

MediaCom instrumental in creating Shell's football pitch

[SOCIAL](#) [CLIENTS](#)

15 SEP 2014 2 min read

MediaCom Beyond Advertising has played a key role in creating a football pitch powered by the players who use it.

MediaCom Beyond Advertising has played a key role in creating one of the most innovative media ideas of recent years: A football pitch that's powered by the movement of the players who use it.

Working alongside Shell, JWT London, Possible and Edelman, MBA has used kinetic tiles which harness the energy of the players to help power the spot lights that enable the pitch to be used at night. These have been backed up by solar panels to provide additional power.

The Campo Shell pitch at Morro da Mineira Favela in Rio De Janeiro was opened on September 10 by global icon Pele to help create a safe place for the local community to enjoy at night.

The new pitch is part of Shell's #makethefuture campaign, positioning the company as a catalyst that inspires bright and young minds for a better energy future.

A global partnership with Condé Nast will ensure that this project and others from the #makethefuture receive high profile video and press coverage.

SOCIAL CLIENTS