

# ROUTE 66 CENTENNIAL

MEDIA RELATIONS CAMPAIGN



# MEET THE TEAM





“Phillips 66 is a leading downstream energy provider with nearly 150 years of experience in the fuel industry.”



1917



BUSINESS SPLIT IN



2012

ORIGIN OF THE NAME



---

THREE BRANDS



“GO GO GO” CAMPAIGN

Launched in late 2023 to share a unified message for Phillips 66<sup>®</sup>, Conoco, and 76





# CAMPAIN OBJECTIVES

## Create an Omnichannel Campaign

Focused on highlighting the Route 66 Centennial while promoting Phillips 66's three fuel brands on the route, Phillips 66, 76 and Conoco that are located on the route from Chicago to Santa Monica, California.

## Increase Brand Awareness

Increase brand awareness on an individual level, and for each of the three brands in their designated areas of the United States. Additionally, increase Fuel Forward App downloads.

## Honor the Past, Fuel the Present

Position the Phillips 66 brands as champions of this historic milestone, while targeting relevant audiences through compelling, coordinated messaging across media platforms.





Value reliable service, memorable experiences, and quality stops

Motivated by adventure, exploration, and personal freedom

Consume media through visual platforms like Instagram, TikTok, and Youtube

Opportunity: Position Phillips 66, Conoco, and 76 as meaningful parts of the journey – not just a stop



Value efficiency, safety, and ease during travel

Motivated by convenience, comfort, and a sense of control

Consume media on social media, especailly for travel tips and family hacks

Opportunity: Position Phillips 66, Conoco, and 76 as dependable, clean, and family-focused stops





## KEY MESSAGES

### Celebrate the Spirit and Heritage

For 100 years now, Route 66 has fueled adventure and travel and that doesn't stop now. Sharing this message with our target audience ensures they feel a part of something great – something legendary.

### Three Brands Bringing Endless Memories

Reinforcing unity helps establish individual brand awareness for all three fueling options, while positioning Route 66 as an unforgettable adventure that provides endless memories for its travelers.

### Route 66 is Alongside You

Reassuring and influencing our target audience that they can find brand familiarity and trust while traveling on Route 66 is essential. No matter where you are along the road trip, Phillips 66, 76, and Conoco are here to help refuel you.





# COMMUNICATION CHANNELS

## How will you reach your target audience so they get your message?

We plan to reach our target audience through channels like Instagram, TikTok, Facebook, and email marketing. Based on our target audience, these are the primary platforms can maximize brand/ event engagement and visibility among our target audience.

## How we are going to do it

### Instagram:

- Quick swiping and engagement.
- Implementing vibrant, engaging, informative, and aesthetic posts and content will get our message to our targeted audience.
- Collaborate with travel bloggers to boost engagement and reach a broader audience,
- Engaging short videos and reels, interactive story posts, Q&As, and account takeovers.

### Facebook:

- Ideal for reeling in an "older crowd," (Parents or retired couples looking for adventure)
- Known for its information center, Facebook groups, niche event pages, quick update posts, and easy access to your friends and family.
- More of a "word of mouth" hub than a big advertisement.
- We would use Facebook to spread our celebration announcements and information.
- Content: Detailed posts, updates, announcements, and alerts on event pages, as well as shareable content like photos, online flyers, videos, and fun infographics highlighting our message.

### TikTok:

- Serves the younger crowd (Kids, high schoolers, college students, and those in their 20s)
- Also includes families because of the potential family vloggers and travelers.
- Known for its easy access, quick posts, short videos, and fun/ engaging content.
- Content Goal = Highlight the centennial celebrations.
- Content: Collaborations with family vloggers/ young travel influencers, road trip experiences/ stories, and historical facts and anecdotes.





# COMMUNICATION CHANNELS

## What different communication channels will you use to reach your audiences?

### Email Marketing:

- Targeted at the older demograohic.
- Way to send updates to people about different events/ promotions and tell our audience more information about the centennial event and its history.
- We will use this form of communication for content like newsletters and press releases to provide the public and the press with detailed announcements about the campaign, key events, spokesperson interviews, Regular updates about the campaign, exclusive content, event invitations, and behind-the-scenes insights about our event!

