



Creative Energy

THE *Rhythm* OF LOUISIANA



{case study}

Creative Energy

THE *Rhythm* OF LOUISIANA



{case study}

OVERVIEW :

Working with a global entity such as Shell has allowed Visually Speaking to become intimate with the Shell brand and use this knowledge effectively for every project.

The close working relationship of Visually Speaking and Louisiana Shell facilities began in 2013 and has evolved into many exciting projects. Every project begins with concept, followed by breakdown and fine tuning of how this concept fits into the budget, the brand and the campaign. In addition to graphic design, copy is composed for video, radio and ads, as well as on-site art direction during photography and video sessions. Visually Speaking has a “steel-toe” boots on the ground approach to telling the Story of Shell in Louisiana - from a human perspective.

Visually Speaking partners on a regional level with External Relations teams at Shell Norco, Convent, Geismar and Deepwater. Multiple Shell visual I.D. guides are referenced for every project. Final creative is executed following client discussions, discovery and design process.

PROJECT:

Regional Image Campaign for Shell Louisiana:
Creative Energy - The Rhythm of Louisiana

CRITERIA:

In 2017, Shell in Louisiana became stronger than ever - with three manufacturing facilities in a 50-mile radius. Shell felt like it was the perfect time to increase awareness of the Shell presence in Louisiana. Other goals included:

- Deliver message that Louisiana is crucial to Shell on a global level
- Build Awareness of Shell Louisiana as an industry, employer and community partner
- Foster employee pride in Shell Louisiana and set tone for recruitment
- Build Shell Louisiana brand to be synonymous with support of the Arts in Louisiana. STEM = STEAM





CREATIVE:

Concept/Logo Development:

The process began with defining the positioning statement and tag line for the campaign. Thus “Creative Energy - The Rhythm of Louisiana” was developed.

CREATIVE ENERGY: Defines Shell in Louisiana and sets the tone that Shell is leading the way with initiatives, forward thinking and embracing the Arts.

THE RHYTHM OF LOUISIANA: Emotional component reinforcing traits particular to this region that are unique and crucial to Shell. Symbolic of Shell’s support of Louisiana’s history, people and Jazz & Heritage Festival.

Creative Energy
THE *Rhythm* OF LOUISIANA

For nearly a century, Shell has been in step with the rhythm of Louisiana, celebrating our unique culture.

More than 4,000 Louisiana Shell employees work day in and day out to deliver fuels, chemicals and consumer products that make life better for people here in Louisiana and around the world.

We foster the creative energy of Shell men and women working in harmony at our three world-class manufacturing sites to grow our industry, build our communities and improve the quality of life in our state.

Louisiana is where we live, and we are proud to call it home.

ANNUAL TAXES | \$228.5 million
ANNUAL COMMUNITY GIVING | \$20 million

Creative Energy - The Rhythm of Louisiana
www.shell.us/louisiana

THE CREATIVE JOURNEY ...

Font for word “Rhythm” chosen to reflect feel of Jazz Fest hand lettered signs.



Creative Energy

THE *Rhythm* OF LOUISIANA



{case study}

Campaign pillars and launch dates were mapped out and the campaign media was determined.

The campaign launched in a four-pillar strategy.

- **VIDEOS** on www.Shell.us/Louisiana
Videos with targeted messages were produced for each pillar and launched via Shell.us/louisiana. The videos were also shared through social media for the regional market.
- **RADIO Commercials**
Corresponding radio spots aired during peak sporting events.
- **ADS** in community and trade publications
Print ads ran in community publications where the Shell facilities are located. Ads also ran in regional business and industry magazines.
- **BILLBOARDS** near Shell sites
In order to reach key audiences, billboard strategies were deployed that reached both Shell employees, as well as the greater population of Baton Rouge and New Orleans. Creative was refreshed at the launch of each new phase of the campaign.

