

# COMPANY REPORT:

أدنوك  
ADNOC



## GCC NATIONAL OIL COMPANIES CORPORATE KNOWLEDGE RATING 2018



**Gulf Intelligence**  
~ Celebrating 10 Years of Knowledge Exchange ~



**10 YEARS ANNIVERSARY**

# GIQ Corporate Knowledge Rating (CKR): GCC NATIONAL OIL COMPANIES

Origins



## THE 3<sup>rd</sup> GCC PETROLEUM MEDIA FORUM

*“Information is knowledge and knowledge is power. We have more information at our fingertips today than ever before – it must be used wisely.”*

H.E. Suhail Al Mazrouei, Minister of Energy, UAE

The GIQ Corporate Knowledge Rating (CKR) was established to measure a company’s performance on how successful it is in creating and sharing knowledge to the public. It is a comprehensive tool of assessment on the amount of knowledge a company contributes to the world, which allows stakeholders to evaluate an institution’s commitment to transparency.

**GIO** Gulf Intelligence  
Corporate Knowledge Rating

1. Petroleum Development Oman (PDO)	1046
2. Abu Dhabi National Oil Company (ADNOC)	803
3. Saudi Aramco	724
4. Qatar Petroleum (QP)	632
5. Kuwait Petroleum Corporation (KPC)	632
6. Bahrain Petroleum Company (BAPCO)	332



## THE 3<sup>rd</sup> GCC PETROLEUM MEDIA AWARDS DINNER

### The Top Ranked NOC for Corporate Knowledge

The inaugural awards ceremony for the top ranked national oil company for corporate knowledge took place in front of 1000 delegates and under the patronage of the GCC’s Energy Ministers.

Petroleum Development Oman (PDO) won the inaugural award, receiving the highest Corporate Knowledge Rating amongst the GCC national oil companies. PDO performed the highest in all categories measured throughout online and offline content channels.



## THE GIQ CORPORATE KNOWLEDGE RATING (CKR)

### Adoption & Solicited Assessments

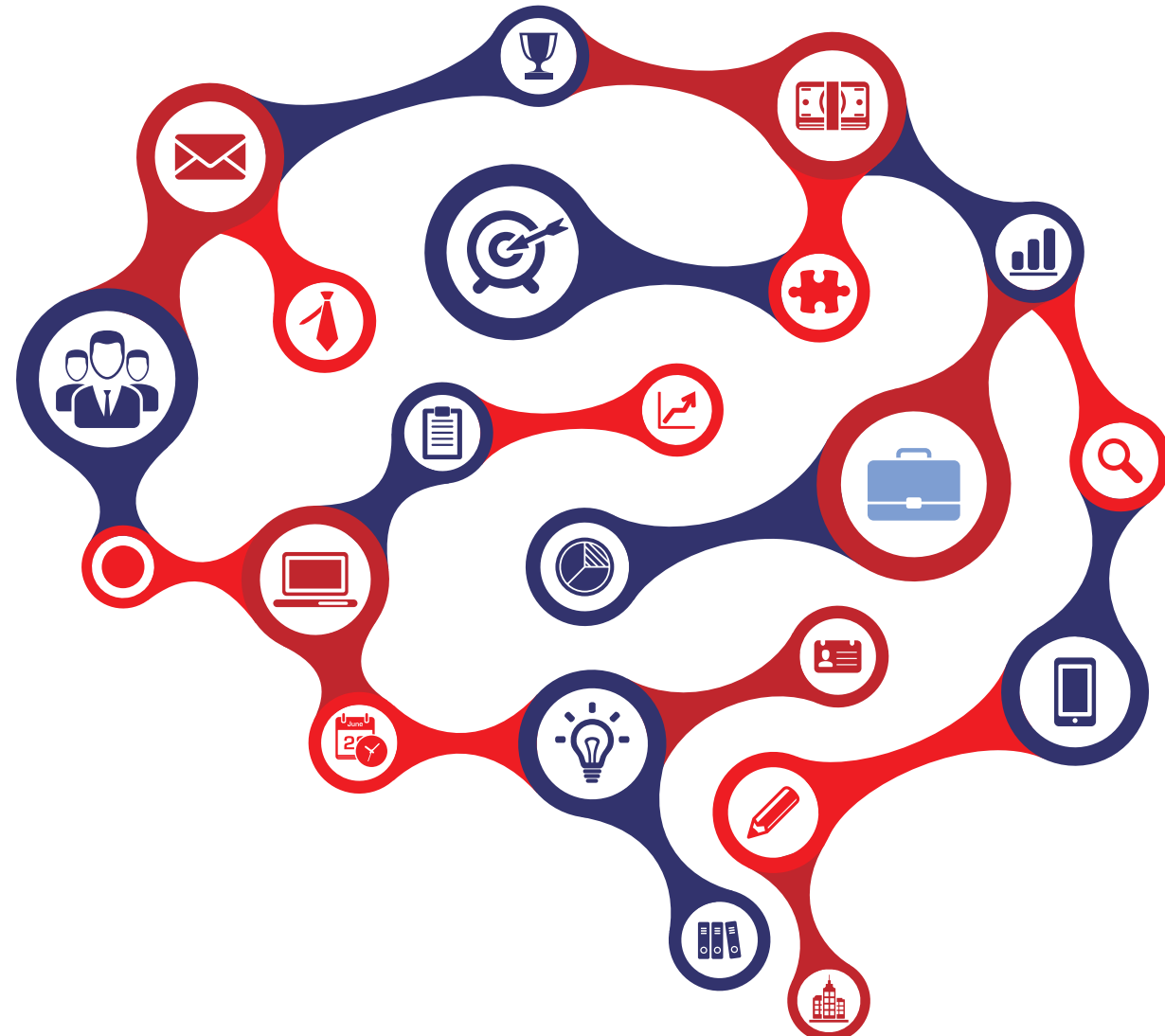
Gulf Intelligence produces solicited mid-year and annual GIQ Corporate Knowledge Rating (CKR) Assessments that provide companies with the data, insights, and benchmarks needed in order to improve their knowledge creation and distribution strategies for public consumption.

