

**MEDIACOM**



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Through a partnership with the New York Times, Shell were able to shift brand perception metrics amongst their core target, 'Energy Engaged Millennials' in terms of the agreement that Shell is setting trends in energy. This is, at its core, Shell's primary business objective as part of the overarching Global #makethefuture campaign.

### Understanding

This success was driven by fit-for-purpose content, with the MediaCom CE Worldwide team leading a strategic approach to targeting and execution. With the MediaCom teams

on the frontline of the content production, we were able to feed in best practises for mobile and creative elements.

The global energy company raised awareness for its energy innovation campaign with engaging editorial powered by Facebook Canvas. 6.9-point lift in ad awareness, 4.4-point lift in message association, 8.3-point lift in agreement that Shell is setting trends in energy.

## Solution

Global energy group Shell believes that the answers to tomorrow's energy challenges lie with the power of people's ingenuity. Its latest campaign invited its audience to help #makethefuture today.

Shell wanted to change perception of the company among a millennial audience and raise awareness of energy innovations that aim to bring more, cleaner energy to communities around the world.

'Facebook is a key partner for Shell's #makethefuture campaign, allowing us to get closer to our key audience in a native environment. For our latest partnership execution, working with MediaCom, Facebook and The New York Times' T Brand Studios, we have created a mobile-first advertising creative based on 4 key best practice pillars, which has proved to be incredibly impactful'

Alina Khachaturian, Global Digital Director, Brand Communications, Shell

## Execution

As part of the company's global #makethefuture campaign, Shell worked closely with its agency, MediaCom, and Facebook's Creative Shop. The 7-week campaign focused on several pieces of editorial created by The New York Times' T Brand Studio, which showcased new and emerging energy solutions, along with Shell's important role in supporting them through incubator initiatives.

MediaCom then worked with Facebook's Creative Shop to apply best practices for mobile and import these stories into Canvas, along with video, carousel and image ads.

Provocative statements and highly engaging visuals were used to entice people to read the articles, while Shell's message and subtle branding were seamlessly woven into the overall narrative.

This 4-phase approach-taking customers from awareness to deeper engagement-was underpinned with nuanced targeting that focused on 18- to 34-year old "energy-engaged millennial", along with further targeting around each of the editorial themes.

Products used: [Adverts](#), [Video](#), [Carousel](#), [Canvas](#), [Desktop News Feed](#), [Mobile News Feed](#), [Custom Audiences](#)

Goals: [Raise Brand Awareness](#), [Generate Leads](#)

## Results

Shell's unique approach to the #makethefuture campaign proved a success. The campaign sparked significantly high engagement and positive sentiment, as shown by Millward Brown and Brand Lift measurement studies (at a 95% confidence level). Over 7 weeks, starting in May 2016, it achieved:

6.9-point lift in ad awareness

4.4-point lift in message association

8.3-point lift in agreement that Shell is setting trends in energy

## Testimonial

'Facebook has helped us showcase our core stories as beautiful, easily digestible, and engaging content focused on energy innovation. Coupled with a tailored, first-of-its-kind approach to targeting and sequencing, it's enabled us to deliver a more meaningful creative

that has produced very strong engagement and shifted some of our core brand metrics.'

Diana Altmann, Global Media Advisor, Brand Communications, Shell