as part of their efforts to burnish their reputation.

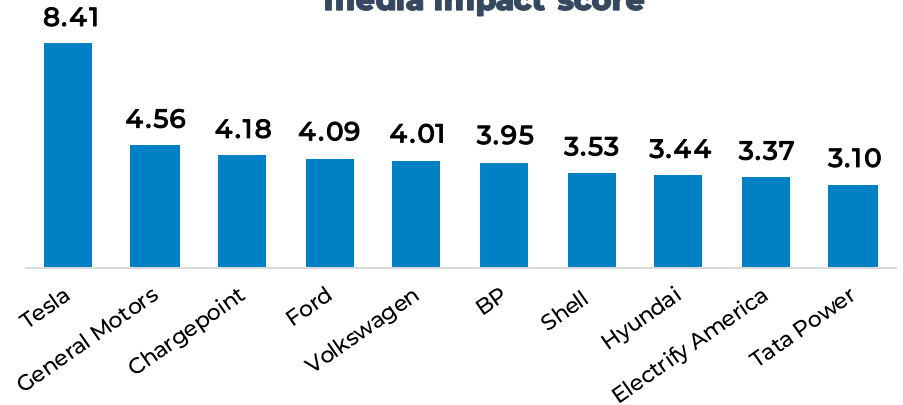
But oil players need a new PR and comms approach, not least because many of their environmental efforts are usually being labelled as greenwashing. Big Oil should use its extensive experience in energy production and distribution to gain a larger share in the EV charging debate, which is now being dominated by the Automotive and Infrastructure sectors.

Sectors in the EV charging debate by share of voice



● Automotive ● Infrastructure ● Oil & gas ● Electric utility

Top 10 organisations in the EV charging debate by media impact score



The main concern in the debate is that there are significant rural parts of where one could drive for some time without seeing an EV charging station.

Addressing the problem of rural locations made BP and Shell the most influential oil companies in the debate in terms of media impact.

5 PR and comms takeaways for oil companies:

- Emphasise your expertise in energy
- Address the main challenges of EV charging
- Show that it's more than a matter of business survival...
- ...but don't overemphasise green messaging
- Partner with EV manufacturers to gain credibility

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Read the whole analysis here:

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