Internal components included

- **SIGNAGE** all sites
The Shell industrial sites received a blast of color when the Creative Energy campaign launched. Hundreds of banners featuring employees and the Creative Energy campaign tag were installed at all three sites. Resourceful signage included painting the campaign tag on a storage tank (nearly the size of a football field) and installation on an 85' wide steel wall.
- **EMPLOYEE** coordinated launch communication strategies including overview PowerPoints and posters.





V I D E O S :

VIDEO 1 Description:

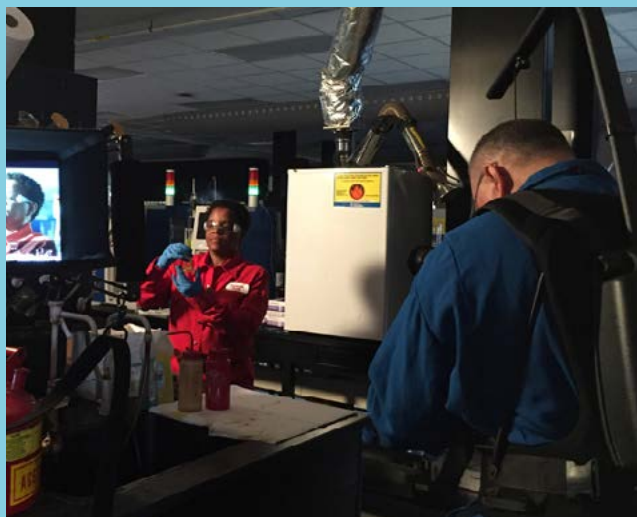
The first video started and ended with Shell employees on the levee of the Mississippi River, moving and grooving to the music. This video gives an overview of the story of Shell in Louisiana. It also gives a glimpse into the Shell facilities, and the unique culture of team work and expertise exhibited within an industrial setting.

[Creative Energy - The Rhythm of Louisiana](http://www.shell.us/louisiana)

To view video by typing url, go to: www.shell.us/louisiana and scroll down



Video 1 Behind the Scenes



Creative Energy

THE Rhythm OF LOUISIANA



{case study}



VIDEO 2 Description:

For over 40 years, Shell has been a cornerstone of Louisiana Youth Seminar (LYS). The goal of developing young leaders aligns with Shell's belief in making a difference in the world. Shell's support of LYS is an example of Creative Energy Fueling the Rhythm of Louisiana.

[Louisiana Youth Seminar](#)



VIDEO 3 Description:

The Wetland Watchers program is a shining example of Shell's commitment to making the future sustainable. By restoring the land and actually bringing students into the wetland's for hands on learning, an important part of Louisiana's legacy has been reclaimed.

[Wetland Watchers](#)



VIDEO 4 Description:

Shell embraces the history and culture of Louisiana and its people, and has financially supported the River Road African American Museum since its founding.

[River Road African American Museum](#)

To view videos by typing url, go to: www.shell.us/louisiana and scroll down



- RADIO Commercials
Radio Spots that complimented that current pillar of campaign aired during peak sporting events.

• ADS in community and trade publications

Creative Energy

THE Rhythm OF LOUISIANA




ANNUAL TAXES | \$228.5 million
ANNUAL COMMUNITY GIVING | \$20 million

For nearly a century, Shell has been in step with the rhythm of Louisiana, celebrating our unique culture.

More than 4,000 Louisiana Shell employees work day in and day out to deliver fuels, chemicals and consumer products that make life better for people here in Louisiana and around the world.

We foster the creative energy of Shell men and women working in harmony at our three world-class manufacturing sites to grow our industry, build our communities and improve the quality of life in our state.

CONVENT NORCO



Louisiana is where we live, and we are proud to call it home.

