B2B MARKETING AWARDS 2013

Category number: **5**

Category name:
Best use of creative

Name of campaign/initiative:
Shell New Lens Scenarios campaign

Name of company entering:
Shell/Columns

Word count:
Summary – 200, body copy – 1000

FINALIST 2013
B2B AWARDS

NEW LENS SCENARIOS

SUMMARY

Shell has been developing scenarios to explore the future since the 1970s, asking the 'What if?' questions and presenting plausible, possible outcomes based on the realities of today.New Lens Scenarios is the teams most recent, most detailed and most complex body of work.

There were two key challenges: the first was to communicate visions of our future that was sometimes abstract, paradoxical and patchy in an engaging and innovative way. The second was the four-week delivery timeframe from first draft copy to launch.

The results have been a great success: 30,000 New Lens Scenarios books pre-ordered; 100,000 sent out; over 70,000 YouTube views on Shell Scenarios channel, and an increase of 457% on page views post launch.

THE CLIENT COMPANY

Plus products/services offered

Shell is a global group of energy and petrochemical companies, with a rich history of innovation. Our Upstream business explores for new oil and gas reserves. Our Downstream business refines, supplies, trades and ships crude oil worldwide, manufactures and markets a range of products, and produces petrochemicals for industrial customers. Our Projects & Technology department manages delivery of Shell's major projects and drives the research and innovation to create technology solutions.

70+
countries where we operate

87,000
average number of employees

50%
of our production is natural gas

20.2 MILLION TONNES
of equity LNG sold during the year

3.3 MILLION BARRELS
of oil equivalent we produce every day

44,000
Shell service stations worldwide

30+ REFINERIES
and chemical plants we run

(2012 figures, Shell.com)

STRATEGY

Broader business objectives and how this activity relates

Shell seeks to reinforce its position as a leader in the oil and gas industry, helping to meet global energy demand in a responsible and innovative way.

Shell have been developing scenarios to explore the 'what if' questions since early 1970's and are considered to be one of the foremost scenario planning teams in the world. The team consider changes such as in the global economic environment, geopolitics, resource stresses such as water, greenhouse gases, and energy supply and demand to help map out plausible outlooks for the future.

These insights help Shell as well as other businesses and world leaders to make better strategic choices by defining a common language, drawing out business implications and challenging their beliefs.

New Lens Scenarios is their most recent and most complex body of work to date. It describes a period of hostile transitions (for example, the financial crisis, changing dynamics in geopolitics, Arab uprising, growth in population etc.) and that the plausible outcomes of these transitions are patchy and often paradoxical.

The team described two scenarios – labeled 'Mountains' and 'Oceans' and a series of lenses called 'Paradox' and 'Pathway' which can be used to view new perspectives of these worlds. The brief was to interpret and articulate these worlds and bring them to life through visual storytelling.

OBJECTIVES

- Help bring the complex, paradoxical worlds to life
- To deliver innovative creative solutions whilst being sensitive to the academic nature of the work
- To utilise a diverse range of media channels (print, video, online, social, events etc.)
- To engage a much wider and younger audience than previous Shell Scenario publications and raise awareness of Shell's position as an innovative energy company and thought leader
- Garner positive media coverage of Shell's New Lens Scenarios publication and visits to Shell.com/scenarios
- Promote Shell Scenarios to Shell employees so they can better understand the value of scenarios work and strategic thinking in their everyday work

THE TARGET AUDIENCE

Target audiences in more than 35 countries with specific emphasis on key markets for Shell including the UK, The Netherlands, Germany, Russia, the United Arab Emirates, China, India, Singapore, Australia, the US, Canada, Brazil, and South Africa.

- Special Publics – major resource holders/governments, policymakers, media, key business customers/partners
- General public – defined as Energy Concerned Consumers
- Academics
- Policy based organisations around the world
- Other business thought leaders (e.g. IBM, Unilever, Rio Tinto, Siemens)
- Youth via our recruitment channels and social media community
- Shell leadership
- Shell staff

CREATIVE SOLUTION

The solution was to merge two different images over a square grid to created one 'jumbled' image.
This was a unique and fresh interpretation of the grid within the Shell brand guidelines. It was used to convey the emerging worlds of Mountains and Oceans.



This formula was then used to communicate transitions, new perspectives, paradoxical outcomes or focus on particular catalyst for change to convey key topics within the document.

