

An Introduction to W1 Communications

London | Houston | Dubai

Rev. June 2025



Hello.

We **Are** Corporate Communicators.

We **Are** Responsive, Agile & Creative.

We **Are** On Your Side.

We **Are** W1 Communications.

We are driven by a
belief that agencies
should be better...

...for both the people
who work in them and
the clients they serve.

In for the long-haul.

We value long-term client relationships and we work as an extension of your team. We understand your challenges and work alongside you to develop your communications projects. Then we deliver tangible, beautiful and effective results to drive your business goals.

A global team delivering global solutions.



USA/Canada

- Project Management
- Digital/Graphic Design
- Events/Exhibitions
- Motion Graphics
- Content Creation
- Print/Delivery

UK/Europe

- Project Management
- Digital/Graphic Design
- Events/Exhibitions
- Content Creation
- Video/Motion graphics
- Print/Delivery

UAE

- Web/Digital Development Team
- Project Management
- Events/Exhibitions

Driving client success.

We are fortunate to collaborate with many outstanding clients, some of whom we have partnered with since our founding in 2007. We use these real world experiences to improve our overall client delivery and exceed your expectations.



Passionate about your brand.

With over 30 years of experience, we consistently deliver high-quality projects across both above-the-line and below-the-line channels. Our team brings a strong foundation of knowledge and proven expertise in campaign development, brand strategy, regulatory approvals, compliance, and accessibility. We continue to support strategic initiatives with integrated, results-driven solutions that make a measurable impact across organisations.

We are on the same page.

Having firsthand experience working with global, cross-functional teams, we understand how to deliver brand-approved communications that align with your business needs.

For over two decades, we've supported brand evolution efforts by bringing valuable insight, a responsive approach, and the agility to adapt quickly to each project.

Our long-standing internal relationships within large organisations help navigate both internal and external challenges, ensuring your initiatives progress smoothly and effectively.

Campaigns

Shell Silk Alkane: Product Launch

Product launch for a new Shell sub-brand. The project spanned brand management content creation, creative, production, exhibitions and digital deliverables.

