BUILDING A STRONG ONLINE FOOTPRINT TO ACTIVATE COMMUNITIES

Shell New Energy Challenge

**CHALLENGE**

Position Shell NL as a collaborator and thought leader in the energy transition within Europe. Create traction and high interest in Shell new business and how Shell NL is supporting entrepreneurs in this space.

**SOLUTION**

Following its mission to develop and research new ideas that improve the way energy is produced and consumed, Shell NL & Shell Technology Ventures the company launched the second edition of a start-up challenge called “New Energy Challenge”, aiming at being more creative in terms of media outreach and activation. Through this initiative, Shell wanted to:

- Prove its involvement in the energy transition and radiate its commitment to open innovation
- Support start-ups to scale up and provide a platform to facilitate the collaboration between startup initiatives in the Netherlands

MCI Amsterdam was involved in the brand creation. Together with Shell, they co-created the brand positioning and delivered a content calendar. Fresh ideas incorporated digital elements into the media campaign, which carved the path for the PR and Media agency in charge with content dissemination, to engage the audience and yield the sought-after outcomes.

MCI utilised their expertise in the creativity & production of content and all live communications.

**RESULTS**

- **90%** POSITIVE FEEDBACK
- **15 M** ONLINE REACH
- **20 000 +** FOLLOWERS ON SOCIAL MEDIA

Find out more: [https://www.mci-group.com/nl-nl/contact](https://www.mci-group.com/nl-nl/contact)