Creative Energy

SUSTAINING THE Rhythm OF LA



Wetland Watchers Service Learning Program began with the dream of Louisiana public school teacher Barry Guillot and community conservationist Milton Cambre. With financial support and volunteer help from Shell, plus 35 other partners, both an educational program and a park for public enjoyment have been created, by restoring the land and bringing students into the Lafourche Wetlands for hands-on learning, an important part of Louisiana's legacy has been reclaimed. Wetland Watchers Park is one of Louisiana's largest outdoor classrooms and a shining example of Shell's commitment to making the future sustainable.

Louisiana is where we live, and we're proud to call it home.



...sustainable by ...'s wetlands.

...energy - The Rhythm of Louisiana | www.shell.us/louisiana

Creative Energy

EMBRACING THE Rhythm OF LA




STEAM

The "A" in STEAM is for ARTS!

Shell believes creativity is the spark that will help make our future bright for generations to come.

Science, Technology, Engineering and Math (STEM) are important. But what takes STEM to the next level? STEAM! With a 100 year history in Louisiana, Shell embraces the culture of music as well as visual and performing arts throughout the state.



Today, Shell steps boldly into the world of "what could be" by celebrating the value of the Arts in every area of life. Our partnership with the New Orleans Jazz & Heritage Festival is just the beginning. We're looking forward to seeing just how much STEAM we can add to STEM in Louisiana.

Louisiana is where we live and we're proud to call it home.

#MakeTheFuture www.shell.us/louisiana

Creative Energy

THE Rhythm OF LOUISIANA

For nearly a century, Shell has been in step with the rhythm of Louisiana, celebrating our unique culture.

More than 4,000 Louisiana Shell employees work day in and day out to deliver fuels, chemicals and consumer products that make life better for people here in Louisiana and around the world.



We foster the creative energy of Shell men and women working in harmony at our three world-class manufacturing sites to grow our industry, build our communities and improve the quality of life in our state.

Louisiana is where we live, and we are proud to call it home.

Creative Energy - The Rhythm of Louisiana www.shell.us/louisiana

POWERING

THE Rhythm OF LA

#MakeTheFuture

SHELL IN LOUISIANA

- \$1.5 BILLION SPENT IN 2018 with Louisiana companies
- 4,000+ EMPLOYEES and Contract Workers
- 50% OF SHELL'S TOTAL U.S. Oil & Gas Production
- 100 YEARS OF OPERATION in Louisiana
- 40 YEARS OF DEEPWATER \$800m spent with Louisiana companies in 2018

For more information on Shell in Louisiana, visit Shell.us/Louisiana.

POWERING

THE Rhythm OF LA




#MakeTheFuture

SHELL IN LOUISIANA

- \$1.5 BILLION SPENT IN 2018 with Louisiana companies
- 4,000+ EMPLOYEES and Contract Workers
- 50% OF SHELL'S TOTAL U.S. Oil & Gas Production
- 100 YEARS OF OPERATION in Louisiana
- 40 YEARS OF DEEPWATER \$800m spent with Louisiana companies in 2018

POWERING PROGRESS TOGETHER

Shell has over a century of history powering the economy of Louisiana. Our Deepwater business was born on the bayou in 1978 with the delivery of the Cognac platform from a local shipyard and demonstrated to the world that the offshore business could be done safely in greater than 1,000 feet of water. To this day, Louisiana's working coast is the home base for all production in the US Gulf of Mexico, which is a heartbeat for Shell globally.

We are proud to call Louisiana home, and plan to continue making a difference in this vibrant and diverse community for generations to come.

For more information on Shell in Louisiana, visit Shell.us/Louisiana.