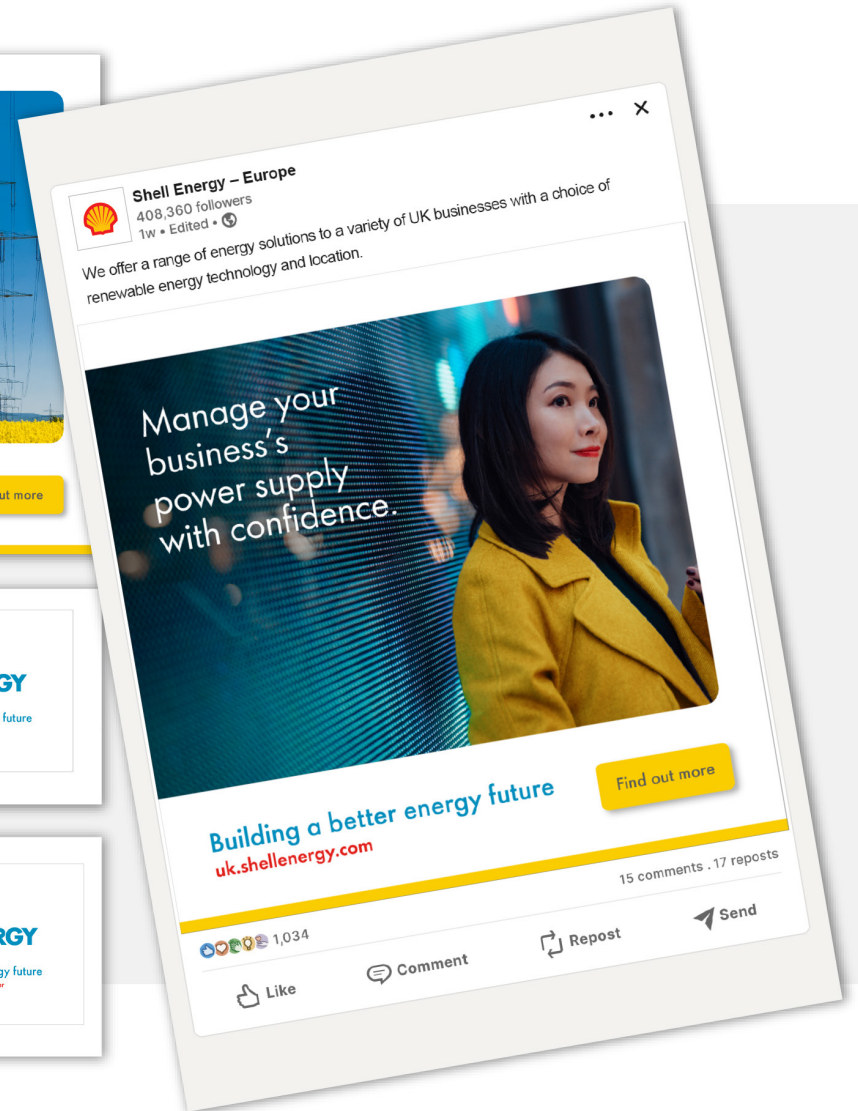
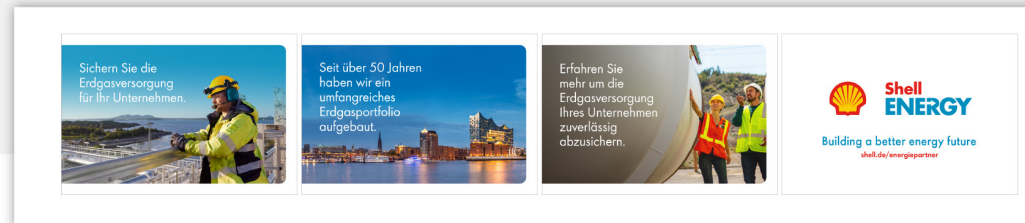
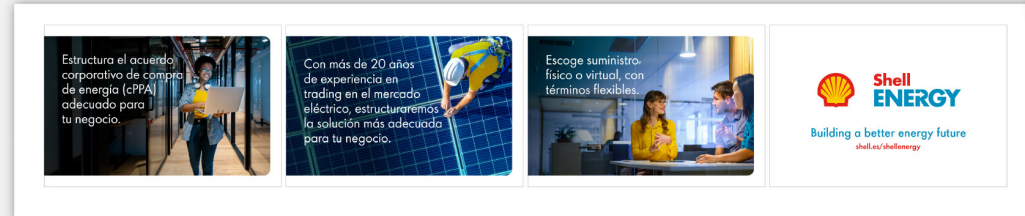
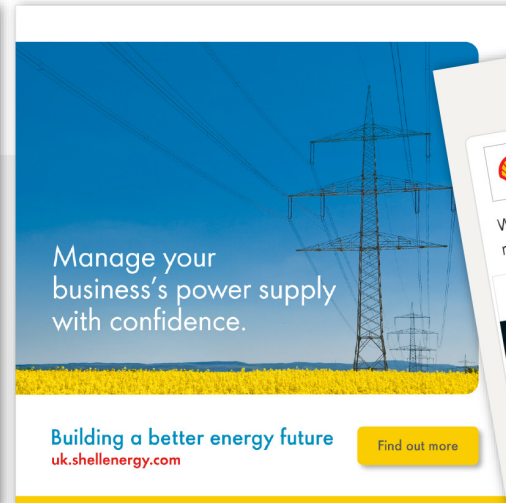
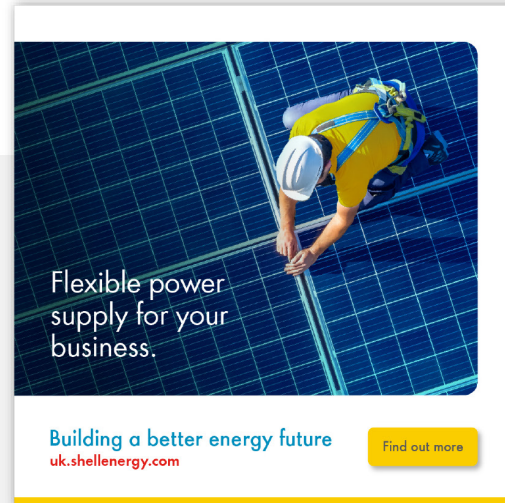
We worked alongside international Shell teams across the globe to deliver the launch in Amsterdam in April 2025.



