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NEW INTEGRATED CAMPAIGN FOR PENNZOIL®
LEVERAGES BRAND'S LEADERSHIP IN TECHNOLOGY AND TRUST

(**Southfield, Mich.**) – Pennzoil®, America's most trusted oil¹, is announcing a new fully integrated brand campaign. The campaign, set to launch May 4, celebrates the relationships consumers have built with the brand and demonstrates the trust they have in the entire Pennzoil® line of products. Created by Doner, the campaign focuses on how Pennzoil® enables consumers to follow their pursuits with their vehicles and builds on the emotional connection Pennzoil® has with consumers through nearly every medium—television, radio, print, out of home, in-store, online banners and videos, and a website takeover on www.pennzoil.com.

To capture the passion that consumers have for Pennzoil®, the campaign features real stories from Pennzoil® users—from three-time Indy 500 champion Helio Castroneves to ASE certified master mechanic and MotoX enthusiast Feviu Villareal—showing how the brand has helped them with their pursuits. By telling each individual's story, the creative highlights the trust consumers have in Pennzoil® and demonstrates that there is a Pennzoil® product for every vehicle and every consumer.

“Research has shown us that there are many consumers who have been dedicated to our brand for many years,” said Debbie Van Schalkwyk, Pennzoil® global brand manager. “We know this because we listen to what they say about the brand. The stories they shared with us reflect the trust they have in the brand and celebrate the latest innovations in motor oil. Utilizing their stories was a perfect way for us to demonstrate that more people trust Pennzoil® than any other motor oil.¹”

¹ Based on a survey of licensed drivers conducted by a leading research firm January 2005 – December 2010.

“The motor-oil category is often driven by competitive and technological claims, so we needed to develop a campaign that would break through the clutter and differentiate Pennzoil from the other brands in the category,” said David DeMuth, Doner co-CEO, president. “The stories told throughout this campaign help elevate the brand by communicating with consumers in a relatable way and demonstrate that Pennzoil understands and respects its customers.”

“This campaign gives consumers an emotional connection to motor oil and presents the brand in a new and modern way,” said Rob Strasberg, co-CEO, chief creative officer, Doner. “We connect with Pennzoil’s target at various levels by capturing every angle of the consumer experience with the brand through the use of multiple touch points.”

The television includes a :30 spot titled, “Pride,” which features images of several different people who all use Pennzoil® for various things, whether it’s a father-son duo working together on a classic family car, a young man who uses Pennzoil® to get the most out of his new muscle car, a scientist who’s behind the active cleansing technology and advancements of Pennzoil®, three-time Indy 500 champion Helio Castroneves who relies on Pennzoil Ultra™ to help him cross the finish line—first, or the mechanic at your local oil change shop. All of these people are seen proudly holding up a bottle of Pennzoil®. “Shine” by Collective Soul plays in the background with the voiceover, “Here’s to the pursuit. The pursuit of better, faster, cleaner, funner. Here’s to the pursuit of advancements that help make new engines possible and dreams a reality. Here’s to the pursuit of another 100 years of earning America’s trust.” The spot ends with a shot of bottles of all of the Pennzoil® products with the voiceover, “Not just oil, Pennzoil®” The spots will air nationally on networks including ESPN, VS, History Channel, Fox, Speed, TLC and Comedy Central.

The print campaign portrays 5 vignettes with stories from Pennzoil® customers. One ad features ASE certified master mechanic and MotoX enthusiast Feviu Villareal. In the ad, Feviu is standing in his shop in front of a car with the hood up. He's holding a bottle of Pennzoil Platinum®. Next to him is the text, "Here's to the pursuit of: Only giving advice I'd take. In this shop, we've recommended Pennzoil® for the 13 years I've been here. As a mechanic, I don't feel confident putting something in someone else's car that I wouldn't use in my own. So here's to the pursuit of treating every car like it was mine." The bottom of the ad includes text that is standard on the entire print campaign, "For 100 years we've been helping people with their pursuits. One more reason more people trust Pennzoil® than any other oil." The Pennzoil® bottles are featured at the bottom right with the tagline, "Not just oil, Pennzoil®." The ads will run in trade publications including Car & Driver, Automobile, Popular Mechanics, Men's Journal, Budget Travel and Motor Age to name a few.

Various web videos are also included in the campaign and match the print executions. The video featuring Feviu Villareal features an interview with him telling the story of his life as a mechanic and as a MotoX enthusiast. It includes various clips of him going through the motions of his everyday life. Feviu tells his story, "I've been a mechanic for 25 years. Well, nowadays people like using fancy titles. And I don't want to hide behind a fancy title, I'm a mechanic and I'm proud to be a mechanic. We do about 70 oil changes a day. We go through a lot of oil. And, I'm not gonna recommend X, Y and Z...because if that oil breaks down, I'm responsible. I wouldn't ask somebody to use a product that I'm not willing to use myself. And I definitely use Pennzoil® in my car. So here's to the pursuit of only giving advice I'd take." The video ends with the Pennzoil® bottles and text, "More people trust Pennzoil® than any other oil. Not just oil, Pennzoil®." The videos will appear on Pennzoil.com/Pursuit and in rich media banner ads.

About Pennzoil®

More people trust Pennzoil® than any other oil.¹ The Pennzoil® line of quality products meets or exceeds industry specifications to offer exceptional engine cleansing and protection, and includes Pennzoil Ultra™ motor oil with Hyper Cleansing Technology™, Pennzoil Platinum® Full Synthetic motor oil, Pennzoil Gold™ motor oil, Pennzoil® High Mileage Vehicle® motor oil, Pennzoil® Advanced Protection motor oil, and Pennzoil Marine® engine oil. For more information about Pennzoil® products, please visit www.pennzoil.com.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita, and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.