

tim mcgraw *brothers of the sun* tour 1 of 2

Client: Shell – Pennzoil

- Backstage “tune up” musical performance tied to Pennzoil “Long Love Cars” campaign
- 23 concerts, 20 radio remotes, over 20K miles
- Activation at 23 concerts in 22 cities, over 230 Pennzoil brand ambassadors
- In 3 months, brand ambassadors captured 3,350+ tailgating party pictures
- Photos shared over 8000 times & counting
- Produced and managed Scan & Win activation
- Coordinated entire VIP guest invite process
- Collaborated with 23 concert venues
- Hospitality for more than 1500 Pennzoil VIPs
- Managed all backstage logistics—private pre-show concert featuring Tim McGraw and band, promotional/radio winners, celebrities and Pennzoil sponsored Paralyzed Veterans of America (PVA) members

Strategy

Provide an intimate environment for Shell VIPs (consumer & customer) to mingle, enjoy food & beverage, and experience an EXCLUSIVE Tim McGraw pre-concert performance.



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Kerry Group Responsible For

- Event footprint, coordination and hospitality
- All backstage logistics
- All venue signage, meet & greets, product representation
- Coordinated sponsor relations with PVA (Paralyzed Veterans Of America)
- Post event analysis

Business Results

This event achieved it's stated objective of providing an unique entertainment environment for Pennzoil to reward their sales team and key distributors.

Elements Handled By Vendors

- Talent management
- PR



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Saturday, August 14

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