Creative Energy

THE *Rhythm* OF LOUISIANA

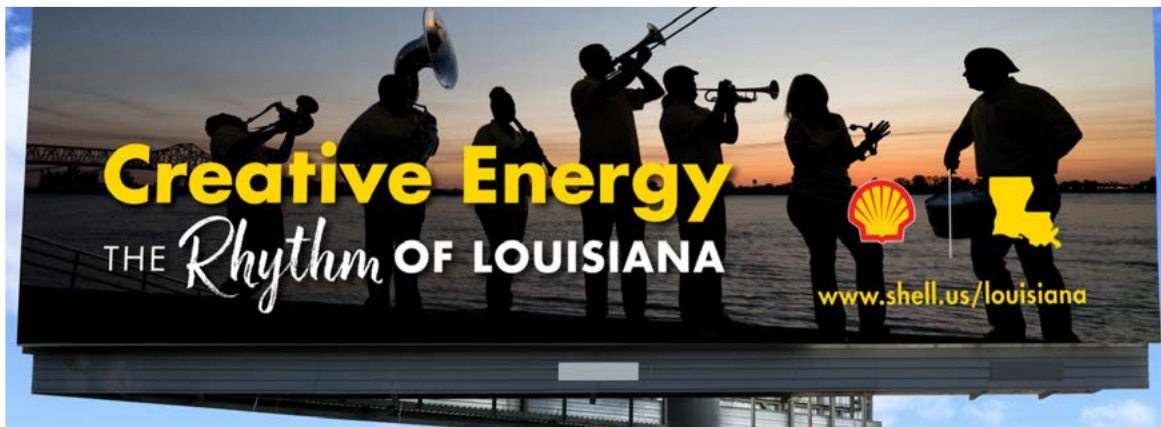


{case study}

- **BILLBOARDS** near Shell sites

What's a better moral booster than seeing your mug on a billboard on your way to work? Billboard locations were paired with the travel routes of featured employees' for maximum exposure to the people who matter the most.

- **BILLBOARD BLITZES:** Short term, high impact blitzes on digital boards throughout Baton Rouge and New Orleans around high traffic events, such as NFL playoff games and the College Football National Championship.



May 29 · 🌐

Earlier this year I was chosen to be part of Shell's "Rhythm of Louisiana" campaign. After a very fun photo shoot with other employees, we were featured on a billboard. See More

Shell Norco Manufacturing Complex
May 30 · 🌐

Norco's Logistics Unit Manager, [\[Name\]](#), took a road trip to check out one of our newest #rhythmoflouisiana billboards. Looks like she saw a familiar face alongside Logistics Production Specialist, [\[Name\]](#). #fuelingtherhythm #sustainingtherhythm #embracingtherhythm #makethefuture





Creative Energy

THE *Rhythm* OF LOUISIANA



{case study}

• SIGNAGE all sites



THE CREATIVE JOURNEY ...

Pole banner prototypes helped maintain designer sanity during the banner planning process. All three sites implemented individual plans and sequence for the initial order of hundreds of banners and signs.





THE CREATIVE JOURNEY ...

Shell yeah we made sure the colors on the billboards were (PMS) spot on brand.



*Note: Mount frame as high as possible on wall for best read



Joey Logano crossed the finish line with Creative Energy and a little bit of Louisiana Rhythm in the fall of 2018. Mini car replicas were reproduced and given to all Shell employees ... during the fueling pillar!





