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Introduction

Shell PLC is the world's major oil, gas and renewable energy company. Geared towards ultra-low emissions and to further modes of operation beyond traditional fossil fuels, Shell is pursuing new avenues of business in the low-carbon world. It includes spending on EV charging, hydrogen, biofuels and wind and solar and how it will achieve net zero emissions by 2050 under its Powering Progress strategy (Marshall, and Johnston, 2019). Many of these moves are left footprints of a much larger trend seen throughout the energy sector as innovation and sustainability increasingly become the defining attributes in the world of competition.



Figure 1: Shell's Logo (1971-Present) (Wikipedia, 2021).

This transition is critical to its outcome, and it depends on brand extensions. Strategic brand extension is an important issue in our industry, where building consumer trust, introducing fresh products into new markets, and remaining top of mind in the public's mind for good and continuity of brand value can influence brand favour from Shell's current and potential consumers (Deepak, and Jeyakumar, 2019). And most importantly, it will allow Shell to utilise its already available brand intensity to launch sustainable, customer-centric services that meet the increasing demand for eco-friendly energy solutions.

This portfolio describes its proposed brand extension shell, eco charge, home EV charging with integrated solar energy options. It includes the strategic rationale, market segmentation, targeting and positioning (STP), customer persona, as well as a full 7Ps marketing mix strategy that will assist in a successful launch and the positive impact on the market.

Proposed Brand Extension

Description of the New Service

Shell EcoCharge is an EV charging solution on offer through a flexible subscription model, intended for use within homes. The service is to install a smart EV charger, and the customer can integrate rooftop solar panels to charge their vehicle with renewable energy (Kaushik, 2018). With a user-friendly mobile app, users check the status of charging, track energy usage, schedule charging when that energy usage is low, and receive maintenance alerts. The tiered subscription plans will allow charger speed, solar connection and battery storage add-ons for different household energy needs.



Figure 2: EcoCharge Demo Model (Constantinou, 2024).

Strategic Rationale

Shell EcoCharge is in a good position to exploit the rapid uptake of electric vehicles and attendant demand for reliable home charging solutions to enable people to manage their energy more efficiently, conveniently and conveniently (Do, and Vu, 2020). Moving from being a brand extension into low-carbon energy services, Shell is supporting governments' phasing out petrol and diesel vehicles and the consumer demand for greener options. It supplements Shell's public charging infrastructure (Shell Recharge) and follows the company's recent acquisitions, including NewMotion and Sonnen. The service enhances the ability for Shell to offer integrated energy solutions from the grid to the driveway.

Supporting Shell's Brand Values and Sustainability Goals

Proposed brand extension is consistent with Shell's Powering Progress strategy that includes attaining net zero emissions, creation of shareholder value and provision of support to customers in the energy transition. In line with the company's dedication to innovation, sustainability, and customer-centric services, Shell EcoCharge symbolises dedication to the same. Besides, it strengthens Shell's brand equity by making the company a source of clean energy, not just as a fuel provider but also as a trusted partner to households (Febriansyah, 2019). This further extends the project to reaffirm Shell's intention to lead the provision of renewable and low-carbon solutions and to continue to inspire the customers' engagement in the changing dynamics of an energy landscape.

Market Segmentation, Targeting, and Positioning (STP)

Segmentation

In a bid to classify the market for Shell EcoCharge, the major segmentation variable includes:

Demographic:	The service is directed toward homeowners between 30-60 years old, with mid to high-income earners of £50,000 plus, since they are more likely to own EVs and also likely to have spending power for home enhancements such as the installation of solar panels (Hasan, and Islam, 2020).
Geographic:	Urban and suburban areas in the UK, particularly in regions with high EV uptake such as London, the South East, and the Midlands (Siripipatthanakul, and Chana, 2021). They usually cope with high costs for fuel and are subjected to higher levels of environmental standards, which push for efficiency and effectiveness concerning green technology.
Psychographic:	Eco-conscious consumers who value sustainability, technological innovation, and energy independence. They are those who have embraced new technology governance in their choice of brands and prefer environmentally friendly brands (Jain, Jain, and Jain, 2022).
Behavioural:	Specifically, for those who are already or likely to be EV and solar panel users. It can be assumed that they will appreciate such factors as proximity, savings in energy, and the opportunity to control the consumption of energy using a mobile application.

