

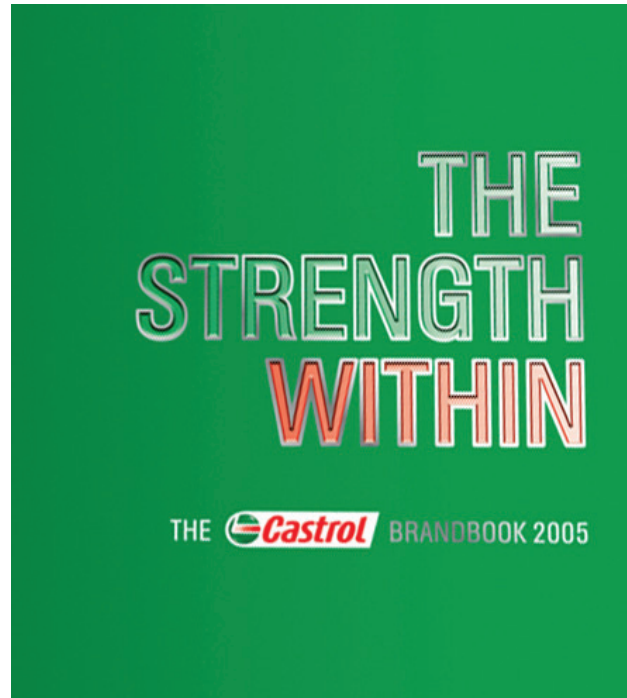
CASE STUDY: CASTROL

Industry: Petrochemicals

Castrol gets its strength back. The lubricant heavyweight gets more than just a new look.

Realising that customers were rapidly losing interest in the category, Castrol commissioned us, and our WPP sister agencies Added Value and Ogilvy, to undertake a complete review of the global lubricant marketplace. Our task: to reverse the downward trend and reinstate Castrol as the worldwide category leader.

Early on we uncovered the fact that the relationship a customer has with their vehicle has changed. Unlike previous generations, many drivers no longer know or care about vehicle maintenance or what happens under the bonnet, but they do care, often passionately, about what their vehicle means to them. In other words, a vehicle means a lot more than just mobility – it's a livelihood, a passion, the way to support a family, an escape, a dream – it's freedom. Connecting Castrol to this emotional idea was the key to re-engaging customers in the category and putting the strength back into the brand.



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Bringing 'the strength within' to life

Our primary task was to bring the brand essence – *'the strength within'* – to life. This required a fully integrated team, combining the best creative and strategic thinkers, to work in parallel across the full extent of the Castrol branded world – packaging design, point of sale, service bay signage, racing and sports sponsorship, and B2B and B2C communications.

Rationalising the Castrol product range is where we started, introducing a simpler, more customer-friendly product architecture to cut-through the technical complexity and give customers a simpler, easier-to-navigate experience. As part of the simplification exercise, the Castrol brand was given priority status over its many products. Not only did this help to simplify customer navigation, but it also began the process of reinstating Castrol as the leading lubricant brand in the minds of consumers.



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Unifying support

Re-establishing Castrol's visual strength was achieved by adopting the famous Castrol roundel at the heart of the new packaging design. The unique form and colour combination of the roundel was extended across the branded world to establish a stronger, more unifying brand identity. The visual system was re-enforced with a consistent typographic system and photography style that reflected the emotional relationship between a customer and their vehicle.

As part of this project we also set up the Castrol Brand Centre – a global marketing portal – created to support local teams through the sharing of brand updates and best practice and assets, including guidelines, artworks and imagery.

