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John Hancock Mutual Life Insurance

iBasis, Inc.

SNET

Natural MicroSystems Corp.

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Gulf Oil

Concord Communications

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Lotus Development Corp.

Digital Equipment Corp.

Apollo Computer

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Brooktrout Technology

EDGE Industrial Design

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Marvel Comics

The Back Bay Restaurant

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Springfield College

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Boston Five

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Computer Corporation of  
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Delmed

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S.D. Warren Co.

Weyerhaeuser Paper

**Michael Howell**

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## Howell steers new campaign for Gulf Oil.

When Gulf Oil's eastern region needed to fill 'er up with Super, writer-producer Michael Howell had high-octane solutions.

Responding to the challenge of increasing both the cardholder base and frequency-of-use of Gulf-issued credit cards, Howell was the lead creative in developing a full-service campaign. Beginning with tagging the GulfCard as "the card that takes you further," he rolled out the message that using the GulfCard generates "GulFree Miles," which can be used to get free Gulf products and services.

The campaign reached drivers in the homes, at the pumps, and as they drove along the open road. It included:



- **Radio** – Howell wrote and produced a series of :60 spots, featuring an original "The Card that Gives You More" jingle, which he also produced.
- **Print** – newspaper ads, FSIs, and stuffers.
- **P.O.P.** – complete station coverage, including signage, banners, quick applications, and flyers.

The campaign successfully enrolled new cardholders, increased card use, and raised the awareness of Gulf for all motorists. Drivers who had thought of Gulf as a lesser alternative now think of themselves as smart consumers who recognize the added value they receive from going to Gulf.

*If your company wants to rev its engines, call **617-630-9091** or email: [mh@mhowell.com](mailto:mh@mhowell.com)*