

TOP NEWS

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PRESS RELEASE

Kerry Group Rolls Out New Shell ROTELLA Road Show Mobile Display

ST. LOUIS - The Kerry Group, a St. Louis-based brand activation agency, is now rolling out the new Shell ROTELLA Road Show mobile display that premiered at a September 23rd campaign launch event at Richard Childress Racing in Welcome, N.C. The Road Show display showcases the newly repositioned ROTELLA line of heavy-duty motor oils at trade shows, special events, and customer locations throughout the United States and Canada.

Kerry Group's activation team worked closely with Shell marketing to bring the brand's new positioning of "Energized Protection" to life. The result is a highly interactive environment communicating the exciting features and unsurpassed performance of ROTELLA, America's best-selling heavy duty motor oil.

Arriving via a 53-foot mobile display trailer, the ROTELLA Road Show presents a state-of-the-art experience with dynamic new graphics, plus a 5X6-foot interactive exhibit featuring GestureTek AirPoint technology. The mobile display also features a surround sound theater with air ride seating to simulate the driver experience. A 4X6-foot video screen for theater-style presentations supplements six interactive exhibits inside the walk-through mobile display. Visitors engage with the Shell ROTELLA brand of heavy duty motor oils in a high-tech environment featuring touch-free control of videos and product presentations.



At center, Josh Pennebaker of the Kerry group, a brand ambassador for the Shell ROTELLA Road Show now touring the U.S. and Canada, activates a product demonstration inside the 53-foot-long walk-through mobile display. Visitors engage with the Shell ROTELLA brand of heavy duty motor oils in a high-tech environment featuring touch-free control of videos and product presentations.

Kerry Group Account Manager Megan Tillery led the production team that produced the ROTELLA Road Show interior design, graphics messaging and its interactive displays in time for the campaign launch. "The ROTELLA Road Show is unique in its ability to effectively deliver meaningful information to different users of the brand, whatever the event and sales force need," said Tillery. "It is a highly engaging consumer demonstration, a high-impact sales tool supporting Shell customer education, and a focused training environment. It increases the level of engagement for all visitors with the ROTELLA brand, and educates customers about ROTELLA products and ROTELLA'S technology leadership in heavy duty engine oils."

The environment, including a cutaway engine, uses a variety of other technology elements to engage visitors at Road Show stops, allowing ROTELLA brand ambassadors to collect customer opinions and information.

The Kerry Group produces business-to-business and business-to-consumer brand engagement programs, guerilla marketing, event-driven promotions, consumer response programs, web-based technology solutions and retail education services for local, regional and multi-national companies. For more information, call The Kerry Group at 636.203.5550 or see the website www.Kerrygroup.net.