

CALL TO ACTION NEWSLETTER



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October 22nd, 2024

The Power of Loyalty

Shell V-Power® NiTRO+ and Fuel Rewards® Platinum Status Campaign Updates

Shell's current national marketing campaign highlights the winning combination of Fuel Rewards® Platinum Status and Shell V-Power® NiTRO+. Over the course of the campaign, we've shared details on how to activate the campaign elements at sites through POP and site staff training guides, information about our influencers and event activation, and examples of how the World of Platinum and Performance Unbound campaign assets surround the consumer on their mobile device, in their vehicle, and on the Shell forecourt.



We are excited to share that through ad-to-site tracking, 23M total visits to Shell stations can be directly attributed to this campaign! In addition to site visits that the campaign is driving, it's contributed to a 34% increase in Fuel Rewards® members with Platinum Status since September 2023. We know members with Platinum Status are more valuable, purchasing 3.7x more fuel, 3.4x more Shell V-Power® NiTRO+, and 1.6x more in the c-store compared to members with Gold Status. Since the campaign launch in date, average weekly V-Power volume is up 4.8% and average weekly V-Power transactions are up 5.7%.

In last month's CTA newsletter, we shared that we will be extending the campaign in select channels through the end of December 2024 to help drive awareness and more foot traffic to your sites. You will continue to see our campaign on the forecourt, in digital platforms, social media, audio, and online video streaming. To learn more about where you can see the campaign in action (including the NEW Shell V-Power® NiTRO+ billboards), please visit the [Shell V-Power NiTRO+](#) and [Fuel Rewards](#) MarketHub pages.

Fuel Rewards® Platinum Status – November Offers and Experiences!

In addition to saving at least 10¢/gal and earning 2x on In-Store Rewards, a special benefit for Fuel Rewards® members with Platinum Status is access to special VIP offers and experiences. For November, there are 3 great offers.

- **Virtual Italian Cooking Class Sweepstakes**

Fifty (50) Platinum Status members will learn how to make an Italian classic, pasta carbonara, with Chef Carlota of The Chef & The Dish. Chef Carlota is a Michelin star restaurant chef that lives in Bari, Italy.

- [Learn To Cook Virtually with Chef Carlotta in Bari, Italy | The Chef & The Dish](#)

The winners will be shipped a kit to cook with during the virtual class. The virtual classes will be held on the evenings of 12/10 and 12/11. There will be 25 winners per class.

- Sweepstakes open from 11/4 – 11/13
- Drawing to be held on 11/14

- **Grubhub Gift Card Giveaway**

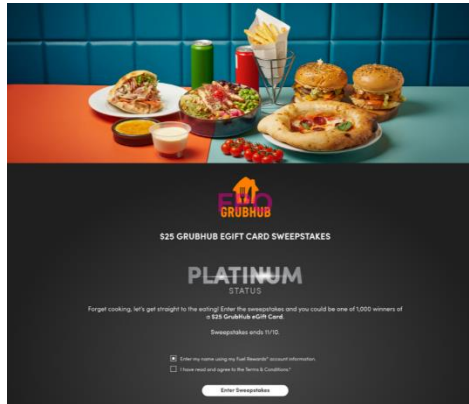
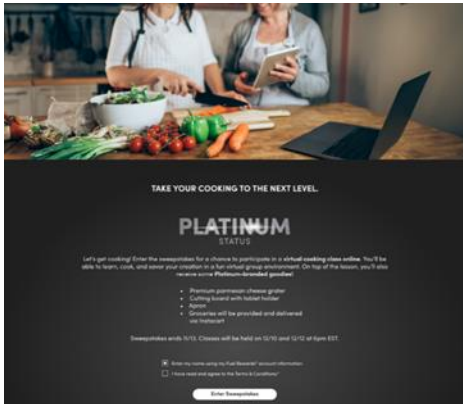
1,000 Platinum Status members will win a \$25 GrubHub eGift Card

- Sweepstakes opens 11/4 – 11/10
- Drawing to be held on 11/14

- **Get Rewarded for Dining Out**

This November, all Platinum Status members will earn a one-time 50¢/gal reward for their first \$50 spent with a linked card at participating restaurants. That's in addition to the typical 10¢/gal they earn from dining. All of this stacks with their Platinum Status and any other earned rewards.

[Click here](#) to learn more about the dining program or find a restaurant.



In-Store Rewards – November Offers

- **Power Deal – Buy any 3 100% Natural Spring Waters (1 L), earn 10¢/gal**
- Buy 2 Sparkling Ice + Caffeine or Sparkling Ice + Energy (12-16 oz) products, earn 5¢/gal
- Buy 1 Saratoga Still/Sparkling 28 oz, earn 5¢/gal
- Buy 2 Kettle or Cape Cod Chips 1.7 – 2 oz, earn 5¢/gal
- Buy 2 Twix any size, earn 5¢/gal
- Buy 1 Essentia 15.2oz, 1L or 1.5L, earn 5¢/gal

[Click here](#) to view the reference materials including high resolution artwork, POP templates for local printing, flyer with UPCs, change mat inserts and Wayne Anthem dispenser slides. Check the Fuel Rewards® or Shell App regularly to view additional short-term digital only offers.

