



Electricity



Transportation



Buildings



Industrial



Agriculture



Sequestration

Shell Eco-marathon

Client: Shell, Linde North America

2018–2019

The Shell Eco-marathon is a unique challenge in which student teams from around the world design and build energy-efficient vehicles, and then compete to see which vehicle can travel the farthest on the least amount of fuel. In 2018 and 2019, the Americas competition was held at the Sonoma Raceway, a unique location for the event that is usually held in a dense urban area.

Linde North America supplies fuel, technical know-how, and comradery to the college and high school teams that race in the fuel cell category and sponsors the award for the winning fuel cell team. At previous Eco-marathons, Linde focused efforts on building rapport with students at the event as part of their job recruiting efforts. In 2018, Linde brought in Frontier’s social media team to build engagement on Facebook, Twitter, and Instagram with students and stakeholders who were not attending the event. Our team profiled all the fuel cell teams over the week of competition, documenting their triumphs and challenges in pictures and video. Thousands of people followed the posts during the week and afterward.

At the same time, Frontier Energy was supporting another aspect of the event—the Make the Future Festival. Frontier Energy recruited automakers and dealerships to bring fuel cell and battery electric cars for test drives on the track at the Sonoma Raceway. We devised a course and processes that met Shell’s safety guidelines and was fun for the drivers. We also created an electronic waiver system that met Shell’s legal obligations and Sonoma Raceway’s goals for a paperless event. The ride and drives at the 2018 and 2019 events had hundreds of test rides to students, teachers, event observers, local stakeholders, and the press.



Frontier Energy will continue to support the Eco-marathon as it moves to a new location in 2021.

FRONTIER ENERGY:

- Created a social media strategy for Linde.
- Staffed the event with two social media experts that used several devices to capture pictures, video, and sound 16 hours a day for five days.
- Posted on Linde North America’s Facebook, Twitter, Instagram, and SnapChat accounts. Shell Eco-marathon shared most posts on their own accounts.
- Designed a route for the ride and drive that combined Shell’s safety requirements with the ability to drive fast on the racetrack.
- Arranged for mobile charging for the battery electric cars.
- Coordinated with automakers and dealerships to have up to 10 different cars available for test drives.
- Staffed the vehicles with product experts for the automakers/dealerships that did not send their own staff.
- Developed and deployed an electronic waiver system that met legal requirements and eliminated the need for paper.
- Executed the ride and drive and ensured that every participant had a great time.



Juan Contreras
Sacramento Office
916-371-2870