THE Rhythm OF LA

{case study}

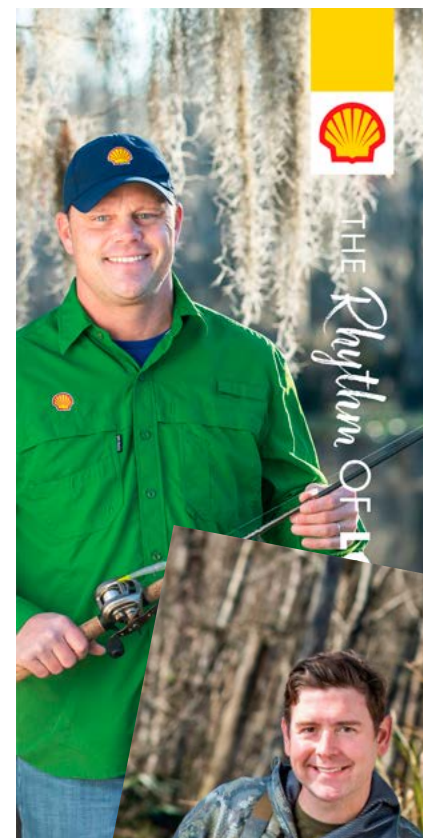
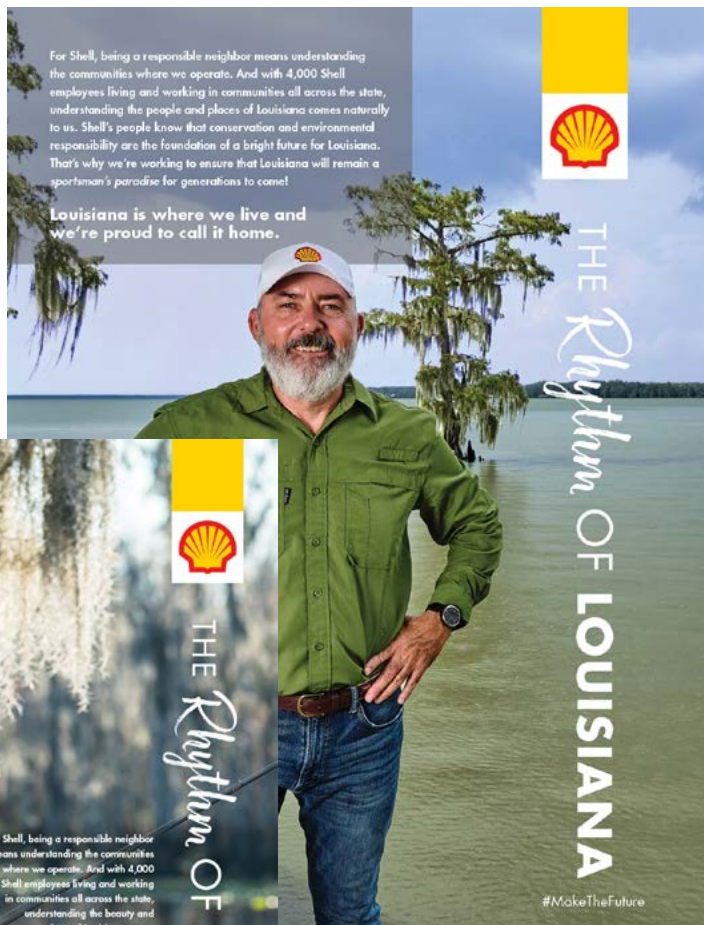
- SIGNAGE all sites - creative freshened after 6 months

In Q1 of 2020, the Shell campaign was modified to “The Rhythm of Louisiana.” This campaign is an ongoing employee recognition and general awareness umbrella to emphasize the deep connection Shell has to the state of Louisiana, and Louisiana to Shell.





