



TribeAgency and **Shell Vacations Club** team up for interactive **CD-ROM**



Market Outlook

Everyone loves to go on vacation and in the world of vacation ownership Shell Vacations Club sets an unprecedented level of quality and service for its members. Shell Vacations Club consistently strives to set forth unique offerings that appeal to prospective vacation ownership members as well as make things easier in serving its current members.

Shell Vacations Club is all about, providing five-star service in superior accommodations at the most desirable destinations. The Shell Vacations Club program was designed to ensure that club members receive every opportunity to make the most of their vacations, with exceptional comfort, convenience and flexibility. Judging from the over 80,000 happy members, it's clear that they take their mission seriously.

Opportunity

Shell Vacations Club sought to supplement their marketing initiatives by creating an interactive CD-ROM that club members could utilize to illustrate what their club points could do for them. Shell Vacations Club had previously created similar interactive pieces for use in their kiosks throughout the country and this initiative was staged to exceed what their kiosks could only do on a limited basis.



TribeAgency was chosen for the production of the CD-ROM's based upon their exemplary experience and past project successes. It was with this charge that TribeAgency set to framing the project out to achieve a deep understanding of Shell Vacations Club's needs. During this process TribeAgency examined Shell Vacations Club's client demographics, market presence and sales presence. TribeAgency proposed an interactive solution that was simple to use, timely in its production, and targeted to serve Shell Vacations Club members.



SHELL VACATIONS CLUB CASE STUDY



Solution

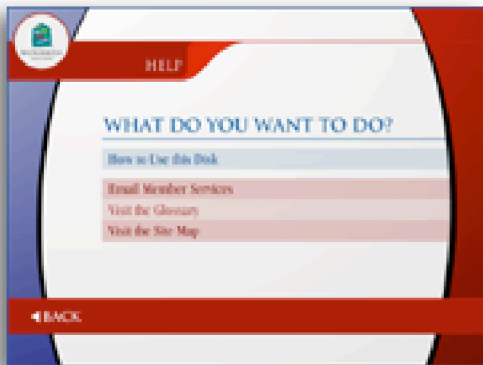
TribeAgency brought its vast experience in CD-ROM creation to the table, setting forth a solution that made user interaction easy and fun just as vacations should be. The goal was to enable a Shell Vacations Club member to see their many vacation package offerings in a visually stimulating and effective manner.

TribeAgency achieved relaying the complex and tiered offerings of Shell Vacations Club ownership by providing custom animation and character design. To make navigation through the CD-ROM easy users, an animated mascot, Buddy the Beachball, was created. Buddy acted as the user's always on the ready guide throughout the Shell Vacations Club CD-ROM.

The CD-ROM also featured a vast library of hyperlinks that allowed online users to access the SVC website and send trip registration and confirmation emails. An enormous image library featuring vacation spots and hotel floor plans allows end users to interact with the CD-ROM in both an informative and playful manner.

All this was driven by a custom CD-ROM engine developed via a unique combination of Macromedia Flash's ActionScript language and XML. This unique programming feat delivers an experience that allows Shell Vacations Club members a one stop resource to gain a full understanding of what their membership can and does offer.

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Results

Upon completion and duplication of the CD-ROMs, Shell Vacations Club distributed the CD-ROM to their members. The Shell Vacations Club Interactive CD-ROM was met with wonderful praise and success. Shell Vacations Club saw a major boost in interest and activity from within their member base along with a 23 percent increase in up sell packages directly linked to the CD-ROM.



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