If you have any questions, please contact mark.dyer@shell.com

Time to Reorder Fuel Rewards Brochures

As a reminder, the Fuel Rewards® brochures are no longer on auto replenishment. When sites run low on Fuel Rewards® brochures they should contact Pointsmith.

- Contact Pointsmith at 1-800-762-5213 or send an email to Shellemailorders@pointsmith.com.



Updates to Insights Reporting

Currently, the Overall Business Performance tab includes both redeemed and redeemer volume and transaction counts for the loyalty categories - Fuel Rewards®, other loyalty and Kroger. Redeemed gallons represents the gallons fueled where the customer received a discount. Redeemer gallons include the redeemed gallons, plus additional fueling purchases the customer made in the same calendar month where they did not redeem any rewards. These additional purchases are tracked based on credit card data and referred to as halo gallons. In the portal today, one could subtract the redeemed gallons from the redeemer gallons to calculate the halo gallons.

We will be updating the Overall Business Performance tab for each of the loyalty categories to display the halo gallons. With this change, the transaction counts that are currently displayed will be hidden. To view the transaction counts, there will be a box that may be checked to display them. The glossary will be updated to include the definition of halo gallons.

We will also be reorganizing the tabs to improve the time it takes for the information to load. These updates are scheduled to be deployed on 11/7. If you have any questions, please contact mark.dyer@shell.com

Site Staff Rewards – Learn More and Earn More.



Site Staff continue to get rewarded for participating in the program. Participating users earn 30 points (equal to \$3 or 30¢ off/gal) for each qualifying new Fuel Rewards® member they successfully invite to join as well as additional points for viewing current campaign content and participating in new monthly promotions. Currently, there are available rewards for viewing campaign content related to Shell V-Power® NiTRO+, Platinum Status, The Giving Pump and The Shell App. [Learn more about Site Staff Rewards on MarketHub](#)

Now through December, there is a monthly giveaway for site staff who watch the Shell App training videos. One random winner will receive a \$25 Shell eGift Card each month, redeemable within the Shell App. To qualify, site staff must have watched the 4 Shell App videos under Current Promotions and have at least 1 customer register for Fuel Rewards using their custom QR code during the eligible month. Congratulations to one lucky site staff winner at a Colbea location in Rhode Island for winning this month's gift card!

MOBILITY ACADEMY

September Session: **Wholesaler Programs**

[Click here](#) to join the next Shell Mobility Academy Webinar on November 12th at 11AM CST.

For MMP, Co-Op, Reward Programs, and The Giving Pump, we will review upcoming key dates, program reminders, and actions that you need to take to get ready for 2025.

Additionally, we will cover reminders and best practices for how to best utilize the contact manager tool and email subscriptions within MarketHub and FuelZone.



Superior Payment Products

Shell Gift Card Program - Upcoming Maintenance Outage

The processing network for our physical Shell Gift Card program will be undergoing a temporary system maintenance outage during an upcoming processor change-over. This change will provide increased fraud management and will allow for more flexibility as it relates to future product enhancements.

All gift cards in market will continue to work as they do today once the update is complete and the customer service contact number on the back of cards will remain the same. Customer service for consumers and site staff will still be handled by RPG. No other payment tender types, including Shell eGift Cards (via the Shell app), will be impacted during the temporary Shell gift card outage.

Outage Schedule:

Sites can expect a full outage for physical Shell gift card transactions from Sunday, November 10th at 9pm to Monday, November 11th at 6am. The outage will be restored for the vast majority of the network by 6am on Monday, November 11th. Sporadic transaction declines should be expected until full system restoration, which is expected by Tuesday, Nov 11th.

Site Resources & Actions:

- For those that would like to display an outage notice at the register during this outage, there is a printer flyer available on the [Shell Gift Cards MarketHub page](#).

- During the outage, site staff can respond to customers by advising: "Shell Gift Cards are unavailable due to a temporary maintenance outage. We apologize for the inconvenience. Would you like to pay with another option?"
- For any issues, customers can call: (888) 743-5504
- For any wholesaler/dealer questions or issues, please call: (888)743-5505

View the [Shell Gift Card MarketHub page](#) to learn more and access the printable outage notice.

NEW EBT (Electronic Benefits Transfer) Enrollment Mailbox – Going Live November 1st



Beginning November 1st, the mailbox for EBT enrollment requests and questions will change to EBTACCESS@shell.com. All other steps in the enrollment process will remain the same. The previous enrollment mailbox (shellaccess@fiserv.com) will be decommissioned following the go live of the new mailbox.

Sites that are interested in processing EBT transactions via the Shell Payments Network must be on the latest required version of POS software and enroll by sending their merchant ID and their FNS (Food and Nutrition Service) number provided by the USDA to the Shell Card Operations EBT Team at EBTACCESS@shell.com. Within 10 business days of enrollment, sites will receive an email from the Shell Card Operations EBT Team (EBTACCESS@shell.com) confirming setup is complete and transactions can begin.

