

CLIENT: Exxon Mobil Corporation

CATEGORY: Product Launch

TITLE: New Mobil 1® With SuperSyn™

AUDIENCE: Key Accounts

MARKETING CHALLENGE: Drive interest in a new formulation of the world's leading synthetic motor oil among existing accounts that are routinely flooded with competitive marketing collateral.

STRATEGIC APPROACH: Develop a delivery tool with such extraordinary presence that it would capture the attention of key decision-makers and become a conversation piece on its own.

CREATIVE EXECUTION: Housing kit elements in a full-sized replica oil drum, the launch kit created great impact not only due to its size and exciting racing imagery, but also because the kit contained samples of every point-of-sale marketing piece and training tool available to retailers. Included were a trade sales brochure, a technical question-and-answer brochure and a palm/sell card. Consumer point-of-sale materials featured a first-of-its-kind three-dimensional counter display that held an actual bottle of the product, and a consumer take-one, highlighting the advantages of Mobil 1 with SuperSyn. Also included was a special gift for the retailer – a limited edition racing poster:



*Capture the attention of
key decision-makers.*