Deliverables: Content Creation | Website Design | Brand Management | Design | Print Management | Exhibition Design & Management

Shell Energy: B2B Campaign

Working as an extension of the Shell Energy Europe Marketing Team to create, design, produce and deliver a B2B campaign consisting of 427 assets over 5 languages, which drives Sales and awareness of the suite of European Shell Energy products.

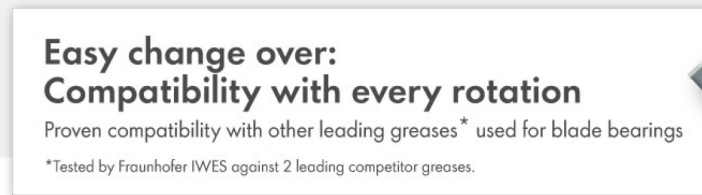
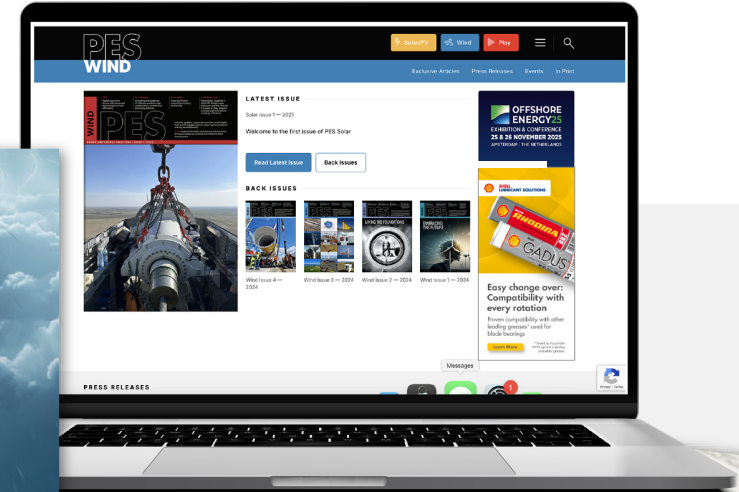
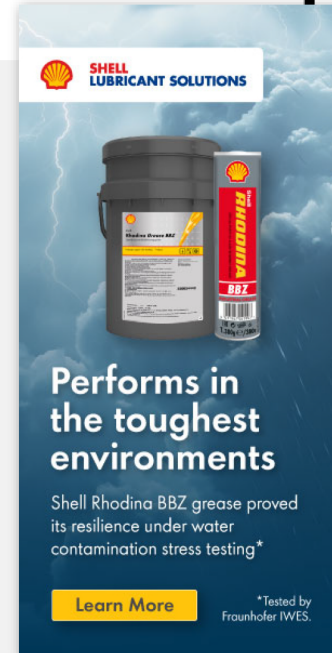
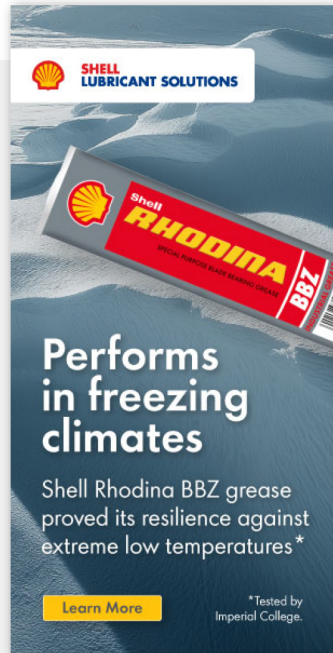


Deliverables: Digital Design | Brand Management | Project Management | Motion Graphics | Advertising | Social Media

Shell Lubricants: Wind Grease Advertising Campaign

Bold design and messaging were at the heart of this specialized ad campaign.