## Why are they appropriate for this project? (Instagram, Facebook, TikTok, Email Marketing)

- Social media allow for quick and easy reach; we are able to get information to the public and our target audience in seconds.
- They also let us to engage with a diverse and broad audience in "real-time," we can share multimedia content, which is crucial for creating engagement and brand awareness for the centennial celebration.
- Email marketing is a direct communication method for a target audience and potential stakeholders. (Ensures that key messages are delivered effectively and allows for detailed information sharing and follow-up.)





# COMMUNICATION CHANNELS

## Why are they appropriate for reaching your audiences?

Choosing communication channels like Instagram, Facebook, TikTok, and email marketing is essential because we must select communication channels that reflect our target audiences.

**Road trippers/ travelers:** Social media platforms like Instagram and TikTok are highly visual and often used by travelers to share their journeys. (Share scenic drives, road trip tips, and unique Phillips 66 locations.)

**Busy family:** Facebook, and email marketing are suitable for reaching busy families who value detailed information, event planning, and personalized savings. (Share safety, cleanliness, and kid-friendly amenities.)

How we can maximize our brand potential and our audience's awareness of the centennial celebration.





# COMMUNICATION CHANNELS

## How should you write the message for each audience?

- Consider the audience and tailor the language and tone to suit each audience group's specific needs and preferences.
- Road trippers/ avid travelers: Love to explore and value adventure and memorable experiences, and they are motivated by personal freedom and discovery.
- Busy families: Prioritizes safety, efficiency, and kid-friendly amenities and appreciates cleanliness and practicality.
- Purpose = Ensure our messages align with our target audience/ public interest and highlighting the significance of the centennial and the unique experiences offered by Phillips 66, Conoco, and 76.
- Generating media attention around the Route 66 Centennial and position Phillips 66 brands as champions of this historic milestone event.





# COMMUNICATION CHANNELS

## What does the audience, purpose and medium tell you about how you should write messaging for the plan?

- Medium also tells us to Adapt the structure and style of the message to fit a specific platform, such as social media and email marketing.
- Structuring a message for social media: Use headlines, subheadings, bullet points for clarity, and interactive content.
- Structuring a message for Email marketing: Maintain a structured, informative, clear and professional format that has a "call to action."
- Language, Style, Tone: Assess depending on the platform/communication channel and determine how to fulfill the target audiences interest in order to grab attention.





## Campaign Approach

To ensure strong media engagement for our Route 66 Centennial campaign, we are implementing a comprehensive media relations strategy that leverages both traditional and digital communication tools.

Our goal is to create widespread awareness of Phillips 66, 76, and Conoco as the three fueling brands that have supported Route 66 travelers for the last century. Through a dynamic mix of materials—including media pitches, event planning, and social content—we will share the story of heritage, unity, and adventure that our campaign embodies.





**WHO:** We have chosen the family of influencers who are known by their handle on Youtube, Facebook, Instagram and TikTok as @americanfamilyroadtrip. The family consists of the mom and dad, Britney and JD, and their eight children, who live in a converted school bus and travel around the U.S. together.

**HOW:** We plan to have the family create posts in each of the eight states to post on Facebook, Instagram and TikTok. This ensures that the campaign will use its intended communication channels & reach a wide and engaged audience across multiple platforms.

**WHY:** "*The Busy Families*". This offers Phillips 66 a unique opportunity to connect with families across the country, increase brand loyalty, and encourage more people to embark on their own road trip adventures with Phillips 66 as their trusted partner.





# PRINT ADS

Print ads are an excellent fit for the Route 66 campaign because they tap into the deep sense of history and nostalgia that defines this iconic American road. Route 66 is often associated with the golden age of road trips and classic Americana, and print media-such as magazines, billboards, and local street posters evoke that timeless feel in a way that resonates emotionally with audiences who appreciate tradition and history.

