



IMC Performance Report
For Shell Eco-marathon 2021

Shell Eco-marathon China 2021 Performance Overview*

Finale Livestream Views
15.7 Million+

SEM Documentary
Video Views
16 Million +

SEM x Business
Video Views
26 Million+

1 Bn +
Weibo Topic
Page Views

18.5K +
Online Popularity
Votes for Teams

130K +
Weibo Topic
Page Discussion

265K +
Online Courses
Livestream Page
Views

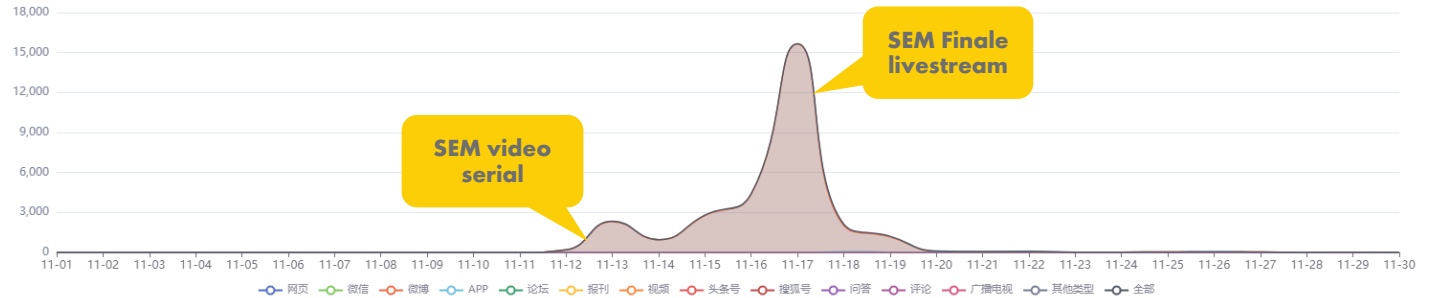
11
Shell Biz Social
Accounts Synergy
& Posting

*As of December 10, 2021

SEM SOCIAL LISTENING: VOLUME CRESCENDO & PERCEPTION

Volume Crescendo

- ◆ Compared with last year (7,000), this year's peak media volume index (15,000) increased by **114%**.
- ◆ Social media volume accumulated since November 13th as the SEM video serial released and achieved a peak during the finale livestream on November 17th.



Shell Brand Reputation

- ◆ Dual topics on Weibo accumulated branding content:
Shell fully capitalized the social attributes of Weibo to continually arouse attention and discussion around the topics #how far can we go with 1 unit of energy# and #Shell Eco-marathon#, and the overall topic page views reached **1 billion+**, total discussion reached **130k+**
- ◆ SEM campaign led to perception change
On Weibo, the hub of this years' social interaction, people's perception changed after the campaign.

Top 5 keywords relating to

How far can we go with 1 unit of energy

Finale, Expectation, Concept car, EV charge, Video

Shell Eco-marathon

Finale, Expectation, Students, Innovative Ideas, Energy saving

Shell related keywords

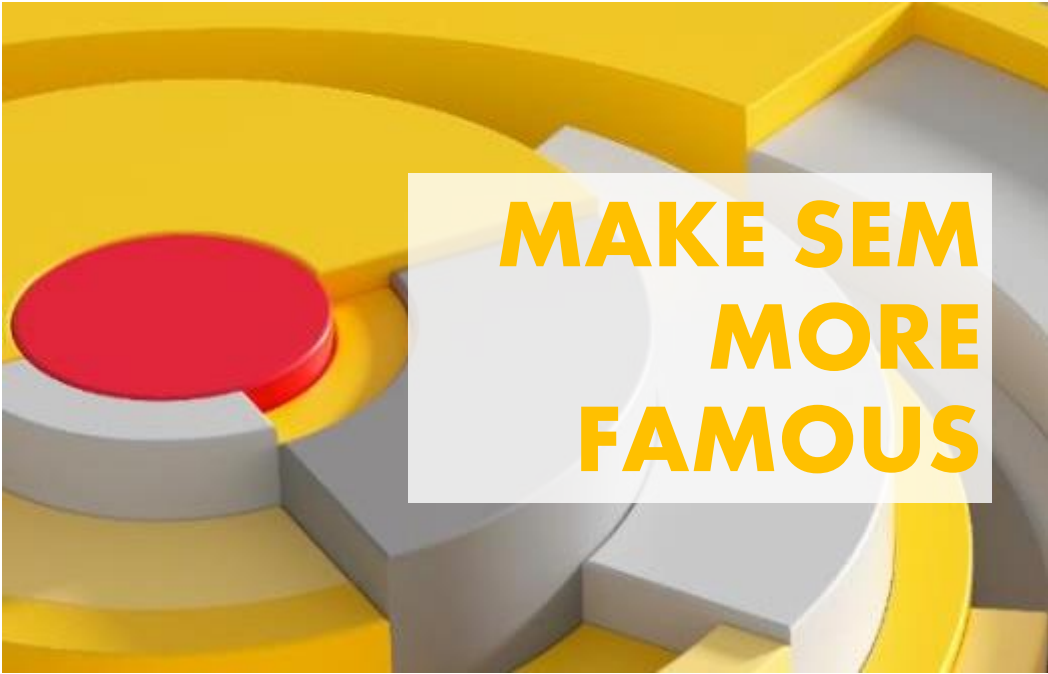


Hashtag: #How far can we go with 1 unit of energy#



Hashtag: #Shell Eco-marathon#

COMMUNICATION OBJECTIVE & STRATEGY



**MAKE SEM
MORE
FAMOUS**

Popularize Abstract Topics

Narrow the gap between abstract concept of energy efficiency and public understanding through “How far can we go with 1 unit of energy” by content diversity, media co-creation and channel synergy