Table 1: Segmentation variables (Self-Made).

These segmentation criteria are favourable because the firm targets consumers who would find the Shell EcoCharge home energy solution valuable and sustainable.

Targeting

With Shell EcoCharge, the targeting strategy will be differentiated mainly into **two key segments**.

Eco-conscious homeowners with EVs: These consumers are interested in renewable energy and home charging services.	Urban EV drivers looking for cost reduction and energy efficiency: In many cases, it is early technologies employing computerised equipment in industries for charging for multiple purposes, which may include looking for ways of reducing the charging costs, and boosting the energy efficiency (Hemavathi, and Shinisha, 2022).
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Table 2: Two Key targeting Segments (Self-Made).

These segments are promising indeed, given the fact that their development is synchronised with the aspect of sustainability; besides, Shell's new business streams complement its clean energy strategy (Kinicki, and Williams, 2020). It's also a customer base that is more likely to continue with the services via subscriptions.

Positioning

Positioning Statement:

"We provide eco-friendly EV owners with an intelligent, solar-powered home charging solution that is as convenient as it is sustainable and value-conscious, fueled by Shell's trusted energy."

Compared to other competitors such as Octopus Energy, Tesla Wall Connector, and British Gas EV solutions, Shell EcoCharge innovates itself by offering smart charging, solar, subscription, and Shell energy backings (Croes, 2021).

This means that Shell EcoCharge would be high on the map on sustainability and brand trust, while competitors with low surveys may focus on the low-enders like cost and technical gadgetry (Croes, and Vermeulen, 2016). It underlines the fact that Shell is here to support the development of clean energy and fulfil its Cleaning the Brown, not just as a supplier of infrastructure.

Customer Persona

Demographic Profile

- **Persona Name:** Laura Green – The Eco-Tech Professional
- **Age:** 38
- **Gender:** Female
- **Income:** £75,000 per year
- **Occupation:** Senior Architect at a sustainable design firm
- **Education:** Master's degree in Environmental Architecture
- **Location:** South London
- **Household:** Resides with her partner and two children in quarters dated ago, detached home with driveway, rooftop solar panels.

Psychographic Profile

Values:	Laura is a sustainability at heart, prioritising the environment, and being responsible for the food eaten. This means she is much more choosy about the products and services that come into her life and those that correspond to her eco-conscious way of life.
Attitudes:	Above all, she is extremely receptive to technological innovation, particularly responses to carbon reduction and clean energy. Laura considers these companies that are investing in sustainability to be forward-thinking and trustworthy (Kotabe, and Helsen, 2022).
Lifestyle:	Laura lives an ecologically sound life in the modern vein. She cycles or uses public transport to get around and drives an electric vehicle; she grows organic veggies in her garden. She is an active member of online communities on green living, and she openly shares insights via social media (Tomczak, Reinecke and Kuss, 2017).
Buying Behaviour:	Laura is also well well-informed and selective buyer. Before making any purchase, she does thorough research, and she's simply looking for brands not only for their transparency but also for user-friendly technology and long-term value. Subscription-based services with smart home integration appeal strongly to her.
Aspirations:	Laura also hopes to build a completely energy-efficient, low-impact home. Eventually, she wants to get environmentally aware kids and to be a model for sustainability amongst her peers and the professional network (ERBUĞA, and Atağan, 2024).

Table 3: Psychographic Profile of Customer (Self-Made).

Fit with Shell EcoCharge

Shell EcoCharge is a smart solar-integrated EV home charging solution, and Laura is the perfect customer profile for this. Laura's expectations of convenience and

innovation, and a commitment to environmental impact, are met with the brand's sustainability focus and the use of digital features and a flexible subscription model, combined with Laura's attitude that the brand is a globally trusted energy brand (Park, 2020).

