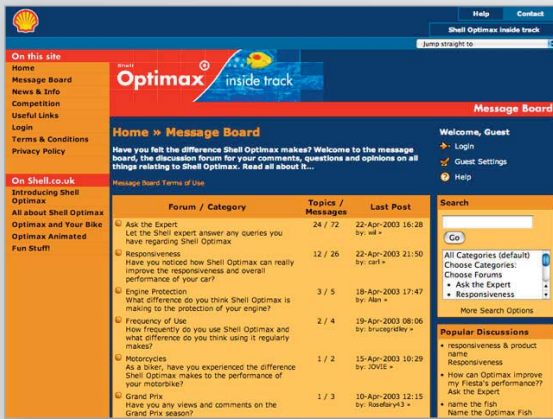


shell optimax website



Site promoting Shell Optimax performance fuel, capitalising on grass roots support for the product by providing a forum for enthusiasts to post their views, plus a competition and Grand Prix news.

the brief

Shell Optimax was the first performance unleaded fuel to market in the UK. It quickly developed an enthusiastic following amongst “petrol-heads” who were generating online buzz on forums, chatrooms and blogs. Shell commissioned a website with the objective of maximising the opportunity presented by this grass-roots support for the new product.

insight

In order to capitalise on this online buzz, it was essential to move fast, whilst the interest was still there. Taglab developed a fully featured forum, complying with Shell’s corporate web templates, within a one month project turnaround.

solution

Taglab selected off-the-shelf forum software, and customised it by re-skinning the user interface, and integrating its user profiles with other functionality on the site, such as a free prize draw, and a password protected area where users could read news from the Shell-sponsored Ferrari F1 team. Regular fortnightly e-mails were sent to registered users with track-side updates from the Ferrari F1 team - these featured “auto-login” functionality, driving traffic back to the site.

results

Within one week of launch, hundreds of users had registered on the site, and were actively using the forum to share their experiences of Shell Optimax.



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