



Shell
Recharge



Always on: How Shell Recharge and Zapmap powered a brand transformation

The challenge: reframing a legacy brand for the EV generation

Shell Recharge, the EV charging network operated by Shell, is powered by 100% renewable electricity and is rapidly growing its presence across the UK. To solidify its position as a trusted and convenient partner for drivers, **Shell Recharge launched an “Always on” brand awareness campaign with Zapmap**, a partnership that continues to grow and evolve.

As Shell Recharge continued to expand its network, it faced a multi-layered challenge in carving out a distinct and trusted position in the EV space:



Reframing a legacy brand: as a globally recognised energy brand, Shell needed to reframe its identity and build credibility with a new generation of drivers. The goal was to clearly signal a long-term commitment to clean, convenient electric mobility;



Standing Out in a Crowded Market: The UK’s EV infrastructure landscape is dense with charging providers. Shell Recharge needed to clearly differentiate its value proposition, particularly around ease of use, reliability, and service quality;



Establishing Trust: With charging often cited as a key barrier to EV adoption, making the experience seamless and intuitive was critical to winning loyalty and trust, especially for first-time EV users;

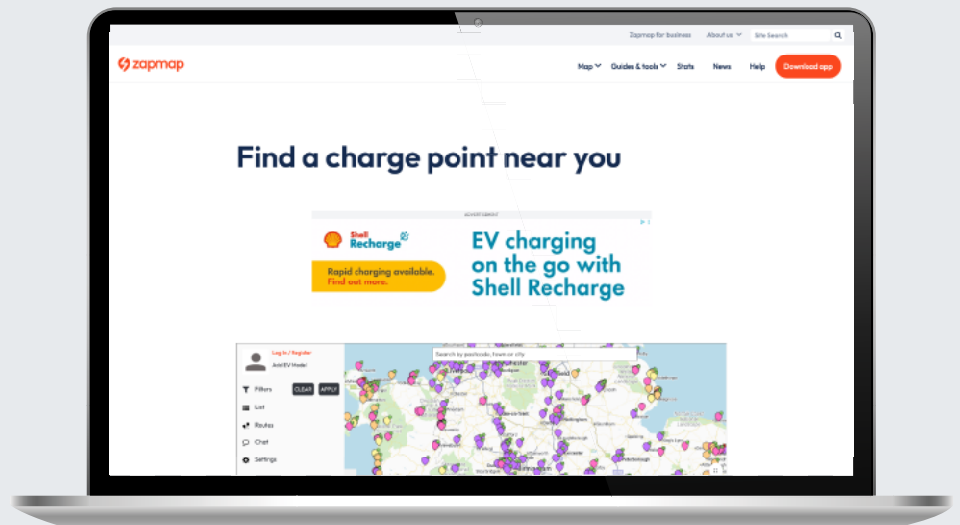
At its core, the challenge was one of trust and relevance: aligning a legacy brand with the expectations of a new generation of drivers, while making Shell Recharge not just visible in the EV market, but genuinely valuable.

The solution: an integrated campaign for maximum visibility and trust

To establish itself as a leader in the competitive charging space, Shell Recharge partnered with Zapmap to **deliver a multi-channel, multi-year, high-impact media campaign**. The strategy was to gain maximum relevance and cut-through by reaching active EV drivers on Zapmap's trusted platforms at key moments of their journey.

The comprehensive campaign included:

- **High-visibility ad placements:** strategic run-of-site and interstitial ads across Zapmap's app and website ensured sustained visibility for Shell Recharge, reaching hundreds of thousands of active users and split across nationwide and local-targeted campaigns;
- **Targeted content:** full newsletter sponsorships provided a direct and attentive audience of 128k subscribers, aligning delivery of Shell's brand messaging with key campaign moments;
- **Premium sponsorship:** sponsorship of the Zapmap web map — the site's most high-value real estate — directly connected Shell Recharge with drivers actively planning their charging journeys, reinforcing brand relevance and trust.



A winning partnership: What our clients say



Zapmap's ability to deliver standout visibility in a busy and highly competitive EV charging space has been invaluable. The team was responsive and creative in helping us reach UK EV drivers at the right moments, with impactful placements like the map sponsorship playing a key role. It's been a great partnership, and we look forward to continuing it."

Exceptional results

The “Always on” campaign delivered significant results over its first 24 months, exceeding targets and firmly positioning Shell Recharge as a key player in the UK’s charging landscape. Due to the campaign performance, the partnership is ongoing.



Reach:

The campaign delivered over 7.8 million total impressions on the app and over 1.9 million on the web, **exceeding targets by nearly 50%** on both platforms



Engagement:

The campaign generated over 25,000 clicks to the Shell website, with an average CTR of 0.4%



Overall Performance:

The results highlight the power of an “Always on” approach, delivering consistent brand visibility and generating a high volume of quality traffic

Ready to connect with a highly engaged audience of EV drivers?

Discover how a strategic media partnership with Zapmap can help you achieve your business goals by visiting our [business site](#) or by contacting our team today:

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