Marketing Mix Strategy

And to ensure a successful launch and scale of Shell EcoCharge, the 7Ps of the marketing mix as a service should be used. The elements have been designed for the Shell brand identity, customer expectations and company ambitions about the sustainability goals (Doole, Lowe, and Kenyon, 2019).

Product

Shell EcoCharge is a smart EV home charging solution available as a subscription for eco-friendly homeowners. Installation of a smart charger is part of the service, solar panels are an optional feature, and the base service also includes a mobile app and an intuitive mobile app which allows for remote monitoring, scheduling of charging at off-peak hours and integration with Shell green energy tariff. Convenient, sustainable, and with long-term cost savings is the value proposition with reinforcement of Shell's regalia in the energy sector (Sheeja, et al., 2024). Reduced carbon emissions, real-time energy tracking, and personalised usage insight, all in one seamless, scalable solution, benefit the customers.

Price

Different customer segments will be offered with different pricing models through a tiered model.

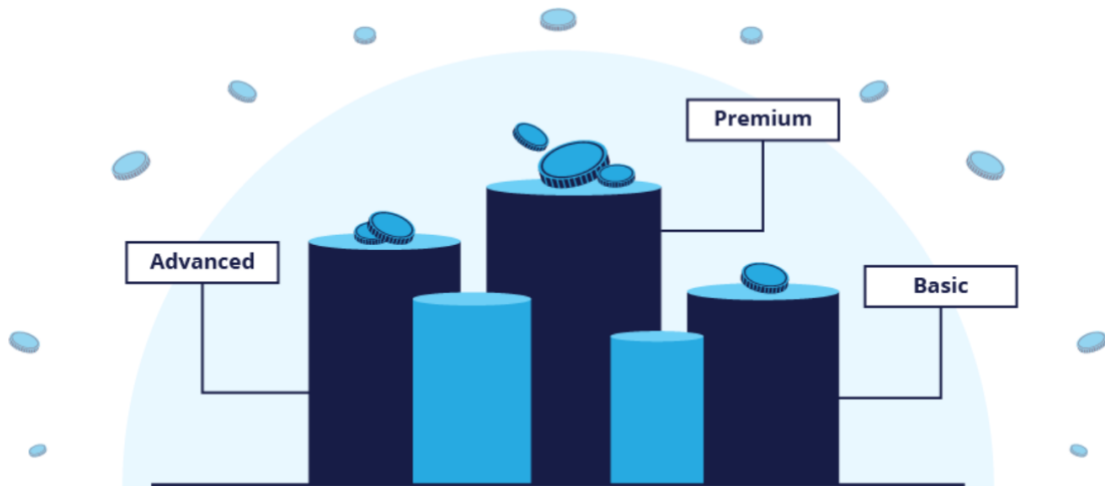


Figure 3: Tiered Pricing Model (Onyango, 2023).

- **Basic Plan:** This includes the installation of a charger, app access and standard customer support (Ray and Yin, 2019).
- **Advance Plan:** Sets the path to adding solar integration and advanced energy analytics.
- **Premium Plan:** It includes battery storage compatibility and priority maintenance.

A lower upfront cost can be achieved through a monthly subscription, and a high degree of engagement can lead to repeat business. Introductory discounts, Shell Recharge public charging bundled offers and loyalty rewards may be on offer from Shell for long-term customers (Griffin, 2022). There is a pricing strategy based on perceived value, sustainability benefits and flexible commitment options to widen the accessibility.

Place

By following a digital first approach, customers will be able to see options, book installations and the subscription service itself via Shell's website and mobile app, and the various local partner installers will complete installations and maintain them. Promotion may be in store through select automotive showrooms and Shell fuel stations ((Pepels, 2021). This hybrid distribution model provides national coverage with local implementation, which reduces waiting time and enhances efficiency.