Louisiana Sportsman Sponsorship + monthly ads





THE Rhythm OF LA

{case study}

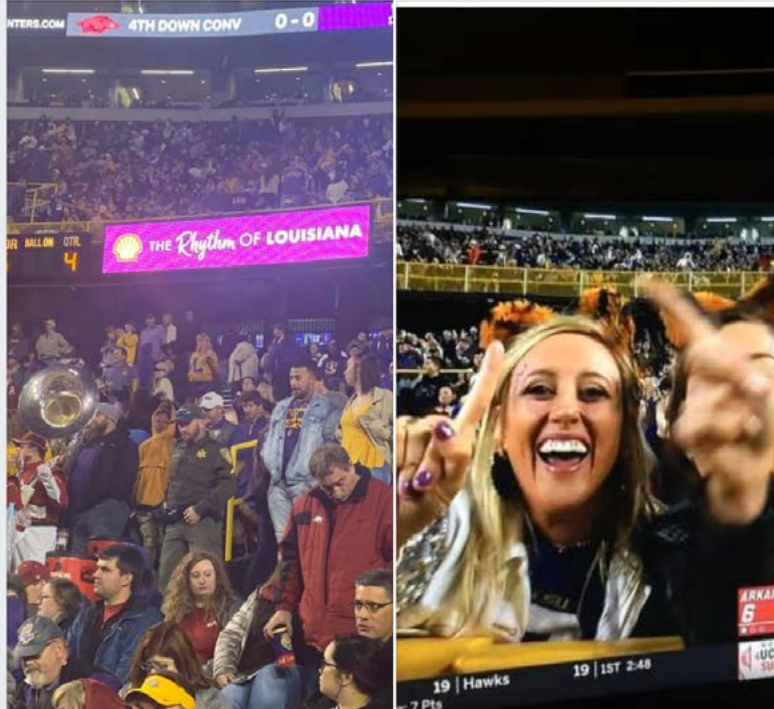
LSU Football Signage



Shell Norco Manufacturing Complex

November 23, 2019

Feeling the Rhythm of Louisiana in Tiger Stadium tonight. It even made it to prime time. #geauxtigers #espn



LSU Basketball Signage



Norco Manufacturing Complex is at Pete Maravich Assembly Center.
November 19 - Baton Rouge





LSU Baseball Signage





THE Rhythm OF LA

{case study}

• COOKING TRAILER WRAP

You know the food's gonna be good when it comes out of this cooking trailer! Special sauce? Creative Energy! or is it the Rhythm?



• SIGNAGE FOR CONFERENCES





• SIGNAGE FOR CONFERENCES



The importance of Shell in Louisiana, and Louisiana in Shell, was communicated through large backdrop and multiple pop-up frames at a global conference hosted by Shell Louisiana.

SHELL IN LOUISIANA
100 YEARS AND COUNTING #MakeTheFuture

100 YEARS SHELL PIPELINE 1919-2019

90 YEARS SHELL MANUFACTURING 1929-2019

40 YEARS SHELL DEEP WATER 1978-2018

EMPLOYEES	DEEP WATER	PIPELINE	REFINING	CHEMICAL
4,000	299,000 BARRELS OF OIL PER DAY MORE THAN 50% OF SHELL U.S. PRODUCTION	2,500 MILES OF PIPELINE ONSHORE/OFFSHORE	CONVENT + NORCO REFINERIES PROCESS A COMBINED 495,000 BARRELS OF CRUDE PER DAY	GEISMAR LINEAR ALPHA OLEFINS WORLD'S LARGEST SINGLE-SITE AO PRODUCER NORCO ETHYLENE PRODUCTION SHELL'S LARGEST ETHYLENE CRACKER



THE Rhythm OF LA



THE
SHELL
THEATRE

Shell's commitment to the arts and education resulted in a \$5,000,000 endowment to the Lafon Arts Center. Signage, ads and billboards apply "soft branding" strategies that convey this community partnership. And yes, multiple 11x17 sheets of paper were assembled to create a full-size version of The Shell Theatre sign. This was necessary to ensure that the scale of the sign was correct for the environment before expenses of production and installation began.