Working alongside Shell Marketers in Houston we developed and delivered multiple creatives to help drive awareness of Shell Wind Grease products.



Deliverables: Campaign and Brand Management | Creative Concepting | Content Writing | Digital/Print Design

Content Development

A modern staircase with a red handrail and wall, set against a dark red background. The text 'Content Development' is overlaid in white.

**Shell Lubricants:
Risella C Whitepaper**

Collaborating with senior stakeholders in Shell Lubricants we researched, wrote and designed a technical whitepaper promoting the benefits of the Risella C range of products.

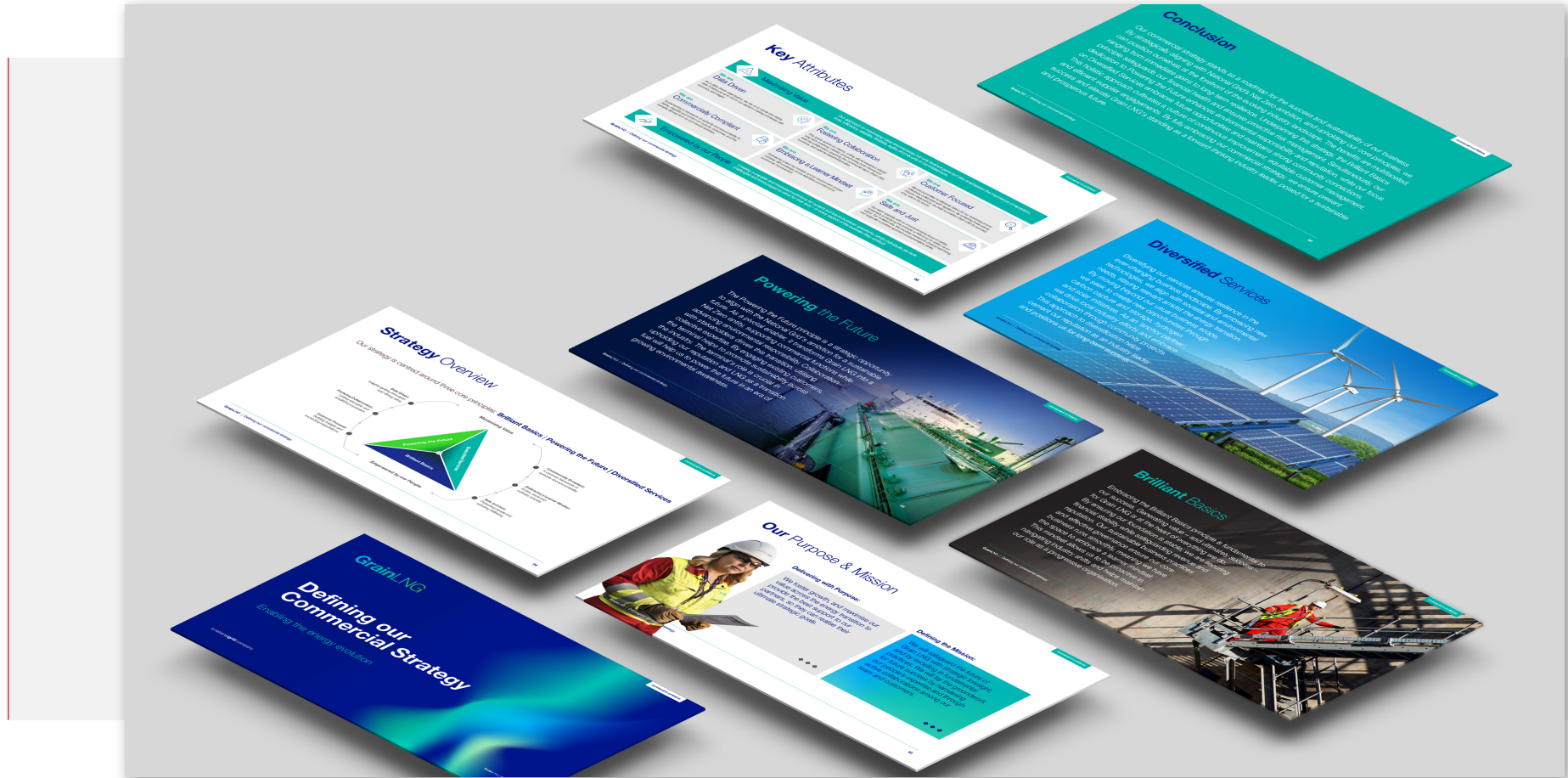
We also created supporting ads to drive traffic to the whitepaper download.



