



## Shell Oil UK

### Client//

Shell Oil UK – Fleet Division. The dual remit of this Division is to promote the benefits of the new euroShell fuel card to UK businesses with a secondary focus of driving “traffic” to Shell Service Stations to purchase fuel and other products.

### Project overview//

The strategy was to develop and promote the launch of the new euroShell fuel card to 35,000 existing Shell customers and to new prospects using a variety of marketing campaigns and channels. The campaign had the dual objective of reducing customer attrition whilst increasing the acquisition of new customers.

### Solution//

Re-design of an application form focusing on the new product’s key benefits. Promotion to existing customers and profiled prospects via direct mail, telemarketing and email campaigns. Direct marketing campaigns were supported with a national poster campaign and promotional staff located at Service Stations to help customers complete applications.

### Results//

The marketing campaigns were completed to schedule and budget and less than 2% attrition was recorded. Acquisition of key prospects achieved the business objectives for 2007-2008.



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