

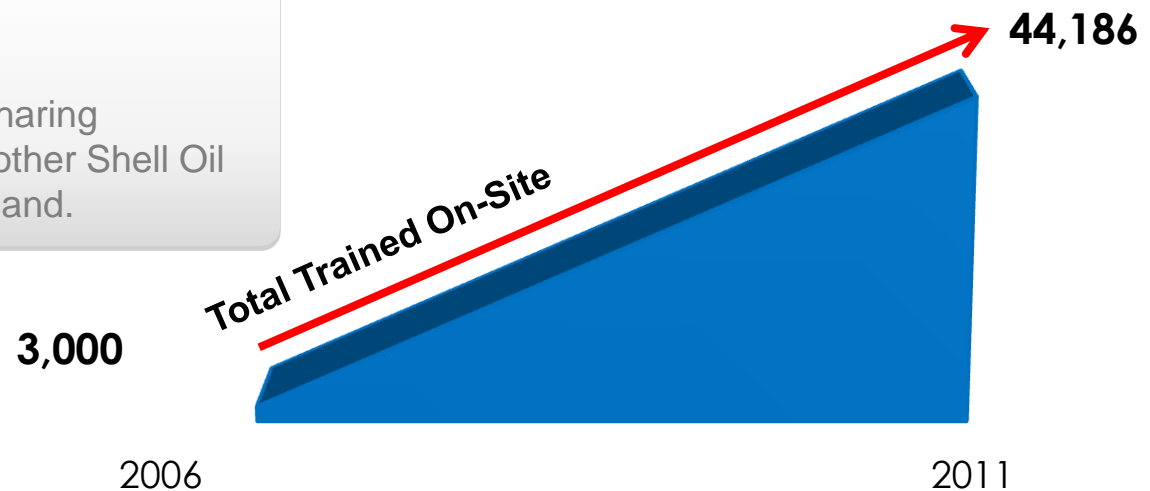
shell instant experts

•We provide our partners with the tools that convert recommendations to sales at point of purchase. This groundbreaking program uses a variety of blended learning techniques to ensure proper consumer-facing messaging for multiple Shell Lubricants brands.

- Created at Kerry Group, with over 5 years of program management
- Our web tools increased 2011 program productivity to 3,100 in-store education visits
- *Event Marketer* magazine Ex Award winner

*Copied by competitors,
requested by name*

SCORM compliant, for sharing education modules with other Shell Oil divisions by popular demand.



influence



thekerrygroup

INTERACT • INFLUENCE • ENGAGE