# GIQ Corporate Knowledge Rating (CKR): GCC NATIONAL OIL COMPANIES 2018

## EXECUTIVE SUMMARY

The GIQ Corporate Knowledge Rating is a standalone methodology that provides a quantifiable answer to a pertinent question – how much knowledge does a company create and make available to its external Stakeholders?

The creation of the Rating is founded on the belief that a robust knowledge exchange between industry and the public is a critical pillar of transparency, the foundation for developing a knowledge economy. For the purpose of scoring and ranking companies on the Index, we defined knowledge as publicly-available content a company creates that engages its stakeholders; and engagement was defined as the ability to attract, retain and educate an external target audience. This matrix allows the CKR to measure the amount of knowledge a company creates and shares with its external stakeholders. The CKR analyzed the GCC's six National Oil Companies and identified the Top-Ranked GCC NOC for Corporate Knowledge over the duration of 2018. GCC NOCs have a responsibility to contribute to the development of knowledge economies within their respective countries.



# Methodology: How does the GIQ Corporate Knowledge Rating Work?

## Key Parameters of the GIQ Corporate Knowledge Rating:

- ✓ The CKR defines **Knowledge** as content that is engaging – the content attracts, educates and retains a defined audience.
- ✓ The CKR defines an **Audience** as spectators on a given channel for publication consumption that are relevant to a company's activities.
- ✓ The CKR defines **Channels** as platforms where content engagement can be monitored and measured, such as company websites, social media (Twitter, LinkedIn) and news.
- ✓ The CKR utilizes a branded GI Score to measure other channels, such as forums, press releases, reports, magazine features and interviews.
- ✓ The CKR uses **Digital Analytic Tools** to monitor channel engagements, which paints a broader picture of how engaging the knowledge content on those channels is.

## GIQ CKR Methodology





# CKR: ADNOC Online Assessment 70%

## Website

How engaged is your audience with the content that is on your company’s website?

- Website engagement is defined as the amount of time measured that a person is actively interacting with a company’s content on its website.
- The more time a user spends on a company’s website dictates how valuable, timely, and relevant the platform’s content is.



ADNOC fell into the middle of the group of GCC NOC’s for Digital Website Content Engagement. Each unique daily visitor to ADNOC’s website spent on average 145 seconds viewing content. PDO ranked first in this space with each daily visitor spending on average 240 seconds viewing content on PDO’s website. To put this into perspective though, 55% of daily viewers around the world spend less than 15 seconds on websites.

Bounce Rate

38.40% ▲ 14.00%

Daily Pageviews per Visitor

2.60 ▼ 3.31%

Daily Time on Site

2:26 ▼ 8.00%

## Social Media

### Twitter

How engaged is your audience with the content that your company shares on twitter?

- The level of a company’s influence on twitter is directly correlated to the quality of content that it creates and publicly shares.
- Scores are not just based on number of followers and tweets but rather how insightful a post is and the corresponding audience engagement rate that each post receives.

### LinkedIn

How engaged is your audience with the content that your company shares publicly on LinkedIn?

- LinkedIn content engagement can be defined as the number of likes and comments that each post (piece of content) receives. The higher the engagement rate the more timely, relevant, and valuable a company’s LinkedIn content is.

### Digital Content Engagement

What is your audience’s sentiment towards the content that your company creates and shares across the web?

- Sentiment is critical because it measures how well your content is received by the public. Did your content produce positive, negative, or neutral sentiment?

