

WORK

Driven to Extremes

CLIENTS

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Shell took Helix to extreme environments to show motorists how what a difference great motor oil makes

Understanding

Motor oil is dull. It may be a motoring essential but it's often an "invisible" purchase, with brand selection undertaken by the local garage.

But sometimes motorists are forced to make a choice and, when they do, we needed them to choose Helix.

We realised that drivers only pay attention to motor oil at one key moment: when preparing for extreme journeys or ahead of long family trips.

Solution

Our solution was “Driven to Extremes”, a 3-part TV series designed to showcase the toughest driving challenges ever conceived with Shell Helix as the star. We partnered with Discovery Networks, a key channel for our core target of car influencers.

Execution

We’d provide unmissable entertainment, exhilarating adventure, motorsport, and techie “know it all” ammunition in a single show. We’d take celebrities and put them in the toughest driving conditions known to man.

Additional detail, including behind the scenes footage, celebrity interviews and technical info, would be distributed via YouTube.

We also bought the idea to life via a series of mobile and mini-games on mobile and Facebook.

Results

Consumers who saw our content were 50% more likely to say Shell Helix was a unique motor oil brand. Top of mind awareness rose three-fold or more in some markets and consumers claimed they were also 30-40% more likely to purchase Shell Helix.

Originally scheduled for broadcast in 14 major markets, Driven to Extremes was so good that more than 90 Discovery territories broadcast the show.

Awards and Recognition

- AdForum 2015 | Winner: AdFourm Greatest Hits: Experiential, Branded

Content, Stunt

- M&M Global Awards 2013 | Winner: Best Automotive Campaign

Credits

- [JWT](#)
- [Edelman](#)
- [Iris](#)
- [Discovery Networks International](#)

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