Not So Classical / Sept. 7

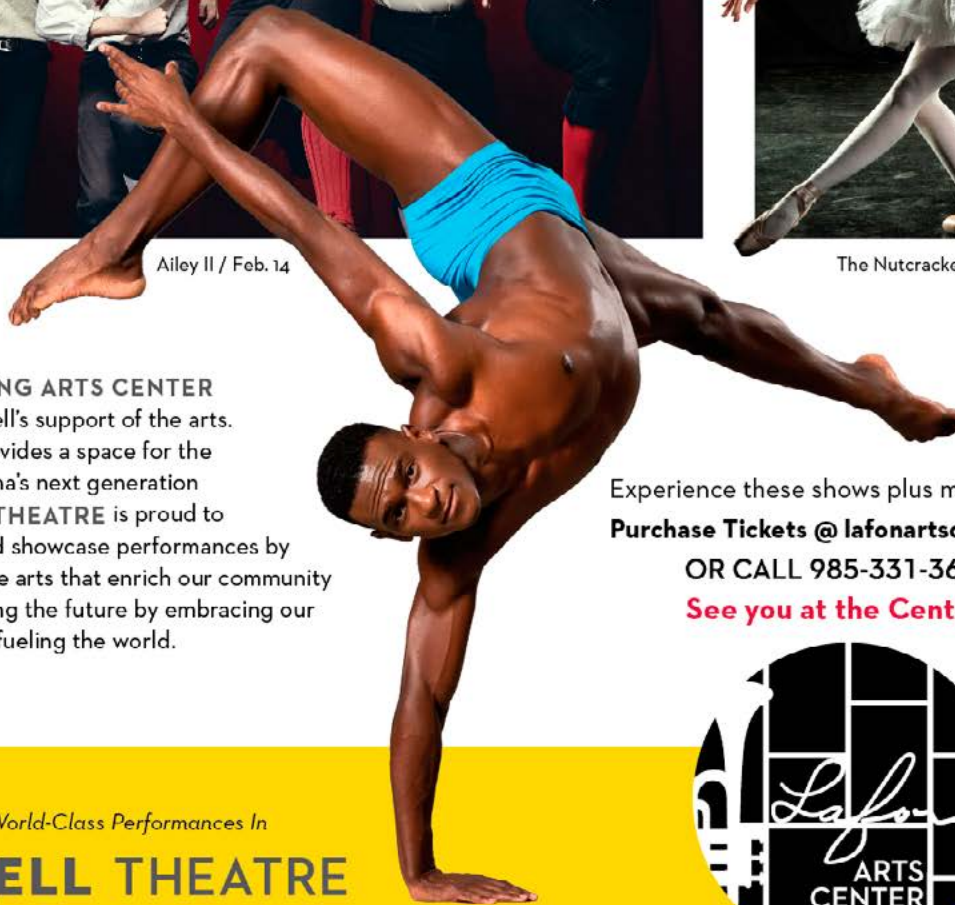


The Improvised Shakespeare Company 9/21

Ailey II / Feb. 14



The Nutcracker / Dec. 14-15



T

HE LAFON PERFORMING ARTS CENTER is a shining example of Shell's support of the arts. This world-class venue provides a space for the creative energy of Louisiana's next generation to develop. **THE SHELL THEATRE** is proud to host prestigious artists and showcase performances by talented students. Together, we celebrate arts that enrich our community and our lives. Shell is committed to making the future by embracing our culture, sustaining our environment and fueling the world. **We are the Rhythm of Louisiana.**

Experience these shows plus many more!

Purchase Tickets @ lafonartscenter.org

OR CALL 985-331-3670

See you at the Center!



Experience World-Class Performances In

THE SHELL THEATRE





THE Rhythm OF LA

The [River Parishes Community College](#) in Gonzales, Louisiana is one of the largest feeder schools for potential Shell employees in Manufacturing, Pipeline and Deepwater divisions. The college offered to partner with regional industrial organizations by offering the use of wall space in their technical wing for corporate displays. The space allows recruiting companies in South Louisiana to creatively display the story and values of their organizations to students on a daily basis.

