

CALL TO ACTION NEWSLETTER



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November 19th, 2024

The Power of Loyalty

NEW Fuel Rewards® Platinum Status Campaign POP Kits Shipping in December

On January 6th, 2025, Shell will launch a new national Fuel Rewards® Platinum Status marketing campaign! The campaign will highlight that Fuel Rewards® members never pay full price, with a focus on the 10c/gal savings that Platinum Status members enjoy on every fill at Shell. Earning Platinum Status is as simple as filling up 1 time per week. Support for the campaign will include free Point-of-Purchase (POP) kits, Fuel Rewards® website & app content as well as Shell App content.



POP Kits will arrive at sites by January 2nd, 2025, and will need to be displayed at sites on Monday, January 6th, 2025. The new POP will share 50% of the dispenser signage with the current Shell | Fuel Rewards® Credit Card Campaign. A planogram with detailed instructions on which elements will need to be removed and which should remain will be included in the POP kits and will be available on MarketHub in mid-December 2024. Your store profile and exemption status determine the materials you will receive. If you do not receive certain POP materials, you may need to update your store profile or exemption status.

Mystery Motorist Program (MMP) shoppers will be instructed to award points for sites displaying at least one of the two current Shell National Campaigns.

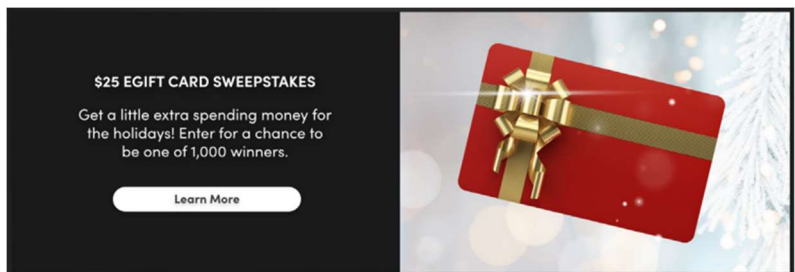
To learn more about Platinum status, visit the [Fuel Rewards MarketHub page](#). Stay tuned for more updates on this campaign coming in December.

Fuel Rewards® Platinum Status – December 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.

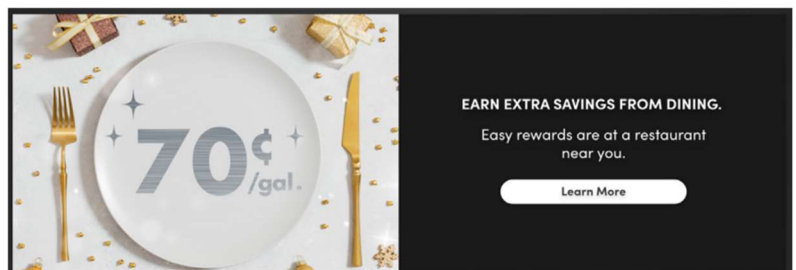
See how Platinum Status members can make this holiday season more rewarding.

- **Visa eGift Card Sweepstakes**
1,000 Platinum Status members will win a \$25 Visa eGift Card
 - Sweepstakes ends December 6th



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

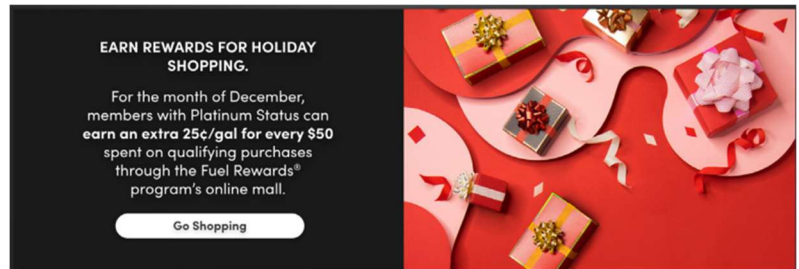
[Click here](#) to learn more about the dining program or find a restaurant.



- **25¢/gal Online Shopping Bonus**

All Platinum Status members can earn an extra 25¢/gal for every \$50 spent on qualifying purchases through the Fuel Rewards® program online mall.

[Click here](#) to learn more about the online shopping program or find a participating retailer.



In-Store Rewards – December Offers

Santa is not the only one that will be busy this holiday season. Remind those holiday shoppers to stay hydrated and energized with this month's In-Store Rewards 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

[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

T-Mobile Limited Time Offers

Fuel Rewards® members earn even more in November with T-Mobile Tuesday

Starting November 5th through December 31st, T-Mobile Tuesday customers can earn 20¢/gal every week! This offer is inclusive of Gold Status and is limited to 20 gallons per fill. T-Mobile customers can earn this additional savings by going into the T-life app every Tuesday during the offer period, redeeming their unique code for the 15¢/gal additional savings, and inserting their code into their Fuel Rewards® account.

T Mobile™

New Fuel Rewards® members who join through T-Mobile can save big in November

New Fuel Rewards® members can save up to 40¢/gal through T-Mobile! Starting every Tuesday from November 19th through December 10th, T-Mobile customers who sign up for the Fuel Rewards® program will earn an extra 20¢/gal on their first fill. This offer is not inclusive of Gold Status. This offer can be stacked with the 20¢/gal limited time offer inclusive of Gold Status, running from November 1st – December 31st. This makes it possible to save up to 40¢/gal until December 10th.

MOBILITY ACADEMY

December Session: **EDGEPro**

[Click here](#) to join us December 10th at 11 AM CST for the Shell Mobility Academy Webinar, where we will discuss the EDGEPro deployment. Don't miss out on the opportunity to learn more, including:



- Deployment updates
- Current CORE
- Resources and tools

About

EDGEPro is Shell's Cloud-enabled EPS system. This new microservices-based EPS system allows for flexible and relatively easier integration with multiple systems, setting the platform for the introduction of newer features at Shell sites.

Support

Please continue to reach out to Scott Taylor for deployment support and Eliza Bolotaolo for Day One Concierge. If you need additional support, please contact the SSC at 1-866-Hi-Shell, Option 5. Motiva Wholesalers: Contact 1-877-MOTIVA1.