Build SEM as an Iconic Event

Keep SEM as the core and engage with different TA internally and externally. Synergize media channels and social ecosystem to reach different TA, complete the SEM story and maximize the influence.

CORE IDEA: HOW FAR CAN WE GO WITH 1 UNIT OF ENERGY

Technology: An ultra-energy-efficient car's furthest range with 1 unit of energy
Humanity: The distance between students' ideas and innovations
Heritage: SEM's 36-year's journey to a better energy world.



Leverage innovative visual and content approaches to provide strong support to this ICONIC EVENT from various angles with innovative approaches

ROADMAP

1

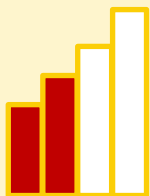
Online Course Promotion

Jul.-Sept.

Objective

**Kick off SEM, arouse
anticipation and desire of
SEM online course**

SEM Summer Camp



2

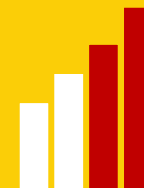
Finale Promotion

Nov.

Objective

**Go together, go further to reach climax
Convey SEM spirit, rational & emotional stories to more
EECs**


#How far can we go with 1 unit of energy?



PHASE 1: ONLINE COURSE

Overall Performance

Campaign Period: 2021/8/1 - 2021/9/14

 **33.3M**
Impression

 **286.9K**
Click

 **265.5K**
Live-streaming Page view
(10 times of 2020)

Why the Success

Optimized Content Strategy

Our messages were well delivered and received

Efficient Media Strategy

WeChat Mini program functioned as the hub, outperforming all key criteria



PHASE 2: ONLINE POPULARITY VOTING

Overall Performance

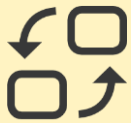
Campaign Period: 2021/11/12 - 2021/11/17



45.3M
Impression



1.1M
Click



2.5%
CTR

Landing to
WeChat Mini-program

PHASE 2 : THE 1ST SEM 3D OOH

Communication Goals

- ◆ Drive public awareness of Shell brand image
- ◆ Drum up the big wow for SEM finale

Nov.15-21



Showcase the milestones of 36-year SEM history & the 2021 celebration

- ◆ **Narrative 1:** SEM 36-year history tunnel to highlight the legacy and display the chronicles of major achievements via poster wall
- ◆ **Narrative 2:** center platform for SEM 2021 to spotlight the theme and its 3rd-year journey in China
- ◆ **Narrative 3:** one Shell celebration by featuring BU's elements such as Shell station, Lubricants and LNG.

Overall Performance



18.3M
Online Impression



522.6K
Click



7M+
Est. offline traffic



266K
Interactions



PHASE 2 : THE 1ST DUAL-LINE SEM VIDEO DOCUMENTARY

Overall Performance

Campaign Period: 2021/11/13 - 2021/11/17



Pear Video with
multi-media matrix
(7 platforms)



79.8M
Impression



16.0M
Video Views



15.8M
Interactions



Side A: Dare to Win
(Feat. Conception Team, Jilin University)



Trailer: SEM Spirit & Goal



Side B: Dreamers
(Feat. XIAOYING Energy Saving Team
Chongqing Jiaotong University)

PHASE 2 : SEM X SHELL BUSINESS VIDEO SERIAL

Overall Performance

Campaign Period: 2021/11/13 - 2021/11/22



3 Accounts
6 Platforms



26.4M
Impression



26.2M
Video Views



213.4K
Interactions



SEM x Lubes



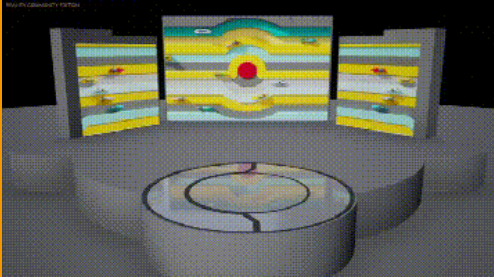
SEM x Mobility



SEM x ChemWorkshop

PHASE 2 : THE 1ST HYBRID SEM FINALE LIVESTREAM

1ST TIME!



A Combination of AR technology with physical stage to enhance live experience and impact

1ST TIME!



Real-time interaction with SEM ambassadors and virtual guest students

SEM Virtual Guests



15.7M+
Livestream Views

301.9M
Total Impression

1ST TIME!



Simultaneous livestream with Shell China business social media accounts, engaging both Shell employees and customers for greater exposure

1ST TIME!



