

Q1 2016 National Campaigr

Fuel Rewards®

Display January 4, 2016



E0/00/0

DEAR SHELL

WHOLESALERS & RETAILERS

Shell is excited to announce the 1st Quarter National Fuel Rewards $^{\circ}$ Campaign. For a limited time, New members of the Fuel Rewards program can get a 25¢/gal sign-up bonus!

How it works: 1) Customers get a Fuel Rewards card and registers it at fuelrewards.com. 2) They must purchase at least 8 gallons on their first fill-up using the Fuel Rewards card, while enjoying 3¢/gal savings. 3) Within 4 business days, a 25¢/gal reward will be automatically loaded onto their Fuel Rewards card to redeem on their second fill-up.

Starting Monday, January 4, 2016, the Fuel Rewards New member campaign will be supported with national digital advertising support and a comprehensive point-of-purchase (POP) package.

Throughout the campaign and beyond, Fuel Rewards members can continue to save at least 3¢/gal on every fill-up at participating Shell stations each time they fill-up with their Fuel Rewards card.

Please follow these important steps to help ensure your site is ready to communicate the 1st Quarter Fuel Rewards campaign to customers:

- ENSURE ALL SITE-LEVEL STAFF is trained on the benefits of the Fuel Rewards program and how customers can become Fuel Rewards members.
- ENSURE YOUR SITE is ready to deliver the best site experience for your customers.
- OBSERVE appropriate safety measures when installing Point-of-Purchase (POP) materials.
- POST the NEW Fuel Rewards POP materials on Monday, January 4, 2016 by 10:00 AM.
- SHELL FAMILY OF CARDS APPLICATIONS AND OTHER BROCHURES:
 - o **NEW** Shell Drive for Five® Card, MasterCard® and Fleet Cards applications are included in your kit. Place the **NEW** applications in your Merchandiser Unit as shown in your plan-o-gram and place the Shell Drive for Five Card applications in the application holders located on each pump.
 - o **NEW** Shell V-Power® NiTRO+ Premium Gasoline Brochures are also included in your kit. Place the **NEW** brochures in your Merchandiser Unit as shown.
 - o CONTINUE TO DISPLAY all existing Fuel Rewards®, Grocers Rewards® and Shell \$aver Card® brochures.
- 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 your sites are storing the 14' Yard Banner Hardware that was used during Q3 2015, you may use that hardware for future promotions you may run at your site. The 14' Yard Banner template has been made available for download on Shell Source.

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

Sincerely,

Lori Van Ryan

BTL & National Promotions Mgr.

WELCOME LETTER& KIT CONTENTS

Below is a complete list of the kit contents for Q1 2016 Fuel Rewards. Please carefully check that all of your items are included in your kit. PLEASE POST BY 10 AM, JANUARY 4, 2016.

- Pole Signs*
- Large or Small Building Signs*
- Curb Signs*
- Super & Standard Pump Toppers*
- Super L-Bent Inserts*
 (only for locations without Pump Topper frames)
- Register Toppers and Extenders*
- Change Mat Inserts*
- Shell Drive for Five® Card Graphic Cards*
- Shell Drive for Five® Card Applications* (pack of 50)

- 1 Cashier Script
- Pump Side Decals*
- Dispenser Inserts* (pack of 50)
- Dispenser Insert Graphic Card*
- 2 Shell V-Power NiTRO+ Brochures* (pack of 50)
- 1 Fuel Rewards Header Insert*
- 1 Shell Drive for Five® Card Header Insert*
- 1 Shell MasterCard® Applications* (pack of 50)
- 1 Fleet Cards Applications* (pack of 50)

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.



^{*}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.