# CKR: ADNOC Offline Assessment 30%

The CKR GI Score is generated by Gulf Intelligence’s editorial team

- GI has produced more than 60 thought-leadership publications on behalf of clients visit [www.thegulfintelligence.com](http://www.thegulfintelligence.com)
- The GI Editorial team is made up of world-class journalists with a combined experience of more than 50 years, who formerly worked with *Bloomberg*, the *Financial Times*, *Energy Intelligence*, the *BBC*, *Dow Jones* and *The Wall Street Journal*.

Hard data numbers that measure engagement are important but at the same time other aspects of knowledge must be considered that go beyond mere online performance.

- What Forums did the company employees participate in during the fiscal year? How was the quality of knowledge they shared and the audience’s reception towards it?
- What press releases has company issued during the fiscal year? How was the quality of the content in the press releases? Were they transparent and did they convey a clear message to the public?
- What whitepapers and op-eds has the company distributed? How would you rate the quality of knowledge generated and distributed?
- How strong is your CEO’s profile? Does your CEO actively engage with the public by creating and sharing knowledge?



ADNOC’s CEO provides knowledge at live events that is transparent regarding the current challenges that ADNOC and the region’s energy sector are facing. To bolsters this profile, additional op-eds can be produced that give a personal perspective on trends in the energy sector and will draw more audience engagement.

Results:

The GIQ CK Rankings GCC National Oil Companies 2018



1. ADNOC	1,277
2. Saudi Aramco	1,249
3. PDO	1,158
4. QP	1,154
5. BAPCO	1,067
6. KPC	962

Notes: \*Digital tools adjusted for timeframe of Jan. 1st, 2018 - Jan. 1st, 2019  
 \*GI Score of Publicly available information for timeframe of Jan. 1st, 2018 - Jan. 1st, 2019

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 \*GI Score of Publicly available information for timeframe of Jan. 1st, 2016 - Jan. 1st 2017

Sample Insights:

- ADNOC received the 3rd highest content engagement to audience ratio score out of all of the GCC NOCs that participate on the LinkedIn platform. Transparent posts on company updates and content focussing on community outreach produced the most likes and comments for the NOCs that performed well in this space. ADNOC can continue to improve their LinkedIn score by producing more video content for the social media platform.
- ADNOC's Twitter influence score was 773 out of 1000 possible points (773/1000) which was above the median for NOCs that participate on the social media platform but far behind Saudi Aramco, which received the highest score in this space. ADNOC can improve its score and acquire more followers by producing content that is more retweetable. Saudi Aramco's tweets are shared on average 100+ times and more frequently, where ADNOC's tweets are shared less frequently by its audience.

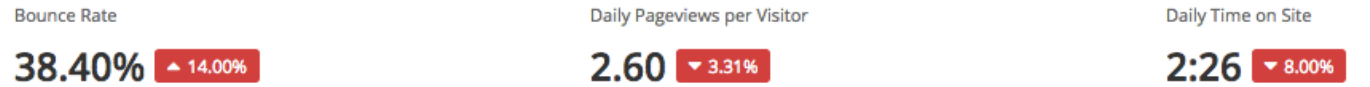


- ADNOC received the highest score for positive audience sentiment towards the company's content shared online. Company's that produce content that has uses less negative messaging and phrases received higher scores in this area.

Sentiment



- ADNOC fell into the middle of the group of GCC NOC's for Digital Website Content Engagement. Each unique daily visitor to ADNOC's website spent on average 145 seconds viewing content. PDO ranked first in this space with each daily visitor spending on average 240 seconds viewing content on PDO's website. To put this into perspective though, 55% of daily viewers around the world spend less than 15 seconds on websites.



- ADNOC's CEO Profile is one of the highest out of the GCC NOCs. H.E. Dr. Sultan Al Jaber, UAE Minister of State; CEO, ADNOC Group, UAE, & Chairman of the Board, National Media Council, actively participates in forums, conferences, seminars, and interviews. His Excellency provides knowledge that offers constructive criticisms and real-world solutions to the current challenges that ADNOC and the region's energy sector are facing.



- Public engagement on social media for all companies has increased greatly since the 2016 Corporate Knowledge Rating scores were released. Posts on both LinkedIn and twitter have improved in multiple areas, sharing market insights, interviews with senior company representatives, and social responsibility programs. NOCs are moving away from one dimensional self promoting content to more of a thought leadership posture and they are receiving more likes, shares, and comments than to posts as a result.
- Regarding the lower tier GCC NOC's on the CKR, KPC does not have critical social media platforms such as LinkedIn, severely limiting their ability to share knowledge with the public and negatively impacting their CKR Score. Although BAPCO is ranked 5th, the NOC has improved immensely across all measures since the previous release of the CKR and is ranked the highest in the 'Most Improved' category.

## To Request A Comprehensive Report Contact:

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