Urbanisation



Relationship between US and China



A new distribution of power and influence through social media



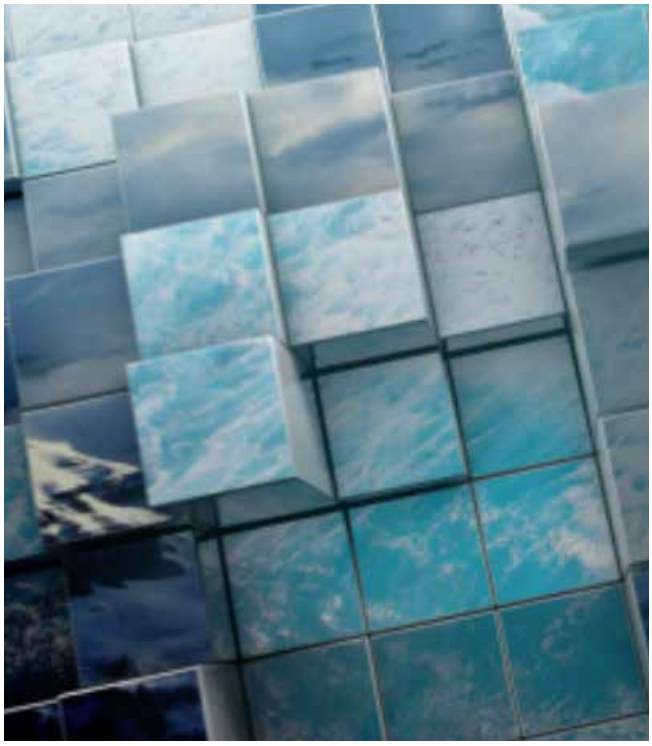
The migration from cars to rail



Inequality



The grid was then used to bring these transitions to life even further through digital media.





See the video here:
http://www.youtube.com/watch?v=jIwzMhDFP2M

A series of icons were used for each of the 'Scenario Lenses'. These were used as signposts throughout documents, films and presentations to help recognise consistent themes and outcomes within the Scenarios work.

Paradox

Prosperity

Leadership

Connectivity

Pathway

Trapped transition

Room to manoeuvre

MEDIA AND CHANNELS

This concept was then applied to all elements of the campaign to give a consistent look and feel, in seven languages.

The materials produced:

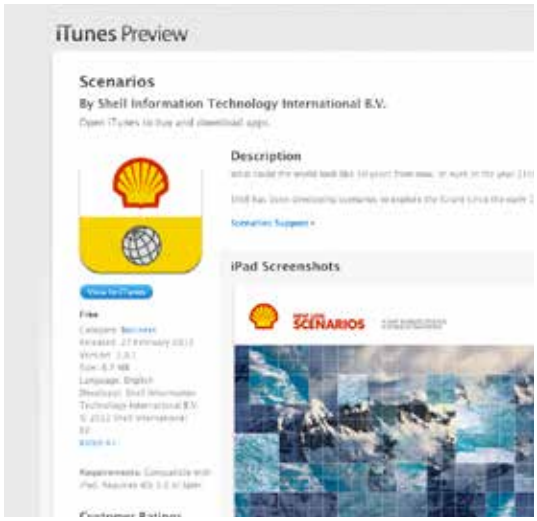
- 96pp print publication x 100,000 circulation
- Shell Scenarios App for iOS and Android tablet devices
- A short animation for use online, through social media and presentations
- A series of videos on the Shell Scenarios team and New Lens Scenarios on dedicated Shell Scenarios YouTube channel
- Interactive presentation materials for use at global events and engagements
- Interactive content on Shell.com/Scenarios
- Events and Exhibition branding and graphic banners
- Press and online New Lens Scenarios ads
- Media pack with key messaging and visuals
- Internal communications toolkit

Campaign deliverables
Printed report



Campaign deliverables
E-publishing & online assets







Campaign deliverables
Events









TIMESCALE

The timescales of this project were as much of a challenge as the complex nature of the work.

The team had to get their head around complex and abstract themes before they were given a draft copy of the written thesis. They had to work at breakneck speed to design and produce a 96pp publication with all supporting event and launch collateral within four weeks.

Pitches – December 2012
Agency appointed – January 2013
Content received – 29 January 2013
Content development – 4-5 weeks
Campaign launch – 28 February in Washington DC by Shell CEO Peter Voser.

RESULTS

OVER 70,000
YouTube views on Shell Scenarios channel

EVENTS IN 14 COUNTRIES,
engagement with over 3,000 special publics

30,000
books pre-ordered

100,000
books dispatched

CARMA (media) favourability of Shell up since launch

+457%
Page views post launch

+694%
Average time on new page post launch