Deliverables: Stakeholder/SME Engagement | Content Creation | Technical Writing | Design

**National Grid:
Commercial Strategy**

By leveraging knowledge from internal stakeholders, we developed a comprehensive commercial strategy document for National Grid by analyzing complex scenarios and distilling them into a clear, concise, and actionable executive-level strategy.



Deliverables: Technical Research | Stakeholder & Technical Interviews | Content Creation | Design

Pharos:
Zero Trust Whitepaper

This U.S.-focused project required compelling content and sleek design.

To support promotional efforts for Pharos, we developed seven whitepapers for key business areas to help increase traffic to their website.



The background features a dark red gradient with several large, semi-transparent red spheres of varying sizes. A vertical white line is positioned to the left of the main text. The text 'Tactical Projects' is centered within the largest sphere.

Tactical Projects

Clark Hill

We have enjoyed a long-term partnership with Clark Hill since 2015, supporting almost every aspect of their brand communications and design needs.



Deliverables: Project Management | Marketing Communications | Brand Management | Events | Print/Delivery | Integrated Graphic Design | Content Creation

Nicus ITFM

We partner with Nicus, by delivering agile, day-to-day creative, design, and execution support across their business functions.



Deliverables: Project Management | Marketing Communications | Design | Print/Delivery | Digital/Social | Brand Design/Systems

Shell Energy:

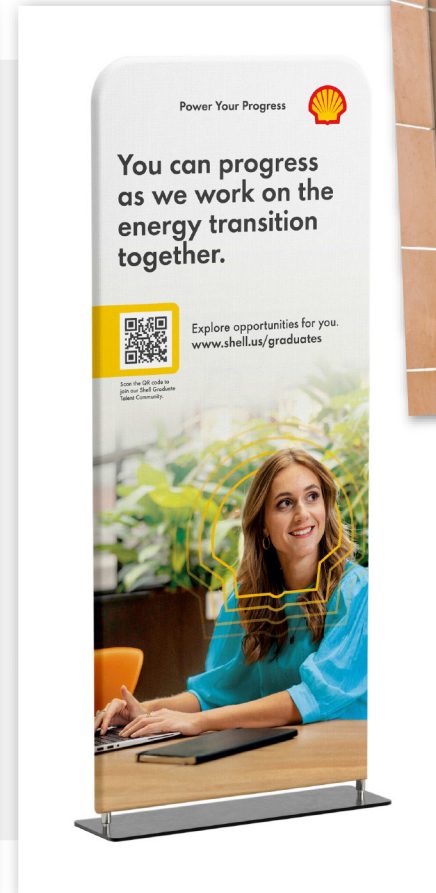
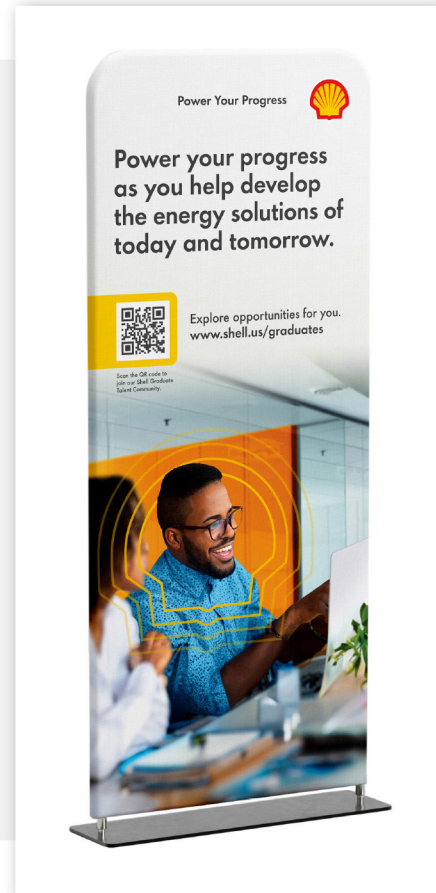
We work on a variety of day-to-day projects for Shell Energy marketing teams in the UK, Europe and the US.



