**Shell Uses Video to Showcase its Sustainability Efforts**

Shell has shifted its worldwide global marketing from traditional channels to a digital video strategy focused on storytelling using platforms such as Facebook Live and BuzzFeed. The brand is concentrating on stories about social responsibility, such as its social #Makethefuture push that spotlights how the company supports alternative energy startups.

***ClickZ 3/20/21***

<https://www.clickz.com/how-video-storytelling-and-mobile-have-transformed-shells-corporate-marketing/110199/>