Additionally, print materials can be distributed at/by visitor centers, hotels, and roadside attractions along the route, allowing the campaign to reach travelers at key moments when they are engaged and planning their journey. This targeted placement helps build strong brand recall, as print advertising on Route 66 has historically been effective in creating lasting impressions. By complementing digital, outdoor, and social media efforts, print advertising ensures consistent messaging across multiple platforms. Finally, print ads support local communities and tourism initiatives along the Route 66 corridor, fostering goodwill and partnership that align with the campaign's goals.





**CTA:** TAKE THE ROAD

**WHY THIS WORKS:** Nostalgia, call-back to road trip golden age, and strong use of visibility.





**Soft-CTA:** @route66official

**WHY THIS WORKS:** Nostalgia, easy readability, affordable, and potential recall.





**WHY THIS WORKS:** Tangible, honoring the past, longer shelf life, and credibility.





# DIGITAL ADS



Route 66   
Route66official

Route 66 turns 100 — and we're throwing the ultimate road trip party. 🎉🚗 Join us at our "100 Years on Route 66" pop-up events all summer long.  
#FueledBy66 #Route66Centennial

4:17 PM. Jan 01, 2025 · [Twitter for iPhone](#)

18k Retweets 14k Likes



CTA: "Join us at our "100 Years on Route 66" pop-up events"

WHY THIS WORKS: Easily readable, engaging





Route 66

Yesterday at 4:45am · 🌐

From the heart of Chicago to the edge of Santa Monica, Route 66 has been the soul of the road trip. This year, we celebrate 100 years of memories with special events, exclusive merch, and more. Join the journey with Phillips 66, 76, and Conoco. #FueledBy66  
Insurance in California.



👍❤️😂 100k

21 Comments 10 Shares

👍 Like

🔗 Share

CTA: "Join the journey with Phillips 66, 76, and Conoco."

WHY THIS WORKS: Nostalgia, easy readability, tailored for engagement





**@route66official** ✓  
Route 66



45,000

**@route66official** 100 years of open roads. 100 years of adventure. Celebrate the Route 66 Centennial with Phillips 66, 76, and Conoco — the brands that have fueled your journey since 1926. #FueledBy66 #Route66Centennial

**Soft-CTA:** “Celebrate the Route 66 Centennial...#Fueledby66, #Route66Centennial”

**WHY THIS WORKS:** Nostalgia, engaging.





# SAMPLE FACT SHEET

## Route 66 Centennial Fast Facts

- Route 66 was established in 1926, connecting Chicago, IL to Santa Monica, CA
- Nicknamed “The Mother Road” and known for fueling post-war travel booms
- Phillips 66 opened its first station on Route 66 in 1927
- Today, 85% of the original route remains drivable
- Phillips 66, 76, and Conoco operate over 7,000 stations combined across the U.S.
- Campaign hashtags: #FueledBy66 #Route66Centennial





# SAMPLE MEDIA ADVISORY

## MEDIA ADVISORY

**WHAT:** “100 Years on Route 66” Celebration Event – A traveling tribute to the legacy of America’s highway featuring music, giveaways, and road trip nostalgia.

**WHEN:** Saturday, [Date], 12:00 p.m. – 5:00 p.m.

**WHERE:** Phillips 66 Station – Street, City, State

**WHO:** Phillips 66 representatives, local influencers, and special guests

**WHY:** Celebrate Route 66’s 100th anniversary and highlight the continued presence of Phillips 66, 76, and Conoco stations along the route.

## MEDIA CONTACT:

Olivia Smith

(555) 123-4567

[oliviasmith@phillips66.com](mailto:oliviasmith@phillips66.com)





# SAMPLE NEWS RELEASE

## FOR IMMEDIATE RELEASE

Contact: Olivia Smith | [oliviasmith@phillips66.com](mailto:oliviasmith@phillips66.com) | (555) 123-4567

## PHILLIPS 66 CELEBRATES 100 YEARS OF ROUTE 66 WITH NATIONWIDE CAMPAIGN

Brands Bring Fuel, Fun, and Nostalgia from Chicago to Santa Monica

Houston, TX (date) – To mark the 100th anniversary of the legendary Route 66, Phillips 66, 76, and Conoco are rolling out a nationwide media and event campaign celebrating a century of fueling memories.