On-site display during livestream to create big exposure of Shell E-commerce for the upcoming big launch

PHASE 2 : INFLUENCERS ENGAGEMENT

Overall Performance



37M
Views



138K
Interaction



Leading social influencers to trigger buzz



Weibo: frequent interaction



Douyin: Vlog promotion

PHASE 2 : MEDIA ENGAGEMENT

Overall Performance



345K
Views



11.5M
Exposure



118
Coverage



2
SEM Team Interview

With targeted free pitch for state-owned media like Guangming Daily, exclusive media interview with SEM teams to elaborate behind-the-scene stories, and multiple channels distribution, we've successfully collected extensive media coverage across various categories including portal, technology, energy, education, ect.

Interview Coverage



[Youth.cn](http://www.youth.cn)

壳牌汽车环保马拉松中国站：北理工摘银

YNET 2021-11-18 20:44:02

“我们的车不仅低碳环保，还是最炫酷的！”近日，“壳牌汽车环保马拉松”中国站决赛全面打响，顺利收官，北京理工大学冀昇一队夺得亚军。



[Beijing Youth Daily](http://www.beijingyouthdaily.com)

News Release Pick-up

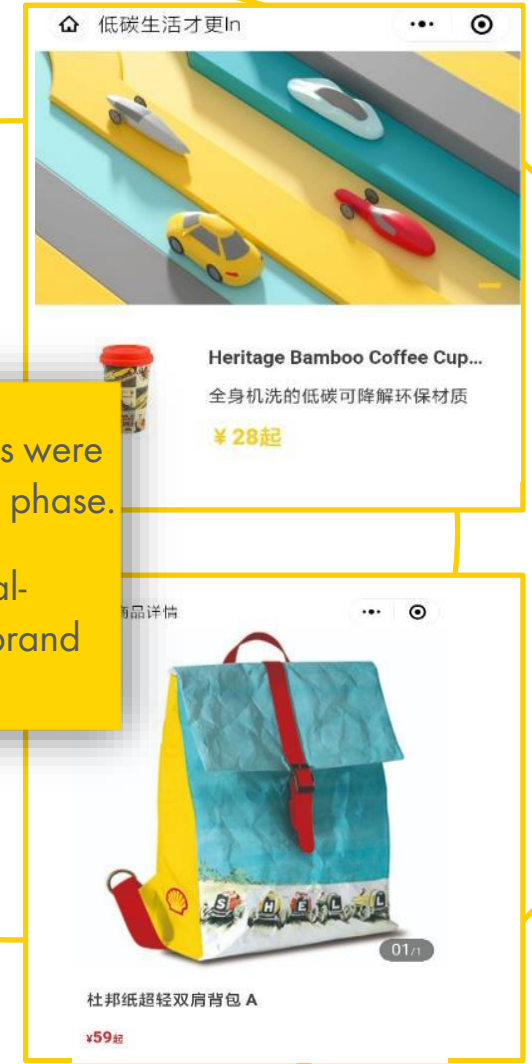
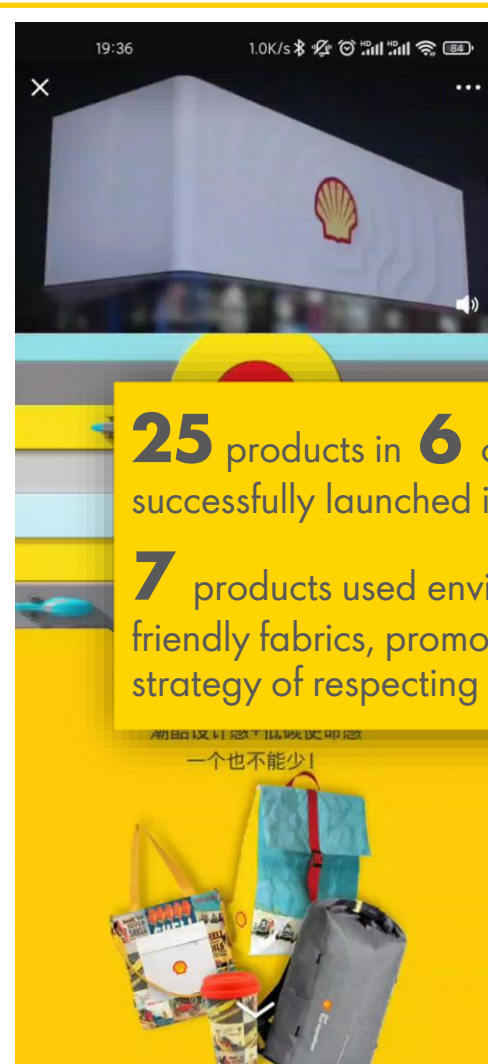


[Guangming Daily](http://www.guangmingdaily.com)



[Sohu](http://www.sohu.com)

PHASE 2 : SEM WECHAT MOMENT & E-COMMERCE LAUNCH



15.6M
Total Impression

258.7K
Interaction

1.7% CTR

25 products in **6** categories were successfully launched in the first phase.

7 products used environmental-friendly fabrics, promoting the brand strategy of respecting nature.