FORECOURT KIT CONTENTS







Pump Side Decal



Pole Signs



Curb Signs



Large or Small Building Signs





AND



Super L-Bent Inserts (only for locations without Pump Topper frames)



Shell Drive for Five®Card Graphic Cards



Shell Drive for Five® Card Applications (pack of 50)



Dispenser Inserts



Dispenser Insert Graphic Cards



Super Pump Topper Inserts



Standard Pump Toppers



REMOVE & DISCARD



FORECOURT SIGNAGE



Pole Sign



Large or Small **Building Sign**



Curb Sign



Bollards



Yard Stake Signs



Yard Flags

DISPENSER SIGNAGE



Fuel Rewards® Pump Side Decal



L-Bent Insert



Dual Message Super Pump Topper



Standard Pump Topper



Dual Message Super L-Bent Inserts



Shell Drive for Five® Card Graphic Card



Shell Drive for Five® Card Applications



Dispenser Inserts



Dispenser Insert Graphic Card







Shell V-Power NiTRO+ Brochures



Shell MasterCard® **Applications**



Shell Fleet Cards **Applications**



Shell Drive for Five® Card Applications



Shell Drive for Five®Card Header Insert



Header Insert



Product Knowledge Module



Change Mat Insert



Register Topper



CONTINUE TO DISPLAY



FORECOURT & DISPENSER SIGNAGE



Unavailable Sign (Keep in storage and only display when Fuel Rewards® is unavailable.)



PID Banner



OR

Instructional Decal



Instructional Overlay



Important Notices Decal



If your location needs additional materials, please contact Pointsmith at 1-800-762-5213 to order.

IN-STORE SIGNAGE



OR



Fuel Rewards® Brochure (Call 1-888-980-5985 to re-order.)



Header Card



Shell \$aver Card® **Brochures**



Grocer **Brochures**



Fuel Rewards® Member ID Tear Pad



Fuel Rewards® Customer Service Tear Pad



Change Mat



Hardware



Fuel Rewards® Site level Information Sheet



Fuel Rewards® Training Module



Fuel Rewards® 3¢/gal Talking Points/FAQ



Shell Family of Cards Side Panel Inserts for Merchandiser Unit



Fuel Rewards® 3¢/gal Merchandiser Unit Lug-On



Fuel Rewards® 3¢/gal Cashier Button



Fuel Rewards® 3¢/gal Tear Pads



Fuel Rewards® T-Shirt



\$25 Gift Card



\$50 Gift Card



\$100 Gift Card



Fuel Rewards® Program Assistance Numbers



FORECOURT P.O.P.

POLE SIGN

If you have **POLE SIGN** frames, install these inserts in all of your frame(s).

If you don't have frames, follow the instructions for the **WRAP POLE SIGN** below.

NOTE: Your PID Price Sign should always have primary visibility, with no obstruction of any kind. Therefore, do not place a wrap 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 wrap pole sign ON the PID sign.



NEW Pole Sign

WRAP POLE SIGN ASSEMBLY AND INSTRUCTIONS

Included in your kit:

1 - Pole Sign Set

12 - 7.5" Cable Ties

2 - 36" Cable Ties



7.5" Cable



36" Cable

STEP 1: On a flat surface, place both signs back-to-back.

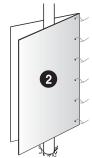
NOTE: Do not peel liners from tape squares on back of sign at this time. On one side only, insert 7.5" cable ties, fasten securely and trim off excess ends.

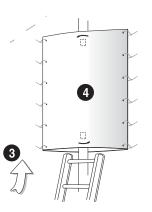
STEP 2: Take sign and remaining hardware outside for installation. Slide sign onto pole through open side. While sign is still at ground level, insert remaining 7.5" cable ties, fasten securely and trim off excess ends. Thread 36" cable ties through center holes at top and bottom edges. Do not fasten at this time.

STEP 3: Slide sign up the pole to the desired height. (You may need some assistance at this point – another set of hands.) Remove liner from the bottom two tape squares and press firmly against pole.

STEP 4: While your assistant holds the sign, remove the liner from the top two tape squares and press sign firmly into place against the pole. Pull cable ties securely and trim off excess ends.







BUILDING SIGNS



DISPENSER INSERT HOLDERS, INSERTS & GRAPHIC CARDS

Your POP kit contains NEW Graphic Cards and Inserts for the Dispenser Insert Holders currently on your pumps.



NEW — Graphic Card with tape



NEW Inserts (front) (back)





Graphic Card:

- Peel backing away from tape
- Insert face-out into the holder and firmly press tape against inside front edge of holder.
- 3. Repeat for each insert holder.

Inserts: (pack of 50)

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





12

DISPENSER APPLICATION HOLDER GRAPHIC CARD

Replace the Shell Drive for Five® Card graphic card with the enclosed NEW Shell Drive for Five® Card graphic card.