The campaign, titled “Fueled by 66,” invites travelers to rediscover the road that shaped American culture while reconnecting with the three brands that have been there every mile. Events will take place at key locations along Route 66, featuring music, memorabilia, and guest appearances from popular travel influencers.

“Our goal is to celebrate the shared legacy of this historic road and reinforce our brands’ role in American travel,” said Taylor Reynolds, VP of Marketing at Phillips 66.

More information and campaign assets can be found at [phillips66.com](http://phillips66.com).

fact sheet that outlines key Route 66 milestones, the history of Phillips 66 and its partner brands, and consumer statistics related to road travel.





# SAMPLE EMAIL MEDIA PITCH

Hello,

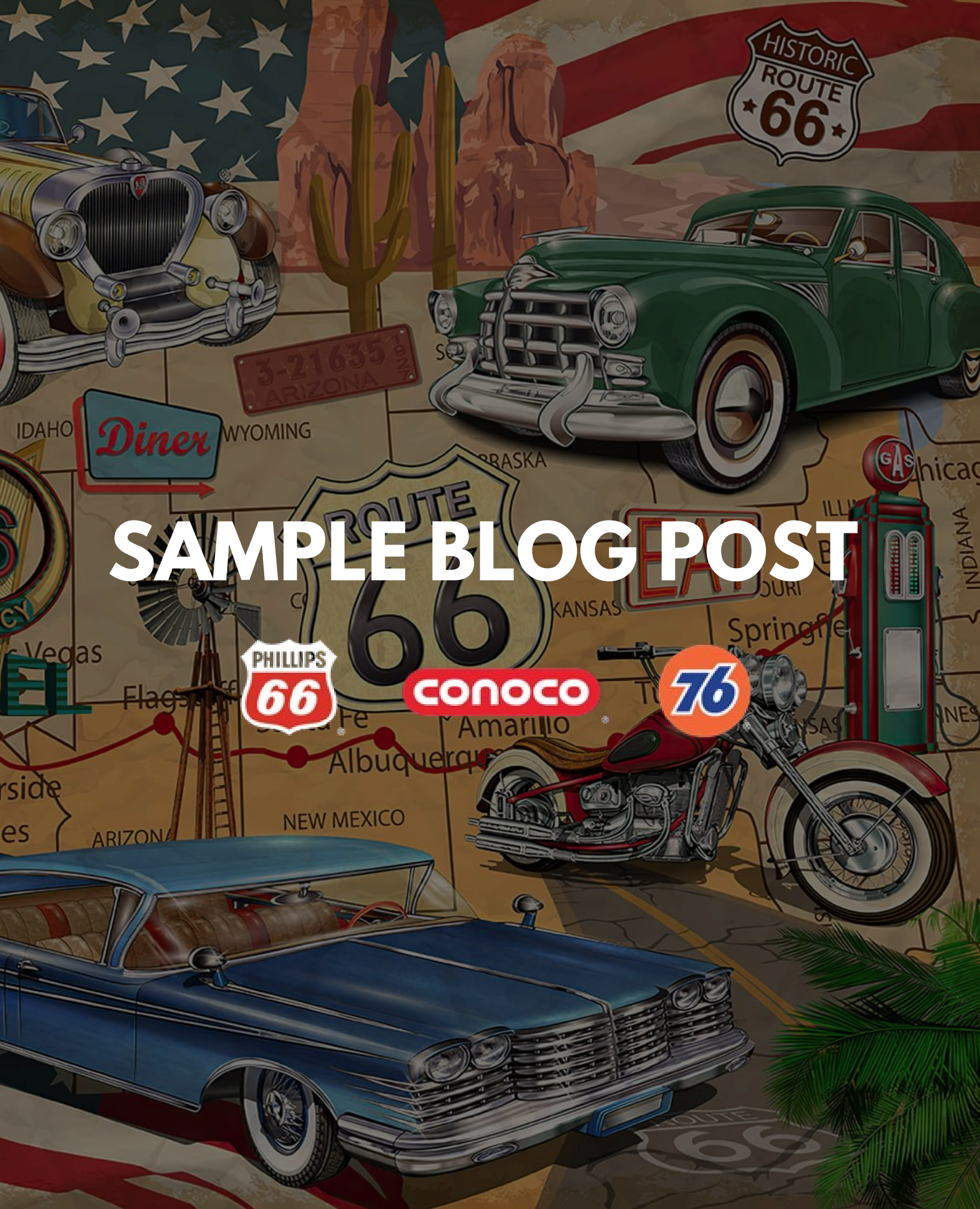
This year marks the 100th anniversary of America's most iconic highway—Route 66—and Phillips 66, 76, and Conoco are inviting travelers and media alike to celebrate a century of fueling adventure. From Chicago to Santa Monica, our brands have stood side-by-side with roadtrippers for generations.