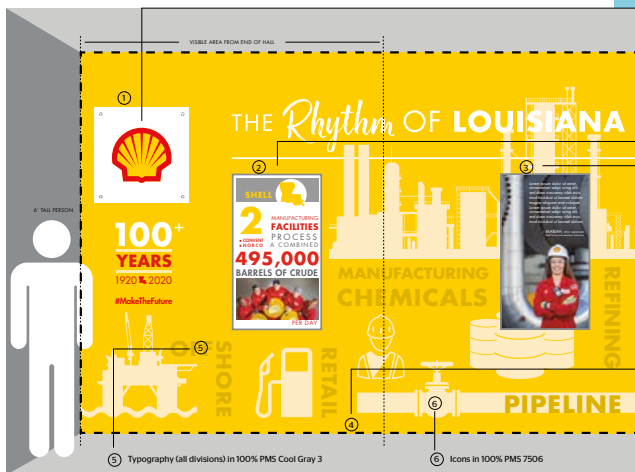
• Shell Display Wall At River Parishes Community College



As students approach the wall, the vibrancy of the yellow and the bright, rotating images on the monitor add optimistic energy to environment and the Shell brand.



As students get nearer, more of the wall is revealed.

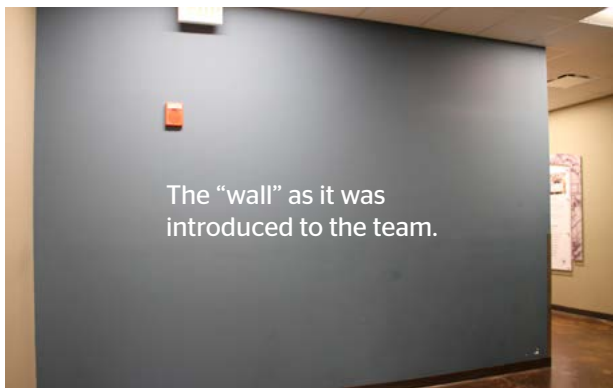


- 1 Pecten on w/ Please advise
- 2 55" Monitor v videos.
- 3 28"x49" Verti from a Shell i graduated in updated freq steel or other availability.
- 4 175" w x 120.5 Entire backgr "Wallpaper" entire wall w/ The Rhythm emblem prin

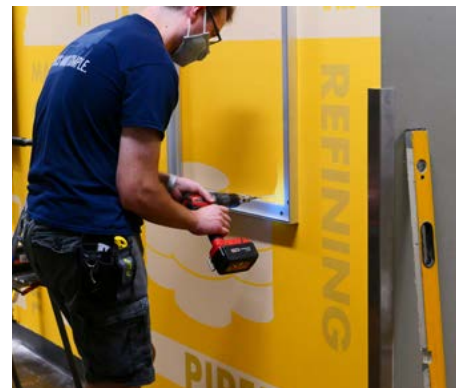
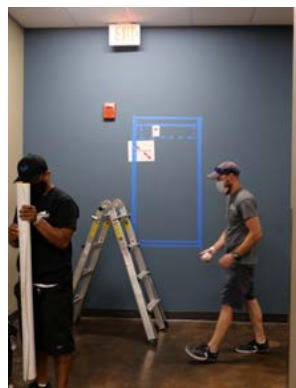


THE CREATIVE JOURNEY ...

Multiple concepts were explored during the creative journey.



The "wall" as it was introduced to the team.



Visually Speaking is a graphic design firm located in Baton Rouge. Consistently exceeding customer expectations and forming long-lasting relationships is our strength. As a creative partner we bring energy, ideas and great design to every project.

Customers include public entities, industrial manufacturers and many other businesses.

The core of graphic design is problem-solving and communication. By thinking strategically and remaining open to inspiration, we build effective projects with deep-rooted and lasting results. At Visually Speaking, we love what we do and happy, repeat customers make it a fulfilling profession.

• **Campaigns**

• **Print**

Ads + Annual Reports + Brochures + Specialty Promotion

• **Corporate Identity and Branding**

• **Information Displays**

• **Multi-Media Speaker Support**

over-the-top PowerPoints + Keynotes + Prezis

• **Scripting/Storyboard for Video Production**



Vi-SPEAK

Victoria Richard
vrichard@vispeak.com

Kayla Wernet
kwernet@vispeak.com

9477 Brookline Ave.
Baton Rouge, LA 70809
225.928.5200

vispeak.com

{ Creative Partner }