NEW Shell Drive for Five® Card Graphic Card



Top View of Vertical Application Holder

IMPORTANT

In order to prevent customers from taking the graphic card rather than an application, ensure that the graphic card inserts between the front slots of the application holder.



Insert Graphic Card first, and ensure it slides into the front slot position.

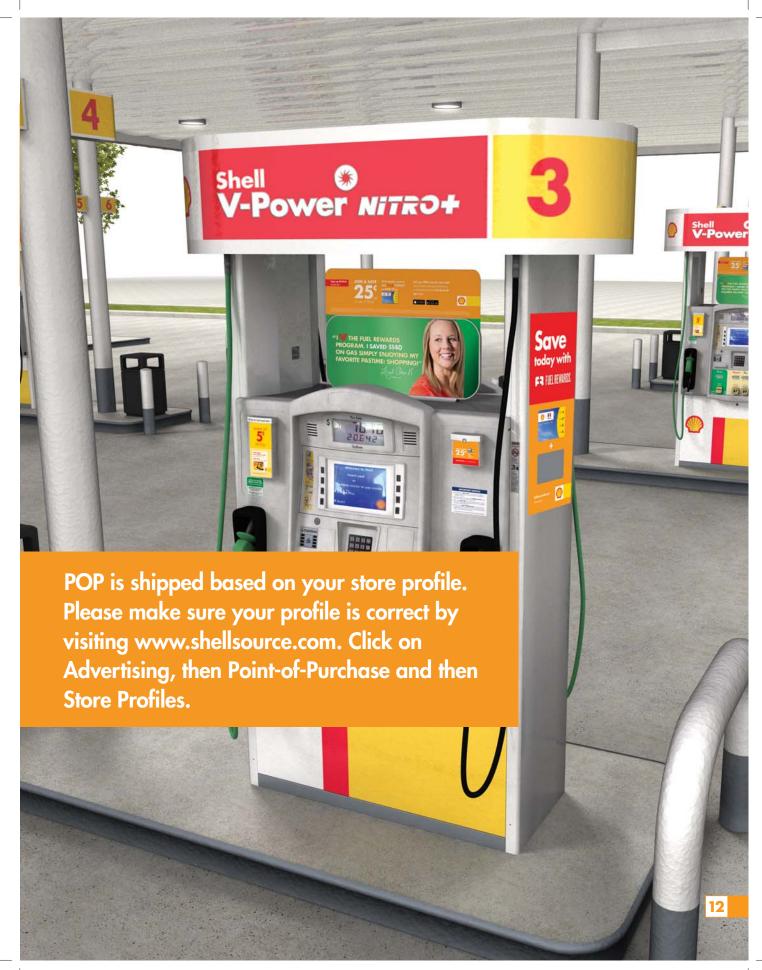


NEW Shell Drive for Five® Card Graphic Card



NEW Shell Drive for Five® Card Applications go behind graphic card. One pack of applications will fill two application holders.

REMINDER: Replacement application holder lids are available for purchase. Please contact Pointsmith at 1-800-762-5213 to place orders. The cost is \$2.95 each plus freight and handling.



FUEL REWARDS® P.O.P. DISPLAY JANUARY 4, 2016





NEW DISPENSER SIGNAGE

PUMP TOPPERS

Your kit includes enough Pump Toppers and Super Pump Toppers to fill all Pump Topper frames.





50% Standard Pump Toppers



NEW Super Pump Toppers

NEW Standard Pump Toppers

EVERY PUMP TOPPER FRAME SHOULD UTILIZE 1 Standard PUMP TOPPER and 1 SUPER PUMP TOPPER INSERT. Insert the STANDARD PUMP TOPPER into one side and insert the SUPER PUMP TOPPER in the other side.

If your site layout allows, please try to alternate the pump toppers with the different customer images. For example, if your site has 2 dispensers side by side ensure your customers are seeing both Leigh Ann and Vincent on each dispenser.



AVOID MIXED MESSAGES ON THE DISPENSER!

CORRECT INSTALLATION

If your station is currently running a secondary promotion, fill 50% of **Pump Topper Frames** with National Campaign Pump Topper inserts and 50% of **Pump Topper Frames** with the secondary promotion's inserts. Pump Topper inserts for each offer should be BACK TO BACK as shown on the visual below.

