

# pennzoil *feel the clean tour* 1 of 2

## Client: Shell Oil – Pennzoil brand

- 53' mobile consumer interactive exhibit
- Included Pennzoil® branded, motion sensing interactive video, V2 Push / Pull display, “Pump it Up” interactive game, piston and cutaway engine displays and educational videos
- Each exhibit specifically designed to reinforce the Pennzoil product family technology story, demonstrate benefits of a Pennzoil clean engine
- Engaged target audience: auto enthusiasts and customers at multiple local retail outlets and distributorships, NASCAR events and other enthusiast events
- 26 events in 22 US and Canadian markets

## Strategy

- Attend major automotive events and Shell distributorships to engage auto enthusiasts and customers
- Utilize interactive displays to reinforce the technology in the Pennzoil® family of products and demonstrate to visitors the benefits of a clean engine that only Pennzoil can provide®



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## Aspects KG Responsible For

- Design and development of 53' trailer and exhibits
- Tour management
- Hiring, training and management of staff
- Post event analysis

## Business Results

This program has been identified as a key driver of volume for our client. The educational platform and experiential marketing program are key to our client's growth via onsite activation, PR, awards and recognitions resulting in 4.2 million impressions and 481,000 touches

## Elements Handled By Vendors

- Build-out of vehicles
- Exhibit build out



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