

# Shell lucky pumps: Driving awareness & footfall



## Objective

To drive sales at 25 newly opened Shell petrol stations through the use of Shell's 'lucky pumps' promotion.

## Strategy

We've targeted confirmed car drivers living within 3 miles of a newly opened promotional Shell petrol station. Two messages were delivered; the first one week prior to the opening informing consumers of the promotion; the second was a reminder the evening before to visit a promotional Shell petrol station the next day.

## Campaign Results

13%

visited a Shell petrol station on the day of the promotion

WEVE