

Shell reappoints Total Media

After a successful three year relationship, Shell has renewed its contract with Total Media, the agency responsible for driving successful PR campaigns for its fuel brands. The objective of this year's campaign is to educate consumers about the phasing out of leaded petrol. The campaign reinforces Shell's positioning as the leader in fuels and lubricants.

Over the past three years Total Media have implemented a series of high-impact campaigns promoting Shell V-Power Unleaded and more recently launched Shell Diesel Extra in Botswana and Swaziland.

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