

Creative Goal: Bridge the gap between consumers and a "faceless" energy conglomerate. Appeal to the sense of humor of a more sophisticated audience while still delivering a strong brand message focused on caring, family and the future of energy.

Differentiate client from competitors in similar publications by focusing on "natural" element and using images of "raw materials" rather than more traditional energy consumer imagery.

Client: **Shell**

Publication: Scientific American Magazine

Layout: Full Page (8.5 x 11), 4C

Target: Predominantly males, ages 35-50 with post-secondary degrees, the majority of which also have graduate degrees in fields related to science, business and technology. Average annual household income over \$80,000 with money placed in investments and RRSPs. Target market is typically married, without children, or without dependent children. Well versed in politics, latest advances in scientific research and the world at large, the target spends a minimum of one hour each day reading newspapers, magazines, industry publications or browsing the internet. Living in affluent urban and suburban areas across Canada and the United States, the target market still prefers to drive than take public transit, and enjoy luxury vehicles over more fuel efficient models.



**Pour sugar in your gas tank...
Well, sort of.**

SUGAR CANE is just one of the raw materials used in biofuels; a new energy source being explored and developed by Shell. We understand that you and your family depend on traditional fuels every day, and as these resources diminish, you'll need something new to fuel your lives.

So while we don't recommend pouring sugar in your gas tank, the new energy future is coming and you'll be amazed.

Get ready for the future, visit www.shell.com/newenergyfuture.

