



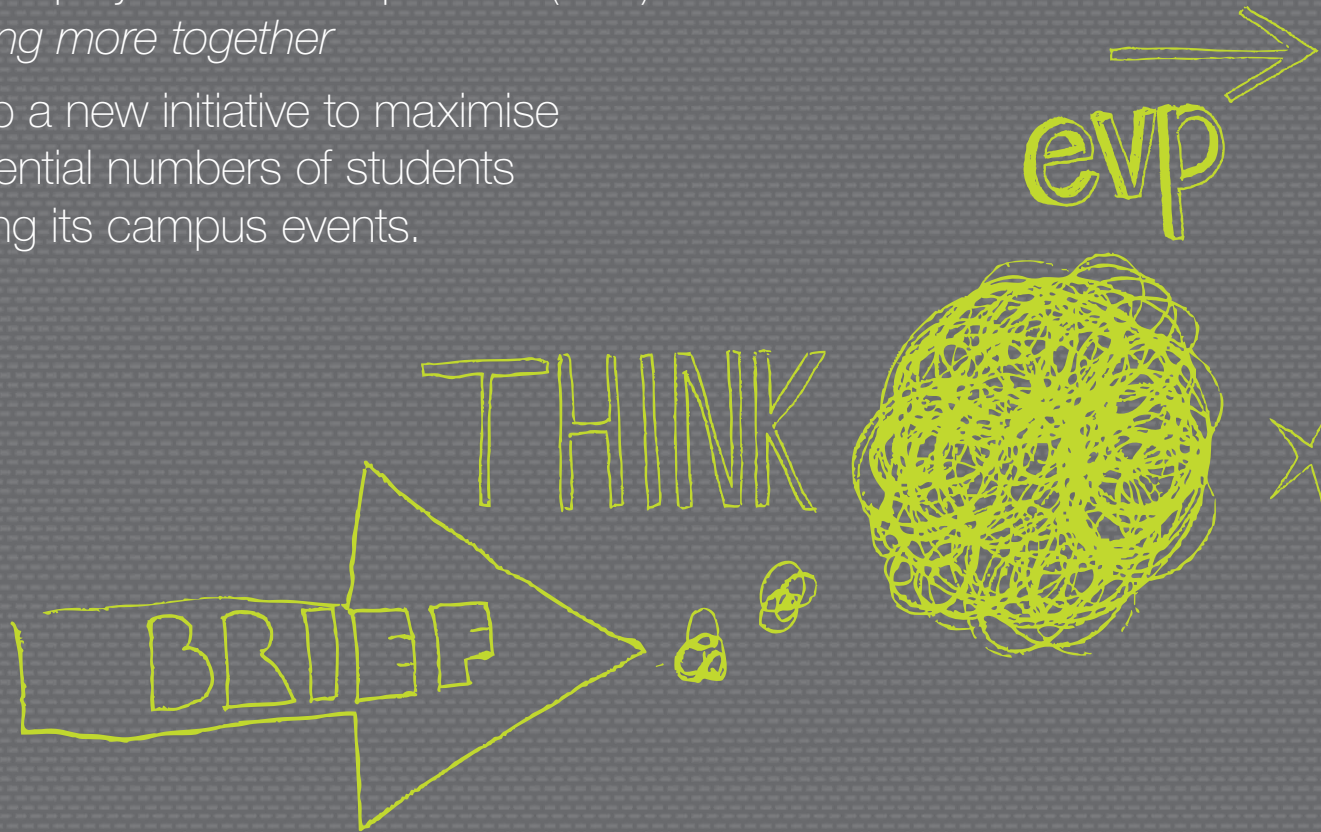
**New concepts in Campus Marketing**

Audience: UK students

# Running with new ideas on campus

# Challenges

- \_As a major global graduate recruiter, Shell constantly needs to enhance its profile and differentiate its position
- \_Additional challenge of launching a new Employee Value Proposition (EVP):  
*Achieving more together*
- \_Develop a new initiative to maximise the potential numbers of students attending its campus events.



## Solution

- \_ Create a new sub-brand for Shell's graduate marketing programme – *Choose your own path*
- \_ Focused on using Parkour or Free-Runners – highly skilled athletes who jump and somersault off walls and other solid structures
- \_ This concept mirrored the proposition and aimed to gain high levels of awareness
- \_ Key to this project was an integral on and off line marketing campaign that involved a Parkour film



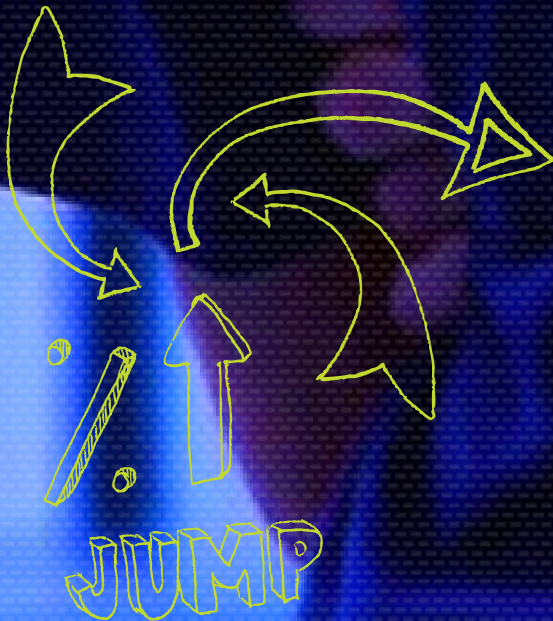


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## Results

- \_Where Parkour activity took place, the projected numbers of students attending the presentations was exceeded substantially
- \_Many rose by over 100% compared to previous years and some were 'sold-out'.

CHOOSE  
YOUR  
OWN  
PATH



## Testimonial

“We wanted a completely fresh and ‘left-field’ concept that would not only raise our on-campus profile, but also help to bring our Employee Value Proposition to life in an imaginative and relevant way – the Parkour campaign has been a great success and will help us to achieve both objectives”

Navjot Singh

Shell Global Recruitment Marketing Manager



# Gallery





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