



Q3 2015 National Campaign  
**Shell V-Power® Nitro+**  
**Premium Gasoline**

Display September 9, 2015



EQV8941

# DEAR SHELL WHOLESALE & RETAILERS

The 100 BMWs in 100 days sweepstakes will conclude on September 8, 2015. Thank you for showing your support of this exciting sweepstakes!

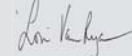
The Shell V-Power® NiTRO+ POP included in this kit is intended to replace all the BMW Sweepstakes POP currently displayed at your site. Please follow these important steps to help ensure your site is ready to communicate this campaign to customers starting September 9, 2015.

- **OBSERVE** appropriate safety measures when installing Point-of-Purchase (POP) materials.
- **POST** the **NEW** Shell V-Power NiTRO+ Premium Gasoline POP on Wednesday, September 9, 2015 by 10:00 AM.
- **YOUR STORE PROFILE AND EXEMPTION STATUS** determines the materials you received. If you did not receive certain POP materials, you may need to update your store profile or exemption status. Please contact Pointsmith at 1-800-762-5213 to update your store profile. To update your exemption status, log in to Shell Source, click on "Branding", then "MMP Scores". This will bring you to the People Make the Difference Real website. Then click on "Performance Reporting" then "MMP Exemption Report".

If you have any questions about the POP please contact Pointsmith at 1-800-762-5213.

Thank you for your support of more than 100 years of Shell Quality Fuels and for the commitment to deliver a premium site level experience to your customers to continue to support the Shell V-Power NiTRO+ launch.

Sincerely,



Lori Van Ryan  
BTL & National Promotions Mgr.

## WELCOME LETTER & KIT CONTENTS

Below is a complete list of the kit contents for Q3 2015 Shell V-Power® NiTRO+ Premium Gasoline to replace the BMW Sweepstakes POP. Please carefully check that all of your items are included in your kit. **PLEASE POST BY 10AM, SEPTEMBER 9, 2015.**

- Pole Signs\*
- Curb Signs\*
- ePOS Header Card\*
- Dispenser Inserts\* (pack of 50)

\*Depending on your site's specific needs and your store profile, quantities on these items will vary. If you receive too many or not enough of any POP item, please call POINTSMITH at 1-800-762-5213.

This POP kit is shipping to some locations in several boxes. Although the boxes were shipped together at the same time, you may not receive them all at once. It is possible that you will receive boxes on different days. This is a very common occurrence in multi-part UPS shipments – please allow 24 hours between shipments. However, if you do not receive everything within 24 hours, please call any of the Shell Customer Service Reps at Pointsmith, 1-800-762-5213.



# FORECOURT KIT CONTENTS



Curb Signs\*



Pole Signs\*



Dispenser Inserts

REMOVE &  
**DISCARD**

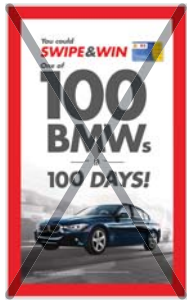


**IMPORTANT!**

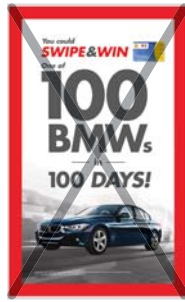
Before you install your **NEW** point-of-purchase (POP), **REMOVE & DISCARD** the following pieces.

**FORECOURT SIGNAGE**

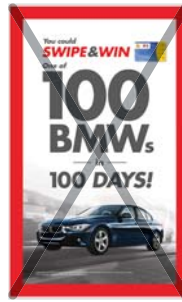
**IN-STORE SIGNAGE**



Pole Signs\*



Large and/or Small  
Building Signs\*



Curb Signs\*



Window Sign



14' Yard Banner with frame



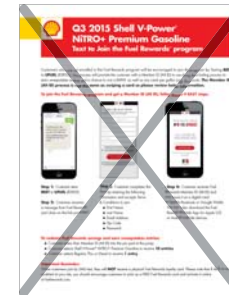
Register Topper Extender



Tear Pads



ePOS Header Card



Alternate ID Insert

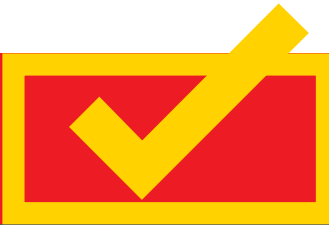
**DISPENSER SIGNAGE**



Dispenser Inserts



# CONTINUE TO DISPLAY



# IMPORTANT!

FLIP these signs to promote Shell V-Power NiTRO+.

## DISPENSER SIGNAGE

Please continue to display all Shell V-Power® NiTRO+ POP and Rewards Program POP not mentioned in this planogram.