Dispenser 1



Both sides of the dispenser must show secondary promotion Pump Toppers.



Dispenser 2



Both sides of the dispenser must show National Campaign Pump Toppers.



INCORRECT INSTALLATION

DO NOT display secondary promotion Pump Topper inserts and Fuel Rewards® Pump Topper inserts TOGETHER as shown on the right.



POP is shipped based on your store profile. Please make sure your profile is correct by visiting **www.shellsource.com**. Click on **Advertising**, then **Point-of-Purchase** and then **Store Profiles**. If your location did NOT receive the correct quantity, please contact Pointsmith at 1-800-762-5213.

16

SUPER L-BENT INSERTS (only for locations without Pump Topper frames)

Your kit contains enough Super L-Bent Inserts to fill ALL L-Bent frames.



AND



NEW Super L-Bent Inserts (insert into existing frame)

Your kit contains two versions of Super L-Bent Inserts. Alternate the L-Bent Inserts so that the same image is facing the same direction on all pumps.



PUMP SIDE DECALS

This kit contains NEW Fuel Rewards® Pump Side Decals. REMOVE and DISCARD your current Fuel Rewards® Pump Side Decals and replace with the NEW Fuel Rewards® Pump Side Decals. Only one Pump Side Decal should be displayed on each dispenser. If you receive too many or not enough Pump Side Decals, please call Pointsmith at 1-800-762-5213.

Install the Pump Side Decal on the side of the dispenser that is most visible from the street or to customers entering the island. Ensure the decal is positioned high enough so the message is not obstructed by the pump guards, trash cans or other items, but low enough that it can be comfortably read from within a vehicle. Please see next page for detailed installation instructions.

NEW Pump Side Decal (100% of Dispensers)



PUMP SIDE DECAL REMOVAL

NOTE: Please review the MSDS for any adhesive remover you use.

Items needed (these items are NOT included in your POP Kit. You will need to purchase these separately):

 Goo Gone or any similar adhesive removal product

 Plastic Putty knife and/or scraper/squegee tool

- Gloves
- Safety Glasses







Safety Glasses

Gloves

Goo Gone

REMOVAL PROCESS

- 1. Establish an adequate safety zone by placing cones around the dispenser.
- 2. Put on safety glasses and gloves.
- 3. Apply the Goo Gone to the removal area and allow it to soak in.
- Use the plastic putty knife and/or scraper/squeegee tool to help pull up edges for peeling from the exposed edges.





- 5. Peel off the Pump Side Decal from the exposed edges.
- Scrape off adhesive residue with the plastic putty knife and/or scraper/ squeegee tool.
- 7. Repeat steps 1 through 3 until all pieces of the Pump Side Decal and all adhesive residue have been removed.
- 8. Wipe surface area clean before installing new Pump Side Decal.





Ovation Dispenser with Pump Side Decal Installed.

*Extra precautions need to be made to ensure the Pump Side Decals adhere properly to these types of dispensers. Please be sure to follow all installation instructions on the next page.



18

APPLICATION OF PUMP SIDE DECAL

 Before installing the pump side decal, please thoroughly clean the sides of the dispenser with a cleaning product of your choice. Please allow the surface to dry before installing the Pump Side Decal. It is very important to remove the existing Pump Side Decal before installing the new one using the scraper/squeegee tool. DO NOT install new decals over existing decals.

Step 2



 Peel a portion of the backing behind the Pump Side Decal from the center upwards, revealing some of the adhesive. DO NOT remove the entire backing at this stage.

Step 3



3. Position the Pump Side
Decal on the side of the
pump, and slowly peel
the backing while firmly
pressing the Pump Side
Decal up and to the sides to
remove air bubbles by using
the squeegee side of the
scraper/squeegee tool.

Step 4





- 4. Once the top portion of the Pump Side Decal is in place (image A), peel the lower backing off while firmly pressing the Pump Side Decal down and to the sides to remove air bubbles (image B).
- 5. Once the decal is fully installed, firmly press the entire decal to ensure the entire surface is adhered. It is very important that all sides and corners are adhered to the dispenser. If installing decals on Ovation style dispensers, it is critical to take extra precaution when adhering the Pump Side Decal to the rough surface of the dispensers.
- * Please install all Pump Side Decals at the same height on each dispenser.