Promotion

A multi-channel communication strategy will guide promotion based on education, engagement and trust building. Key promotional activities will include:

- Advertising on digital in Google, Facebook, and LinkedIn, targeting the EV driver (Minutes, 2015).
- Such as sustainability blogs, customer testimonials, explainer videos, etc., all belong to content marketing.
- Influencer partnerships with eco-tech and lifestyle advocates
- Cross-promotion with Shell Recharge and Shell Energy
- Participation in green energy expos and local sustainability events

A beautiful story will tell the impact on the environment and Shell EcoCharge's benefits in smart technology for emotionally and ethically driven consumers to embrace Shell EcoCharge.

People

People are very important for service delivery. To guarantee quality of service, Shell will also train certified installer partners as well as support staff. Live chat, phone, and app support, available from customer service representatives who will specifically be trained on energy and tech-related queries (Hooley *et al.*, 2020).

Specifically, the Shell EcoCharge human element will be embodied in technicians delivering and installing the service, who will represent the professionalism and sustainability philosophy of Shell (Ennew, Waite and Waite, 2024). By putting the customers with confidence and satisfaction, technicians will wear co-branded uniforms, use branded vehicles and deliver compound tutorials to the customers during the installation.

Process

Ease and clarity will be brought into the customer journey.

- **Discovery:** They learn of Shell EcoCharge through online or promotional means.
- **Customisation:** They choose a plan by selecting home/vehicle details.

- **Booking:** Scheduling an appointment is done via the app or application in the web application (Dianlin and Ruokai, 2025).
- **Installation:** The system is installed by a certified technician and provided with usage guidance.
- **Activation:** The Shell EcoCharge app gives the user access to features.
- **Ongoing support:** Customers are notified through automatic updates, insights into usage and maintenance scheduling (Czinkota *et al.*, 2021).

Trust, satisfaction and decreasing friction and friction depend on having a clear and consistent process.

Physical Evidence

However, Shell EcoCharge is such a tangible service that customer approval requires some kind of tangible cue. Physical evidence includes:

- The packaging for the Shell-branded charging unit has the Shell sustainability message.
- It had real-time charging data and support access, both with a minimalist, easy-to-use mobile app interface.
- Service brochures, installation certificates and carbon savings trackers that come in welcome kits (Dibb, et al., 2019).
- To further their professionalism, they also provide branded technician uniforms, IDs, and vehicle signage.
- This was matched with Shell's clean energy image with their digital presence: website and app (Berndt, Altobelli and Sander, 2023).

To achieve these things, these elements work in unison, fusion into a unison brand experience that brings together the digital convenience and physical reassurance.

Conclusion

The Shell EcoCharge brand extension is both strategically relevant and aligned with Shell PLC's strategy of transition to net-zero emissions. As part of its Powering Progress strategic commitment, Shell also lies in the strategy to build its offering in low-carbon energies, where EcoCharge perfectly fits by addressing the growing clean energy at-home consumers' requirements for electric vehicle (EV) charging solutions (Chernev, 2018). By using solar energy and smart technology in a subscription-based model as practical as it is ecologically friendly, Shell can make financial and environmental value possible in the modern, passionate household of the 21st century.

This is an extension of the brand, and it helps to put Shell in a competitive position by going beyond public EV infrastructure into the domestic energy space. Unlike many in the market, Shell EcoCharge solves the issue through a holistic service which encompasses clean energy, digital integration and trusted technical support (Kotler, Keller, and Ang, 2018). The value proposition is crystal clear, and Shell's position is that of a sustainable energy partner in the lives of its customers.

Also, EcoCharge offers routes for improved customer interaction, including data-driven personalisation, app-based support and long-term subscriptions. It reinforces Shell's credentials as an innovator and assists in scalable growth in a moving market (De Felice et al., 2023). In the end, Shell EcoCharge, as the first basic product available from Shell, is a true embodiment of the company's dedication to sustainability, customer empowerment, and recognising the need to facilitate change in the years of clean power.

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