We're launching a nostalgic, nationwide campaign to highlight the rich history of Route 66, including a traveling event series and influencer activations along the route. We'd love to offer you an exclusive interview with a Phillips 66 spokesperson or travel personality involved in the campaign, as well as early access to visuals and story angles.

Would you be interested in covering this story?  
Let me know how I can assist.

Best,  
Olivia Smith  
PR Team | Phillips 66 Centennial Campaign  
Email | Phone #





### **Celebrating 100 Years of Adventure: The Phillips 66, 76, and Conoco Route 66 Campaign**

There's something magical about Route 66—a road that has fueled American dreams, inspired pop culture, and connected communities from Chicago to Santa Monica for nearly a century. As Route 66 marks its 100th anniversary, Phillips 66, 76, and Conoco have launched a dynamic campaign to honor this legendary highway and the spirit of adventure it represents.

#### **A Campaign Built on Heritage and Innovation**

At the heart of the campaign is a commitment to celebrating the places, people, and stories that make Route 66 an irreplaceable part of the American landscape. Phillips 66 and its sister brands have long been woven into the fabric of this iconic road, and their new omnichannel strategy ensures that the centennial celebration reaches travelers wherever they are—on the road, online, or in the community.

The campaign's messaging is rooted in nostalgia, unity, and the promise of new adventures. Through creative storytelling, it invites audiences to “celebrate the spirit and heritage that Route 66 builds,” reminding us that for 100 years, this road has fueled journeys and created memories that last a lifetime.

#### **Where Tradition Meets Technology**

Phillips 66, 76, and Conoco are leveraging a multi-channel marketing approach that spans television, radio, billboards, digital, and social media. The “GO GO GO” campaign, for example, highlights how fueling up is about more than just the destination—it's about every moment of “GO,” from epic cross-country trips to quick snack stops before the big day.

