

# road to the championship

The Kerry Group manages incentive programs for a number of our clients. This fully managed digital incentive program for Shell Lubricants rewards participants with cash and prizes. Our digital team used best practices to custom design the application to best suit the client partner's needs.

- The program's success defines our success
  - Over 3.3MM conversion gallons sold in 2012.
  - Over 2.4MM gallons sold to new customers in 2012.
  - Multilingual and multicurrency awards



## engage



thekerrygroup

INTERACT • INFLUENCE • ENGAGE