For questions, additional program details and terms visit the [EBT Indoor page on MarketHub](#).

Shell Program Updates

Mountain Commercial Graphics (MCG) has updated their Shell RVle Catalog and “New” Shell MVI Catalog

Shell would like to announce that Mountain Commercial Graphics have updated their RVle Catalog and are providing their “NEW” MVI Catalog showing all the Shell branding materials they have in stock. These items are available for order now and meet the Shell branding requirements.

Items added to the Shell MarketHub include:

1. Updated RVle Catalog
2. The “NEW” MVI Brand Catalog for everyone to review
 - a. The catalogs can be found in the Vendors list on the [MVI/RVle page](#).
3. We have provided a RDB – Retail Design Bulletin for your review and forwarding to personnel in your organization.
 - a. RDB can be found under “Other MVI Resources” on the [MVI/RVle page](#).



The Giving Pump: Wrap-up Marketing Toolkits

Hard to believe we are already nearing the end of this year’s Giving Pump campaign – but what an exciting several weeks it has been! This season of giving has been bigger and more impactful than ever, as your involvement and dedication to the communities you serve has brought the true spirit of the purple pump to the forefront these past two months.

Wrap-Up Marketing Toolkits:

With the campaign set to close out on October 31st, we’ve updated the Marketing Toolkits in [MarketHub](#) with new “wrap-up” assets that will help to promote your donation results through social media, local communities, and at your site. These include Social Media Templates & Copy, Press Release Templates, Window Banners, and Donation Check Templates. For those sharing results directly with customers, the Window Sign Template can be



personalized with the donation amount and charity name for easy, local printing. On behalf of Shell, thank you for your continued participation, and for being a **Force for Good** in your communities.

Submitting Your Final Donation Amount:

Once you know your donation total for the 2024 Giving Pump campaign, please [click here](#) to submit your results via a quick survey. These submissions allow us to report how much Shell wholesalers and retailers raised for their communities. If you need pump volume data to calculate your donations, please reach out to your TM for assistance.

People Make the Difference Real!

PMTDR Period 2 rank results are out!

More than \$60,000 in Visa Gift cards are being shipped to wholesalers with sites that ranked in the Period 2 Top 10% of their Region based on the PMTDR scorecard! Congratulations!

[Click here](#) to see the Period 2 Ranking.



PMTDR End of Year Rank

The PMTDR end of year rank for trip qualification is published at the end of January based on December data availability. With the PMTDR local Nashville trip taking place a month earlier in 2025, we want to give wholesalers *time* to fully review, celebrate and announce their trip winners. Therefore, the end of year rank will use rolling 12-month volume. This will allow ranking results delivery to wholesalers in mid-January giving more time review results and identify winners for the 2025 trips.

Service Champion Heroes take home top awards!

As part of the PMTDR program, wholesalers can nominate their top front-line staff or Dealers for reward and recognition as PMTDR Service Champion Heroes. These nominees are entered into larger Shell regional and global competitions for cash prizes and recognition trip attendance! This year, the U.S. was proud to have 2 of our Service Champion Hero Regional winners take top spots and Global awards!

U.S. Service Champion Local Recognition Trip Winners!

Nominated by their wholesalers and selected by panel review from the U.S. pool of nominees these winners their guest attended the PMTDR Scottsdale Local Recognition trip. They were recognized at the Gala Dinner where they learned they and a guest were going onto the Smiling Stars Singapore trip!

Congratulations to the U.S. Service Champion Winners! [Click here](#) to see who won!

Smiling Stars Americas Region Winners take home \$10,000!

The U.S. Service Champion winners are entered into a competition pool with all the nominees from the Americas Region (U.S., Canada and Mexico). Congratulations to the 2 U.S. winners selected to represent the Americas Region at the Global Smiling Stars Singapore trip. Not only did they and their guest enjoy a trip of lifetime, but they each received \$10,000!



Congratulations to Americas Region Winner: Frontline Hero of the Year, Caitlyn Sears of Conico Wholesale! Click here to see Caitlyn's [story](#) and here to see her [video](#).



Congratulations to Americas Region Winner: Inside Sales Manager of the Year, Kristen Smith of Colbea Enterprises! [Click here](#) to see Kristen's story.

2024 Service Champion Heroes Nomination Now Open!

Nominate your own Service Champion Hero! For wholesalers enrolled in the PMTDR, the window to nominate your top performing Store Managers & Dealers is now open through January 15th, 2025. [Click here](#) for nomination categories and prize details

2025 PMTDR Trip Dates Reminder: Keep reaching for the top!



Top 5% Local PMTDR Trip
Nashville, TN
March 25th-28th, 2025



Top 1% Global Smiling Stars Trip
Toronto, CA
June 2nd-5th, 2025

For more information on the PMTDR program, [click here](#).

YMTDR Wholesaler Trip Date Reminder

For top performing wholesalers, the YMTDR wholesaler trip will take place in Cannes & Provence France, April 10th-14th, 2025. Trip qualification is based on calendar end of year rank and communicated in February 2025.