IN-STORE P.O.P.





Shell MasterCard® Applications (pack of 50)



Shell Fleet Cards Applications (pack of 50)



Shell Drive for Five® Card Applications (pack of 50)



Shell V-Power NiTRO+ Brochures (pack of 50)



Register Topper & Extender



Cashier Script



Shell Drive for Five® Card Header Insert



Change Mat Insert



Fuel Rewards® Header Insert



FUEL REWARDS® CASHIER SCRIPT

The **Fuel Rewards**° **Cashier Script** should be posted behind the counter area for staff members to easily reference important information about the promotion. This will also help them answer questions from customers and Shell mystery shoppers.

NEW Fuel Rewards® Cashier Script



REGISTER TOPPER AND EXTENDER

REGISTER TOPPER

- 1. Determine position on register with highest customer visibility (left, right or center).
- 2. Clean area where T-channel will be applied.
- 3. Peel off tape liner and attach T-channel to register in desired position.

REGISTER TOPPER EXTENDER

- 1. Center and place the Register Topper Extender hardware on top of the existing Register Topper.
- 2. Insert the Register Topper Extender into the hardware.

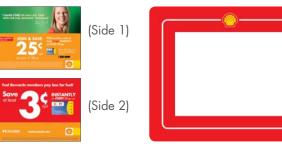


NOTE: The back of the REGISTER TOPPER and EXTENDER highlights product and program information that can assist staff members with answering questions from customers and Shell mystery shoppers.

INTERCHANGEABLE CHANGE MAT AND INSERT

Your POP kit contains a new change mat insert.

- 1. Slide the Change Mat Insert between the flaps of the Interchangeable Change Mat.
- 2. Place the Interchangeable Change Mat, with insert installed, on the counter near the register with the Shell Pecten facing the customer.



NEW Change Mat Insert

Interchangeable Change Mat



Display this side from launch 1/4 - 5/1



Display this side from 5/2 – Ongoing

ASSEMBLED Interchangeable Change Mat and Insert

MERCHANDISER UNIT

SIDE 1 - SHELL FAMILY OF CARDS

- 1. Display the NEW Shell Drive for Five Card Header Insert in **one side** of Header Card holder. Discard the current Shell Drive for Five Card Header Insert.
- 2. Please REMOVE and DISCARD current Shell Drive for Five® Card, Shell MasterCard® and Shell Fleet Cards applications. Replace applications with the NEW applications as shown. Continue to display the Shell \$aver Card® brochures as shown.
- 3. Continue to display both Shell Family of Cards Side Panel Inserts **on each side** of the unit as shown.
- 4. Continue to display ALL \$25 Gift Cards on both Gift Card arms on this side of the unit as shown.



HOW TO ARRANGE SHELL GIFT CARDS, APPLICATIONS AND BROCHURES:

Continue to display the Merchandiser Unit on the front counter by the register once updated and completely filled.

SIDE 2 – SHELL V-POWER NITRO+ AND FUEL REWARDS® POP

- 1. Display the NEW Fuel Rewards[®] Header Insert in the other side of Header Card holder, behind the Shell Drive for Five[®] Card Insert. Discard the current Shell V-Power NiTRO+ Header Insert.
- 2. Please REMOVE and DISCARD current Shell V-Power NiTRO+ Brochures. Replace brochures with the NEW Shell V-Power NiTRO+ Brochures as shown.
- 3. Continue to display Fuel Rewards® brochures as shown.
- 4. Continue to display both Shell Family of Cards Side Panel Inserts **on each side** of the unit as shown.
- 5. Continue to display the \$50 and \$100 Gift Cards on both Gift Card arms on this side of the unit as shown.



For questions about Shell Gift Cards, including the Auto-Replenishment Program, contact Royal Performance Group (RPG) at 1-888-743-5505. To order additional credit card applications, merchandiser units, or Shell \$aver Card® brochures, contact Pointsmith at 1-800-762-5213.

For questions about Fuel Rewards® brochures and the Auto-Replenishment Program, contact the Fuel Rewards® card service at 1-888-980-5985.