

rotella road show 1 of 2

Client: Shell Oil – Rotella brand

- National mobile tour to major truck, construction, agriculture trade shows along with distributor visits
- 53' trailer with displays to immerse visitor in the experience of a premium lubricant
- Double slide out trailer with hands on displays, kiosk and touch screens
- 62 events, 211 event days

Strategy

Employ mobile tour to educate Shell key influencers (consumers & distributors/wholesalers) about Rotella



thekerrygroup

INTERACT • INFLUENCE • ENGAGE

rotella road show 2 of 2

Kerry Group Responsible For:

- Design & development of 53' trailer
- Design & development of interactive displays
- Tour management
- Hiring, training and management of staff

Business Results

This program has been in existence since 1996 and has been identified as a key driver of volume for our client. The educational platform and experiential marketing program are key to our client's growth. We have educated thousands, contributed millions of gallons of additional sales, touched millions more over-the-road drivers, distributors and customers and generated multiple millions more impressions via onsite activation, PR, awards and recognitions.

Elements Handled By Vendors

- Build-out of tractor trailer
- Interactive display build

