

CATEGORY NAME: Best use of live-event marketing

PROGRAMME/INITIATIVE NAME: Castrol Ambassador Club Summit

AGENCY: Bray Leino

BRAND OR CLIENT: Castrol

brayleino









brayleino

SUMMARY

The Castrol Ambassador Club is a 2 year membership programme for Castrol's top 65 Distributors who have met certain qualification criteria such as sales growth and partnering with Castrol to win their place in the Club. At the culmination of their 2-year membership, Distributors from around the world are invited to a Summit that rewards and recognises their extremely valuable work at an event congregated around the world's greatest sporting events.

The Club was created to reflect the trust Castrol places in its key Distributors and to create a forum for high-level access, dialogue and knowledge-sharing between Castrol's senior executives and the Distributors. The aim of the programme and Summits are to help Distributors build their capabilities and to recognise outstanding Distributor performance with outstanding rewards.

The theme of the 2012 event was **"Growing Together"** and comprised of a three day business summit at Tylney Hall in Hampshire followed by 3 days as part of the BP Olympics programme in central London.

Castrol

CASTROL | AMBASSADOR CLUB SUMMIT

brayleino

ABOUT THE CLIENT COMPANY

Part of BP, Castrol is a global enterprise in the lubricants and oil services sector. It is the third-largest energy company and fourth-largest company in the world measured by 2011 revenues and one of the six oil and gas "supermajors". It is active across the oil and gas industry, including exploration and production, refining, distribution, petrochemicals, power generation and trading. In 2000, BP acquired Castrol and while the Castrol brand is part of the BP's group of companies, it retains its separate identity. Along with BP, it has strengthened the combined global footprint of the company to promote a highly premium proposition that is 'customer led, solutions based' rather than simply supplying lubricants and oils.

STRATEGY – BROADER ISSUES THE COMPANY IS FACING

As a large business with interests in both established and emerging economies, Castrol found that smaller, more agile players were attracting Castrol customers by understanding local needs and recognising and rewarding great partnerships. This led to an erosion of Castrol market share and revenue, and has given previously unseen competitors a firm foothold in a growth market.

Bray Leino was tasked in May 2009 with addressing this issue with a goal of strengthening relationships and enabling communications at country and regional level to permeate back to 'Castrol head office', to stem complacency and a drift in revenue to more specialist, regional suppliers and wholesalers.

As part of the Ambassador Club recognition programme, we create and manage bi-annual summits that congregate around the world's greatest sporting events: FIFA World Cup in South Africa in 2010, the 2012 Olympics in London, and the up-coming 2014 FIFA World Cup in Brazil. These events enable key partners to share their business challenges, and to provide feedback on Castrol's marketing initiatives. This, in turn allows Castrol to be more responsive to the finer nuances of the market trends in these regions and to, therefore, build stronger commercial relationships.

This is ultimately about retention and growth of partners worth $1.14billion USD to the business, rather than acquiring new partners.

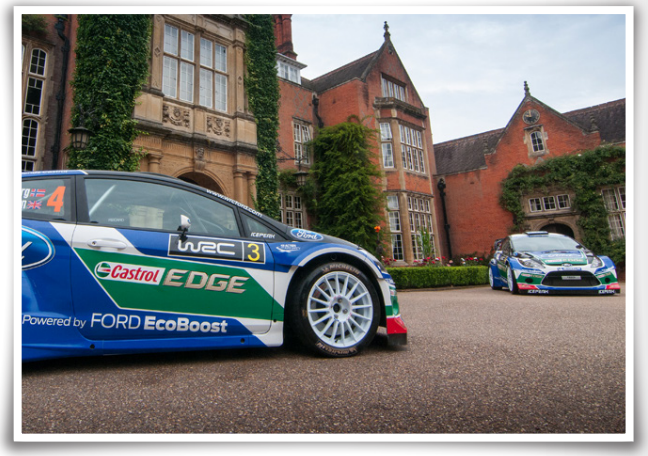
OBJECTIVES OF THE CAMPAIGN

Each year, the event needs to:

- Foster long-term strategic partnerships with key Distributors
- Create an environment where Distributors felt able to contribute to and develop a genuinely shared strategy
- Excite, reward and celebrate success of Castrol's most important Distributors
- Help Distributors to succeed by leveraging mutual expertise
- Provide information in a variety of languages and simultaneous translation of discussions and presentations

THE TARGET AUDIENCE

The target audience is Castrol's top 65 Distributors from around the world, ranging from family owned businesses to large PLCs. They represent over 25 countries, and English is not the first language for many of the guests. They are entrepreneurs and business people who are focused on sales results and are comfortable in their own ways of working. They carefully monitor their cost bases, particularly in China and India, where there is a jockeying for position in a rapidly shifting and consolidating market. For Castrol, developing a single, overarching brand is difficult to impose on China, the former Soviet states and the USA without compromise or confusion. The Distributors want to be involved with and work with Castrol to agree on who should be investing what, to solve key issues together and to maintain ownership of brand and its marketing at local level.



Castrol

brayleino

"A fully integrated team was a key requirement for a diverse and challenging event with such a broad scope. They delivered on time on budget with every aspect of a very challenging brief, with a calm assurance and commitment to a common goal."

Jonathan Archer, Castrol's Global Distributor Operations Manager



MEDIA, CHANNELS OR TECHNIQUES USED

For the 2012 Ambassador's Club, we invited the 65 global Ambassadors for the five-day event built around the theme of 'Growing Together'. This theme was built into every aspect of the event comms and planning, including the materials shared throughout the event's five day time period.

To promote and manage content up to and during the event, our digital experts built an exclusive iPad app for the delegates, and maintained a centralised website to house the collection of event materials, allowing each Ambassador to manage his or her summit experience.

This world-wide digital environment meant that every Ambassador was signed up to the theme of growth, and it really did allow them share their best-practices with other regions. For example, one Distributor was able to share details of their sponsorship of a rally-car programme and sales training techniques with other regions. This digital platform helped produce a world-class event that included global sharing sessions, cultural experiences and, of course, attendance at the Olympics itself.

Bray Leino managed every aspect of event production, including the stage design, contractor management and hotel liaison. We also make sure that every memorable moment is captured by our in-house AV team.

From the session feedback and agreed streams of work, we have helped Castrol and the Ambassadors work together to develop meaningful and collaborative outcomes.

TIMESCALES OF THE CAMPAIGN

We began working with Castrol on this initiative in May 2009. The initial event was held in time for the FIFA World Cup in 2010, and subsequent events are held every two years. In 2012, we sent out email invitations with a link to a bespoke digital platform so that delegates could manage their travel arrangements. Further emails engaged delegates in the lead up to the event. During this time we produced numerous branded materials and built a fully functioning, Ambassador Club branded outside conference suite which included a bespoke staging area, light box pillars, translation booths, Wi-Fi and an integrated digital screen.

BUDGETS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

RESULTS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Castrol