Deliverables: Content Creation | Writing | Video | Digital/Print Design | Exhibitions/Event Graphics | Print Management | Motion Graphics | Social Media

Shell Global Recruitment:

We support on a wide range of projects for Shell the EVP/Global Recruitment team based in the US and Canada,

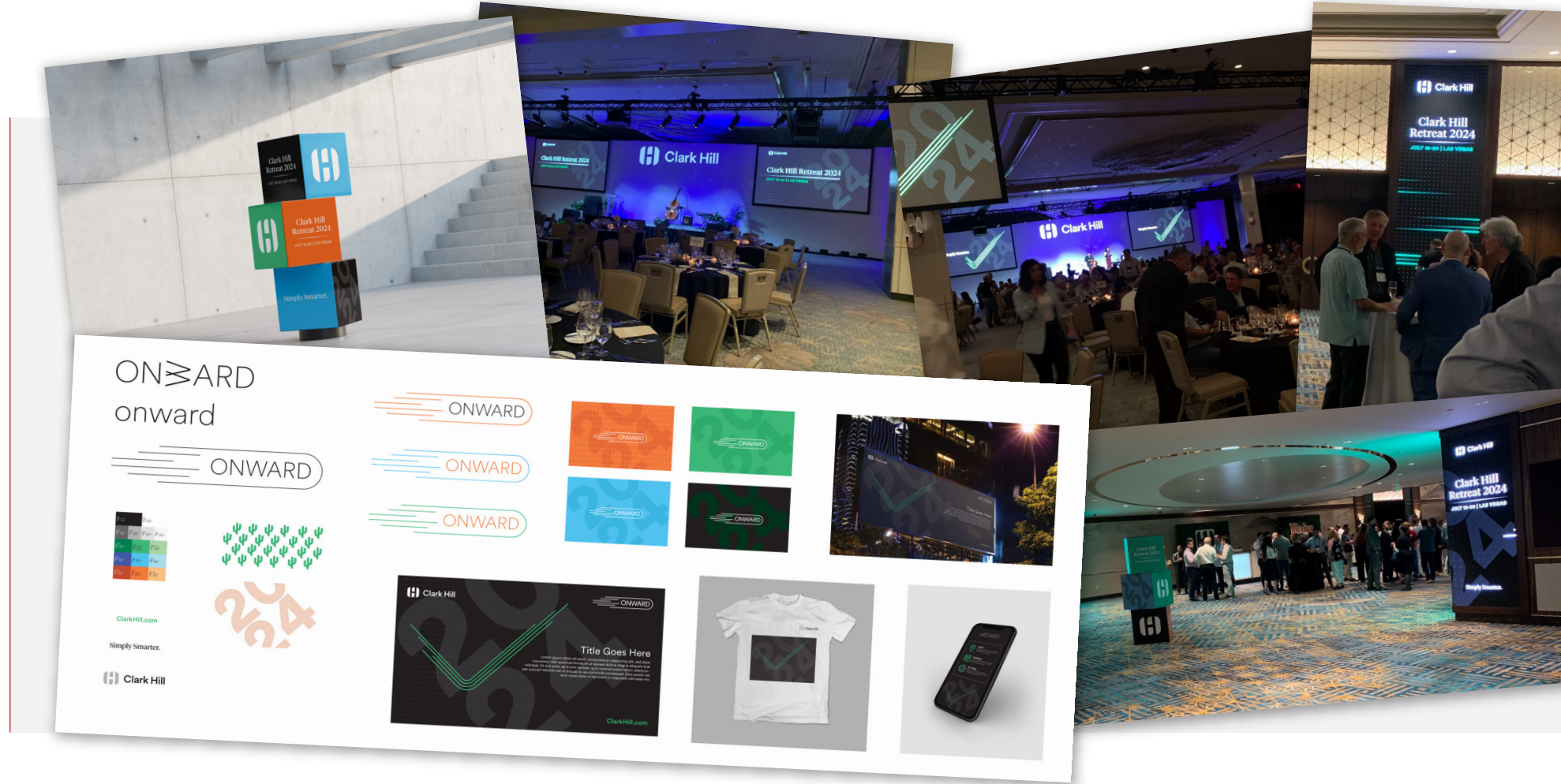


Deliverables: Image Creation | Brand Design | Digital/Print Design | Exhibitions/Event Graphics | Print Management

Events & Exhibitions

Clark Hill:
Vegas Retreat 2024

Our designers created and delivered all event branding and materials for the annual retreat which took place in Las Vegas in 2024.



Deliverables: Project Management | Marketing Communications | Integrated Design | Print/Delivery | Digital/Social

**Shell Chemicals:
InCosmetics 2025**

Our team led the design, project management, event graphics, and logistics for this fast-track project, drawing on years of experience to deliver high-quality graphics for a European cosmetics show in Amsterdam.



Deliverables: Stakeholder Engagement | Brand Team Engagement | Design | Large Format Production

**Shell Energy:
Big Zero Show**

The complete package delivered for the Shell Energy UK team, involved working with Shell Brand and a variety of third party vendors to promote and deliver this bold event.



Deliverables: Exhibition/Environmental Design | Content Writing | Digital/Large Format/Print Design | Social Media | Advertising | In-Event Promotion

**Shell Energy:
Conference Events**

For the last 4 years we have delivered a number of UK based events for Shell Energy. Working alongside event organizers we have supported on all matters brand, experiential and graphical.



Energy Evolution Summit 24
Empowering tomorrow.

Deliverables: Exhibition Design | Digital/Large Format/Print Design | Social Media | Advertising | Print Procurement | Merchandising



Digital/Motion Graphics

Shell Sectors & Decarbonization: Presentation Graphic

W1 was tasked with creating a one-page map highlighting emerging business opportunities along the road to ports — a tool designed to spark strategic conversations on decarbonization.



Deliverables: Scripting | Storyboarding | Motion Graphics | Illustration | Digital Design