Your previous POP kit also contained the following double-sided POP. The following signs should no longer display the BMW Sweepstakes message, please **FLIP** the sign to display the Shell V-Power NiTRO+ message.

How the double-sided POP should now be displayed at your site:



Super Pump Topper Insert

Super L-Bent Insert  
(for sites without Pump Topper Frames)

## IN-STORE SIGNAGE



ASSEMBLED Interchangeable  
Change Mat and Insert

# NEW FORECOURT P.O.P.

## POLE SIGN

All Pole Sign frame(s) should now display the Shell V-Power® NiTRO+. **REMOVE** and **DISCARD** all BMW Sweepstakes Pole Signs.

**NOTE:** Your PID Price Sign should always have primary visibility, with no obstruction of any kind. Therefore, do not place a pole sign on a light pole **in front of** the PID price sign if it will obstruct the view of the price sign. AND do not place a pole sign **ON** the PID sign.



NEW Pole Sign

## DISPENSER INSERT HOLDERS INSERTS

Your POP kit contains NEW Inserts for the Dispenser Insert Holders currently on your pumps. **REMOVE** and **DISCARD** the BMW Sweepstakes inserts. Continue to Display the current Shell V-Power® NiTRO+ Graphic Cards.



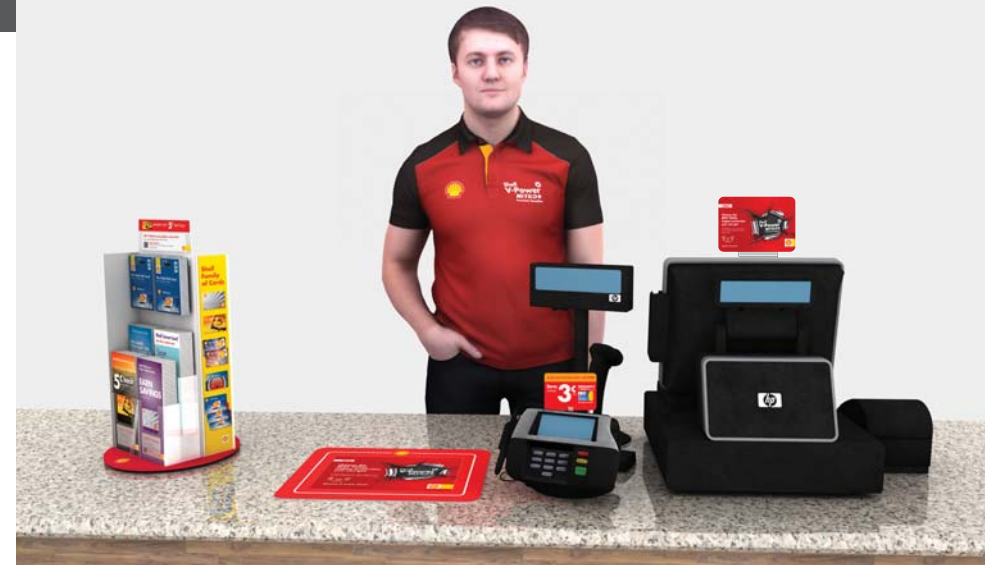
NEW Inserts



Inserts: (pack of 50)

Place 50 inserts into each insert holder. Each pack contains 50 inserts and will fill **ONE** holder.

# NEW IN-STORE P.O.P.



ePOS Header Card

## ePOS HEADER CARD

The **NEW** ePOS Header Card is designed to attach to all ePOS systems. The sign is printed double-sided with one side displaying a horizontal version of the creative and the second side displaying the same creative but in a vertical format. This allows versatility in how you want to display the sign.



Clip-On Adapter  
with Adhesive



Side 1



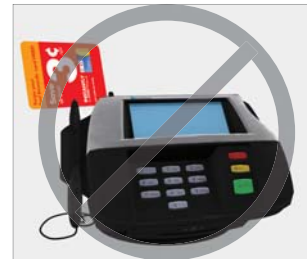
Side 2

Step 1. Remove the backing from the Clip-On Adapter.

Step 2. Adhere the Clip-On Adapter to the ePOS system where desired, but in clear view to the consumer that will not interrupt any of the transaction process.

- Recommended placements: Top side of the system OR near one of the top corners.
- The Clip-On Adapter has the ability to be adjusted horizontally, vertically or anywhere in between.
- DO NOT place sign on card swipe side or any place that will obstruct a customer from any of the functions of the ePOS system.

Step 3. Clip the sign into the Clip-On Adapter.



Positioned on top back



Positioned near top corner on the side