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Social Media Case Studies

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Shell



Summary Information

Client: Shell Dubai

Campaign Name: Shell Helix - Participate & Win

Aim: Promote Shell Helix

Enablers of Success: Aggressive Facebook marketing, user engagement, competition and giveaways.

Client

Shell is a global group of energy and petrochemical companies. Our headquarters are in The Hague, the Netherlands, and our Chief Executive Officer is Ben van Beurden. The parent company of the Shell group is Royal Dutch Shell plc, which is incorporated in England and Wales.

Mission

The principle aims assigned are:

- Boost brand awareness of through increasing the number of Facebook Fans
- Increase product awareness of products/offers
- Increase visits to the global website and other information sources

Market

Targeted market segments, as per priority were:

- Primary Segment: Mainly UAE audience.
- Secondary Segment: Wider regional users in GCC

Strategy

- Conceptualization of the contest and defining mechanics like the duration, criteria, prizes, write up, artwork, terms & conditions etc.
- Strategic steps were taken to popularize the contest and widen its reach.
- Use of giveaways to lure interested fans
- Posting of attractive images and videos

Challenges

- Creation of special Facebook page and landing images (mirroring website's theme).
- Creation of database and easy management of the same

Conclusion

The aim was to create awareness about the features of the product, while building in the brand awareness, the campaign was a success and it achieved its target of branding and product promotion objectives.

Screen-Shot of the campaign



Win an exclusive trip to the Formula one Grand Prix and Ferrari World Abu Dhabi

Name : Mobile :
Country : Email :

Do you know?

Shell supplied the engine oil for Concorde's first commercial flight in

1960 1976 1980 * [learn more](#)

Shell has been formulating motor oils for over 70 years.

True False * [learn more](#)

Shell Helix Ultra is specifically formulated for high-performance, It meets vehicle manufacturers' extended service specifications; has formulations for different fuels, engines and environmental conditions;

True False * [learn more](#)

Shell Helix Ultra contains Shell's unique active cleansing technology which is more effective at removing sludge from dirty engines than a mineral oil, up to

3 times 4 times 5 times * [learn more](#)

Some of Shell's advanced lubricants are even used by NASA in space flight mechanisms

True False * [learn more](#)

Shell Helix HX7 more effective at removing sludge from dirty engines than a mineral oil, up to :

2 times 3 times 5 times * [learn more](#)

SUBMIT

Promo Mechanics

WIN THE FASTEST 48HRS OF YOUR LIFE IN ABU DHABI

Want it?

Here are different ways to participate in Shell Helix Ferrari World Abu Dhabi promotion

- Get your chance to win when you purchase **Shell Helix Ultra / Shell Helix HX7 / Shell Helix HX5**.
- Please ask for the promotion leaflet, Terms & Conditions at any of the participating outlets.
- The lucky winner gets the chance to win a return air ticket/transport to Abu Dhabi + 4 stars hotel accommodation for 4 nights + VIP entrance to Ferrari world Abu Dhabi and Ticket to enjoy watching the Formula One race at YAS circuit Abu Dhabi + hospitality and surprises.
- Promotion valid until October 20th 2011. Winners will be announced on October 25th 2011, and will be notified via phone.