# Title: Building the Brand

**Duration: 1:32 minute**

## Description:

**This short video provides an overview of the history of the Shell brand and communications over the last century. The film elaborates on the various ways in which the Shell brand has been expressed in advertising, experiential initiatives, and music, to name a few.**

**The Building the Brand Video Transcript**

[Background music plays]

Sound of Shell adaptation.

[Footage sequence]

Historical black and white footage appears, showing a man in a car at a Shell filling station in the 1950s, having his car filled with petrol by an attendant.

Conversation between petrol station patron and Shell petrol station attendant

[Shell petrol station patron]

“Here we go. Oil, please.”

[Shell petrol station patron]

“What sort, sir?”

[Footage sequence]

Historical black and white footage appears, showing footage of a filling station and a woman receiving a home delivery.

Narrator begins speaking

[Narrator]

“We’ve never been about just selling products and services. We aim to make peoples’ lives better, and our

brands and communications have always reflected that.”

[Footage sequence]

Historical black and white footage showing a Shell television advertisement featuring a man promoting a brochure in his hand entitled ’10 Motoring Hints for April’.”

[Shell petrol station patron]

“Ten motoring hints for April, it’s free from any Shell garage.”

[Footage sequence]

Historical footage of the Pecten at its inception and throughout history. The footage shows the Pecten both on its own and in situ within advertisements and around the world.

[Narrator]

Over the last 100 years our logo and visual identity have evolved and moved with the times while remaining instantly recognizable as Shell.

[Footage sequence]

Series of images and footage of historical Shell advertisements and postcards.

[Narrator]

Our advertisements, postcards and films captured the spirit of the age and helped us to connect with our customers on a more emotional level that expressed our values of being positive, warm and human.

[Footage sequence]

Historical footage from the 1960s shows a car driving around a curve with on-screen text reading ‘1 Gallon of Shell Economy’. This is followed by an interview between the man that was driving the car and an interviewer standing outside the car holding a microphone.

Conversation between man driving a car and an interviewer with a microphone

[Interviewer with microphone]

“52 miles, what do you think of that?”

[Man driving car]

“I think it’s fantastic, I shouldn’t have thought it was possible.”

[Interviewer with microphone]

“Well there you are!”

Narrator begins speaking

[Footage sequence]

Historical Shell advertisement starting on the Shell Pecten, followed by footage of the open road. On-screen text reads ‘Discovering Britain with John Betjeman’.”

[Narrator]

Our brand has always encouraged travel and exploration, innovation and bright new horizons.

[Footage sequence]

Modern day footage featuring Shell innovators and children showcases Shell innovations around the world today, followed by historical black and white footage of past Shell innovations and advertisements.

[Narrator]

But above all, we’ve evolved with the needs of our customers, as a business and as a brand.

[Footage sequence]

Footage of sheet music appears on screen, followed by footage of the ‘Sound of Shell’ being recorded in Abby Road Studios. This features a conductor in the center of the room, surround by a full orchestra in action.

[Narrator]

Whether by communicating on a more emotional level through our brand music called ‘The Sound of Shell’ used in our communications and branded experiences.

[Footage sequence]

Footage of Shell experiential activities displays on screen. The majority of the footage is from Shell Make the Future Live events across the world and Shell Eco-marathon.

[Narrator]

Or through the exciting experiential activities we host. This is the Shell brand in action today, and as the world around us continues to change and evolve, so too will our brand and our business.

[Graphic]

Shell logo centred on a white background.

[Audio]

Shell mnemonic, piano version