

Date: October 28, 2023

Question:

“Shell is invited to respond to allegations of partnering with video gamers and online influencers to promote fossil fuels to a young audience”.

Response:

“ShellxFortnite is one component of a marketing campaign to promote our new premium fuel, Shell V-Power Nitro+; the aim is to build brand awareness and showcase our products and services to key audiences. The campaign is targeted at people of driving age, who make up the majority of Fortnite players.”