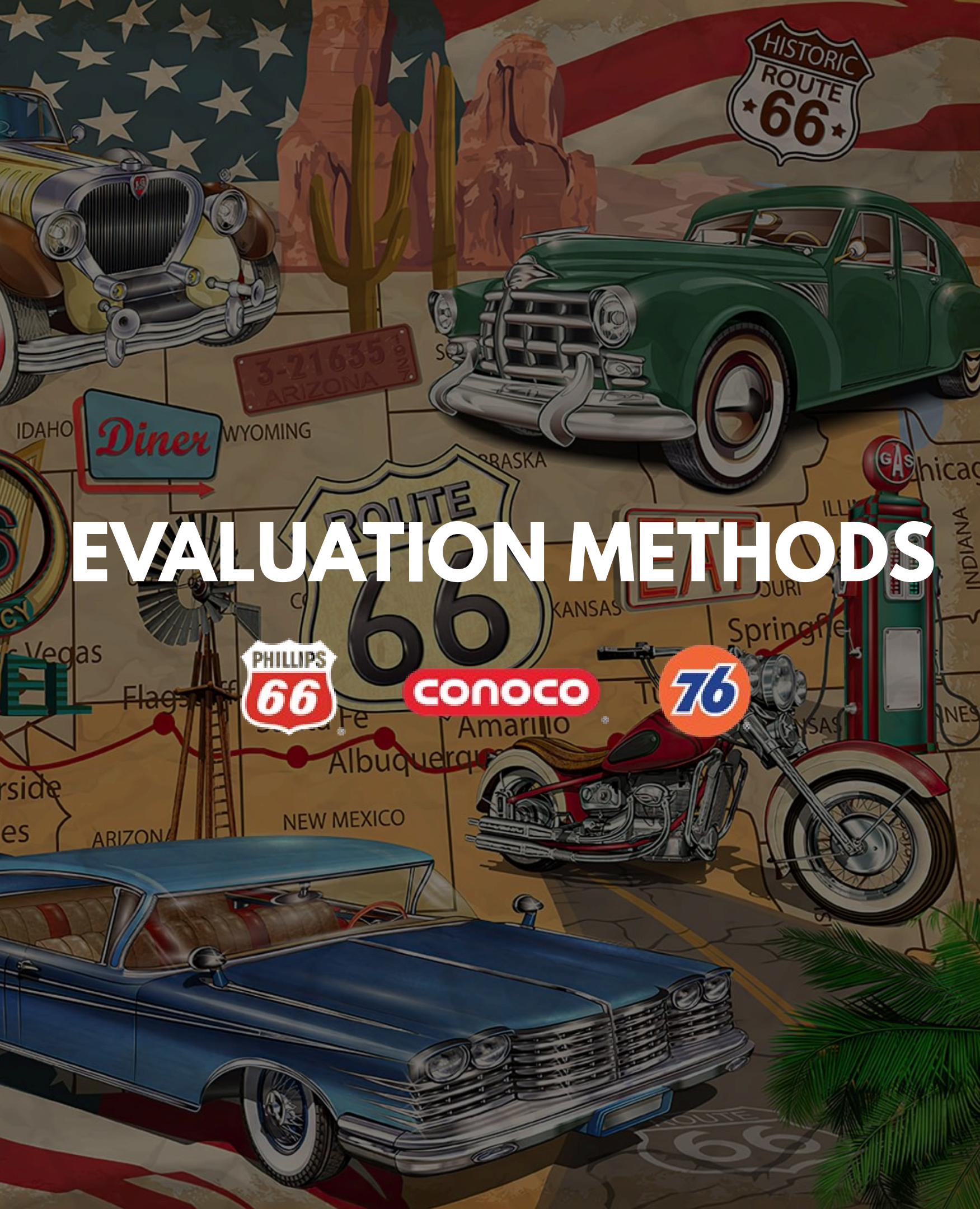
Digital innovation is a key pillar of the campaign. The Fuel Forward app connects with travelers on the go, offering mobile pay, real-time promotions, and a station locator to ensure that every road trip is seamless and rewarding. Social media activations, surprise-and-delight moments, and even gaming experiences are woven into the campaign to keep engagement high and brand loyalty strong.

#### **A Legacy That Drives Forward**

As Phillips 66, 76, and Conoco look to the future, their Route 66 campaign is more than a celebration—it's a promise to keep fueling the journeys, dreams, and adventures of generations to come. By blending heritage with innovation and engaging travelers across every channel, these brands ensure that the legend of Route 66 lives on, mile after mile, memory after memory.

So whether you're a road trip veteran or a first-time traveler, this centennial campaign invites you to be part of something legendary. Get your shoes, make new memories, and remember: wherever your adventure takes you, Phillips 66, 76, and Conoco are there to help you GO GO GO.





## Engagement Tracking

Prioritizing social media and content creation while actively tracking its performance and engagement will be conducted through monthly KPIs. Doing so will allow us to track the traction of our target audience and their active reactions/ feelings towards the campaign.

## Pre and Post Testing

Benchmarking and message testing will help prepare the campaign for optimal success, ensuring all methods refer back to our campaign objectives and goals. Performing pre tests reduces risk and allows for an organized campaign structure. Post tests will track our impact measurements and reveal key insights in how Route 66 should move forward post campaign.





# WHY IT ALL WORKS

## Emotional Storytelling & Legacy Connection

Our campaign creates an emotional connection with consumers by celebrating shared travel memories and brand history.

## Strategic Differentiation in a Crowded Market

Our campaign positions these brands uniquely by emphasizing experience, not just practicality.

## Clear, Measurable Campaign Goals

Focusing on increasing sales, brand recognition, and engagement provides direction and benchmarks for our campaigns success.





# THANK YOU

## MEDIA RELATIONS CAMPAIGN

