BEING creative pays as 10 Tunku Abdul Rahman College (TAR College) students found out recently.

The group walked away with RM15,000 for their ideas on raising awareness regarding fuel efficiency in the Shell FuelSave College Competition 2012.

Organised by Shell Malaysia and its media partner, the competition required students to plan and execute a communications campaign to promote fuel efficiency through a series of educational online mini-games.

The team came up with their own creation: the School of Shell.

Team member Liew Shu En explained that the “school” aimed to educate participants through video lectures, practical tips and a “final exam” by way of an online game.

Those who passed would “graduate” from the School of Shell in an actual graduation ceremony — complete with certificates, gowns and mortar boards.

Each student who graduated from the “school” also stood a chance to win a pre-loaded Touch ‘N Go card.

Shu En added that her team’s win reflected their dedication, discipline and teamwork which was vital for joining the corporate world.

The team also designed publicity material showcasing 15 Shell FuelSave tips to be distributed to their college mates.

TAR College principal Datuk Dr Tan Chik Heok said the institution was proud of the win.

“We’ve always encouraged and supported our students’ participation in external competitions, which we see as opportunities for them to be competitively trained for employment,” he said.

Taylor’s University and UCSI University were placed second and third respectively at the competition.