

Makeing the Future for the worlds millenials with Shell

Client: Shell International Industry: Energy

Campaign: #MakeTheFuture

The Problem

In 2015, Shell International aimed to reshape its brand perception among Energy Engaged Millennials (EEM), specifically those aged 25-34. This audience, self-identified as "global citizens," is deeply curious about global systems and actively engaged through social media and the internet.

Shell sought to evolve from being perceived as a conventional oil company to a forward-thinking, innovative energy leader. They wanted to change millennials' views of Shell, transforming it from a company with limited appeal into a trusted voice in their world.

To achieve this, Shell needed a cohesive narrative that positioned it as an active contributor to a sustainable energy future. This narrative would tie together the company's "Let's Go" and #MakeTheFuture campaigns, showcasing its investment in renewable energy and support for groundbreaking ideas.

The Solution

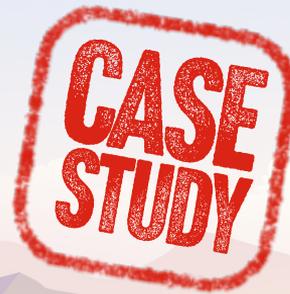
With a global budget of approximately \$18M, Shell devised a strategy targeting key markets in The Americas (USA, Canada, Central and South America), Northern and Western Europe, and Asia Pacific (ANZ, Japan, and Singapore).

To resonate with diverse local audiences, Shell collaborated with content creators and influencers. These partners developed engaging, market-relevant content that highlighted Shell's commitment to renewable energy innovation.

Keychannels included:

- Social Media: Facebook, YouTube, Snapchat, and Twitter.
- Programmatic Advertising: Audio-visual (AV) placements tailored to millennial preferences.
- Content Syndication Networks: Expanding the reach of impactful stories.

The campaign's centerpiece was its emphasis on relatable, global narratives. Shell successfully incorporated international artists such as **Pixie Lott**, **Steve Aoki**, **Yemi Alade**, **Luan Santana**, **Jennifer Hudson**, and **Tan Weiwei**, who collaborated on the anthem "Best Day of My Life." This vibrant, multicultural approach underscored innovative energy solutions, appealing directly to EEM values of creativity and sustainability.



The Results

The campaign achieved the following milestones:

- *A significant increase in brand favorability among Energy Engaged Millennials*
- *Elevated unprompted awareness of the #MakeTheFuture initiative in global markets*
- *Expanded Shell's positioning as a modern energy company through an array of localised influencer-driven content.*

Moreover, the collaborative anthem became a cultural touchstone, further solidifying Shell's connection with a global, millennial audience.

Conclusion:

By tailoring its approach to millennials' values and employing innovative, localized storytelling, Shell successfully reshaped its brand identity. The campaign demonstrated the power of creativity and cultural resonance in transforming perceptions and fostering advocacy.