



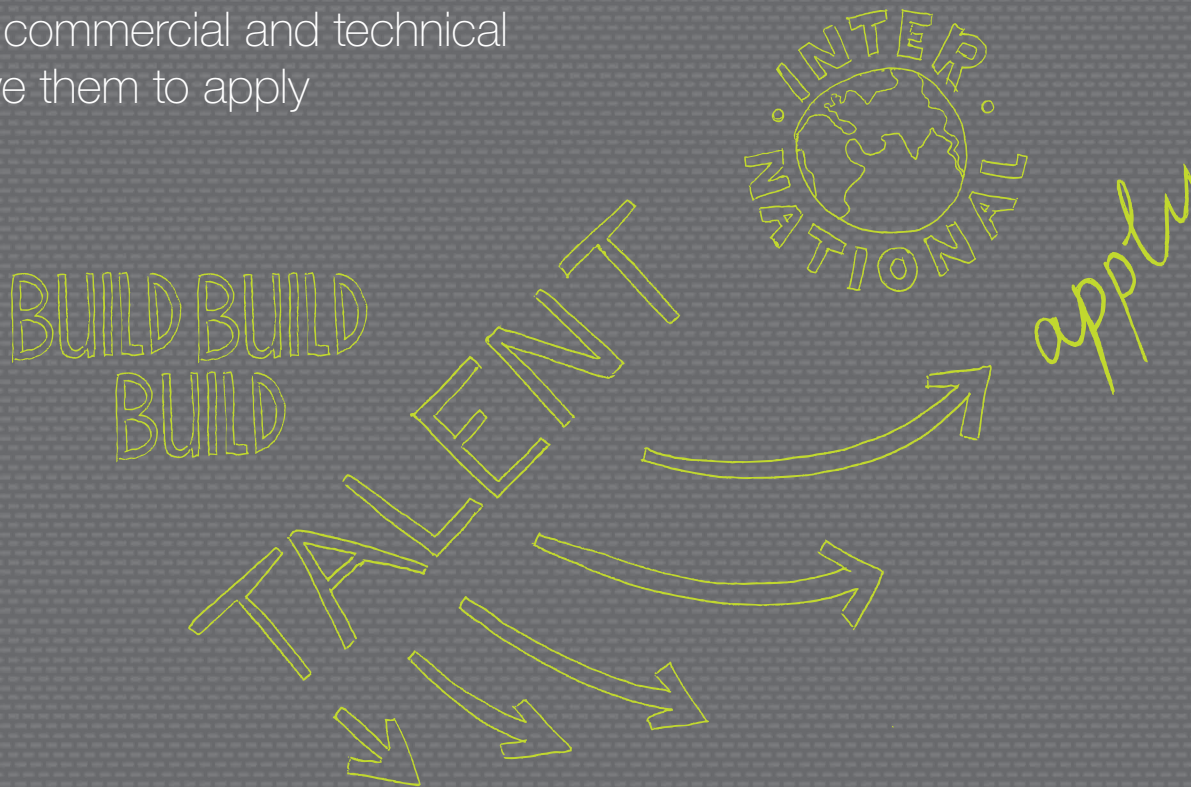
Diversity Marketing in the Middle East and Asia

Audience: Students in the Middle and Far East

Reaching out to all
your target audiences

Challenges

- _Build an affinity with the international Muslim community
- _Capture potential candidate data to allow for future communications
- _Appeal to top commercial and technical talent and drive them to apply



Solution

- _A PR campaign to highlight the opportunities for Bumiputras (Bumis) in Malaysia
- _Having interviewed current Shell Bumi employees, we created editorial coverage in national press to highlight Shell's activities in this market
- _In the Middle East, we developed a programme of campus events and supporting collateral to celebrate Eid
- _Website for students to find out more about career opportunities at Shell in the Middle East and globally
- _All registrants were then invited to participate in a brand survey, and register for upcoming events.



Results

_Numbers of Muslim students attending events (locally and in the UK) has increased significantly

_These activities have helped to increase the momentum of Shell's Diversity & Inclusiveness activities, and further engagement initiatives continue to take place.



Gallery





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