**Shell Energy:
Website Audit Training
Modules**

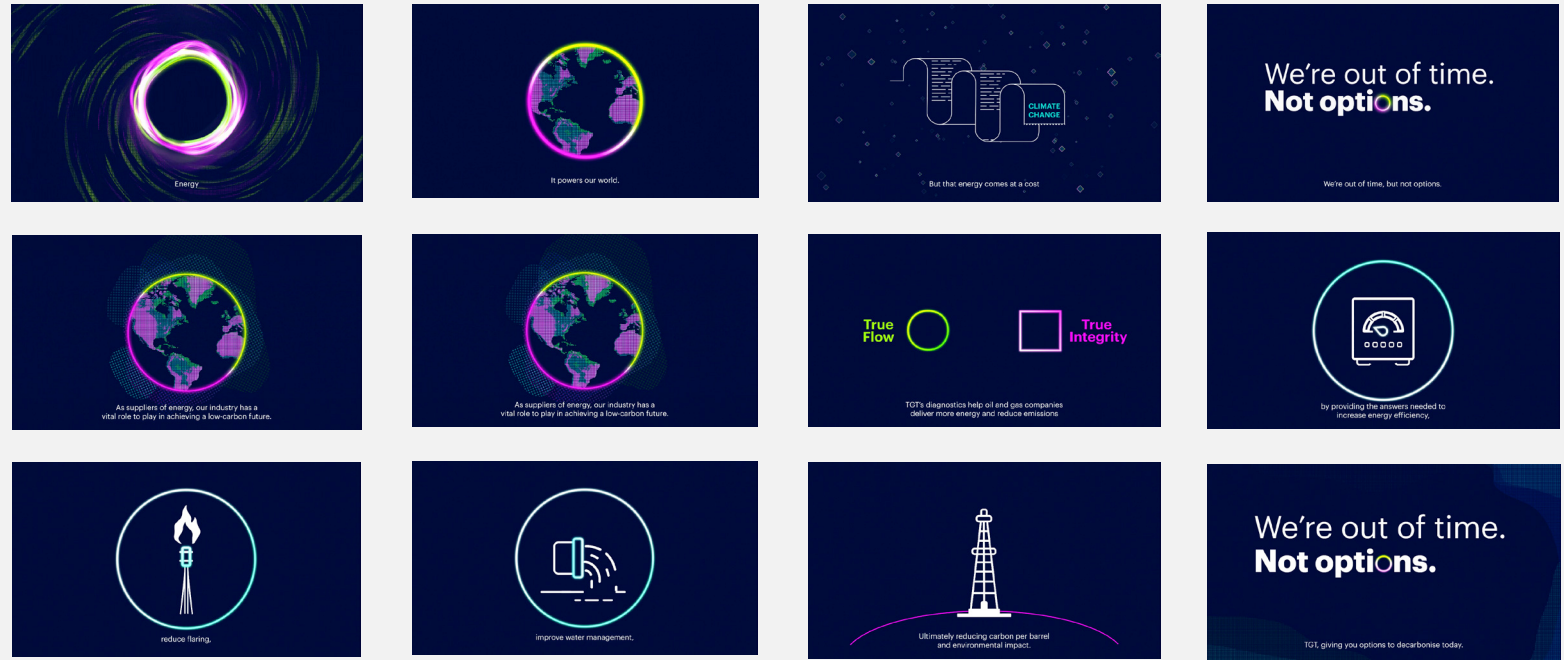
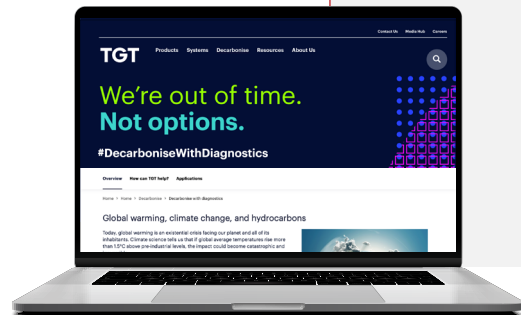
Working with the Shell Energy team in the US we developed a set of online training tools to help their electricity resellers understand how to significantly improve their websites and generate more sales.



Deliverables: Scripting | Storyboarding | Video | Motion Graphics | Online Training Tools

TGT Diagnostics

Our motion graphics designers collaborated with the TGT marketing team to deliver a successful, brand-led sales campaign that drove engagement and impact.



Deliverables: Scripting | Storyboarding | Motion Graphics | Illustration | Digital Design

Let's keep the
conversation going

Let's make some memories

We're here to listen, collaborate, and craft strategies that align with your vision and drive real results. We'd love to explore how we can bring your projects to life and help you meet your goals.

Reach out today and let us take your projects to the next level.

To start your project please contact:

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