

THE WAY WE
SHOP IS ABOUT
TO CHANGE.



FuelCents



how does the program work?



FuelCents +add up



BUY ANY 2 AND GET 4c/L OFF!

FuelCents add up
when you buy...



Any 175g pack of Smith's



Any 185g pack of Allens
Cakes



V Energy Drink
Any cans or bottles



Cadbury Dairy Milk
Any 220g or 125g packs

TO COLLECT AND CLAIM, DOWNLOAD

or visit FuelZap.com



SELL-THROUGH ACTIVITY BUY IN STORE AND SAVE ON FUEL

- Each month the FuelCents marketing program will provide independent grocery and P&C channels with a menu of selected products with FuelCents savings
- Retailers schedule their Fuelcents offers in advance to create their in-store merchandising program
- Each month 4- 6 brand products receive prime merchandising presence in each store with impactful display units located at the checkout
- Participating products and stores are featured on FuelZap and in media and online social marketing



BUY BRANDS..



jar

4c/L

Nescafe Gold Original
per 250 gm jar
Limit of 2



bottle

5c/L

Yellow Tail Wine
Per bottle, any variety
limit of 2



in-store

5c/L

Local Butcher
spend \$30 in store
get 5c/L off fuel



in-store

3c/L

Local Bakery
spend \$10 in store
get 3c/L off fuel

OR
SHOP
HERE...

**BAGS TO GO
DISCOUNT**

SAVE 20c

On each purchase
of this product NOW
*Limits may apply

per litre on
with fuel

**SUPERCHEAP
AUTO**

SAVE 10c

On each purchase
of this product NOW
*Limits may apply

per litre on fuel
with fuel cents

car

10c/L
3 years

New Car
get 10c/L off for 3 years
when you purchase a
new car



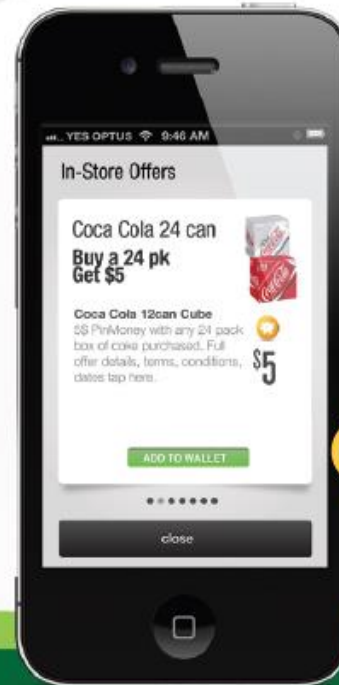
in-store

5c/L

Local Service Station
Get 5c/L off when you
spend \$20 in store



& CLAIM
OFFERS...



TO

**SAVE & WIN
A YEAR'S
FREE FUEL**

FUEL DISCOUNTS THAT ADD UP ALL OVER TOWN!

fuelzap 



NOW YOU CAN SHOP ANYWHERE AND COLLECT FUEL CENTS EVERYWHERE!

Now your favourite brands, local stores and service stations together all can support loyalty. Not just one fuel brand, with one offer, from one store. FuelCents add and multiply reducing the cost of filling your tank across your shopping journey. FuelCents reward brand loyalty and drive footfall to all local stores and businesses.

42c/L X
64.8 LITRES

\$27.21
TOTAL SAVINGS

LOCAL SERVO

ULP
159.9 c/L
64.8 L



BUY IN STORE AND SAVE ON FUEL



FUELCENTS PROMOTION
TV & RADIO ADVERTISING
MOBILE APP – FUELZAP
ONLINE MARKETING
LOCATION SIGNAGE
IN STORE DISPLAY

SHOPPERS SEE NEARBY
STORES ON THE APP OR
SEE THE OFFERS IN STORES
IN THEIR AREA

THE SHOPPER SPENDS X\$
INSTORE OR BUYS PRODUCTS
TO COLLECT FUELCENTS
ZAPPING THE RECEIPT,
FUELCENTS ADD UP FROM
EVERY STORE

FUELCENTS ARE ADDED TO
THEIR 'WALLET' ON
FUELZAP,
SHOPPER FILLS UP AT
LOCAL PETROL STATION
ZAPS RECEIPT TO GET < 80
X FUELCENTS COLLECTED

FUELCENTS REWARD IS
REBATED TO THE
CUSTOMERS FUELZAP
ACCOUNT FOR THEM TO
BANK AS CASH

media

location

mobile

in store

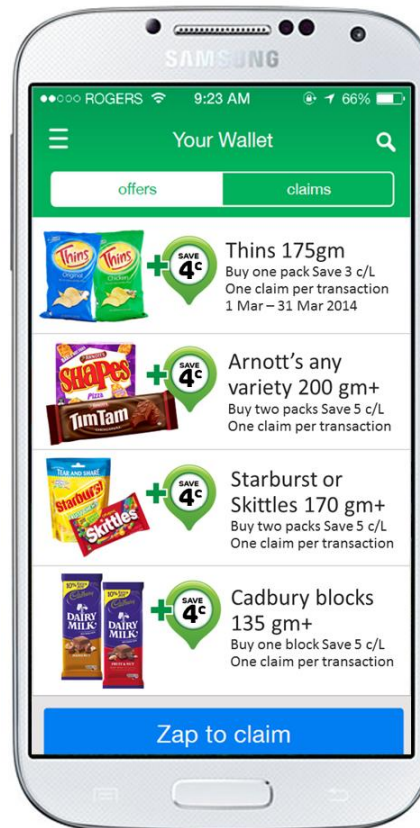
online



in-store



media



mobile

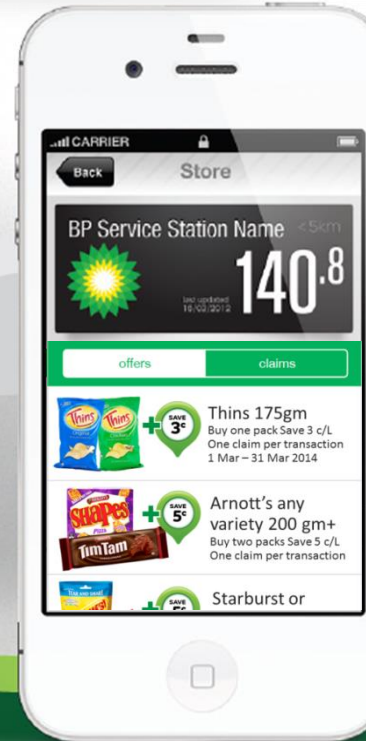
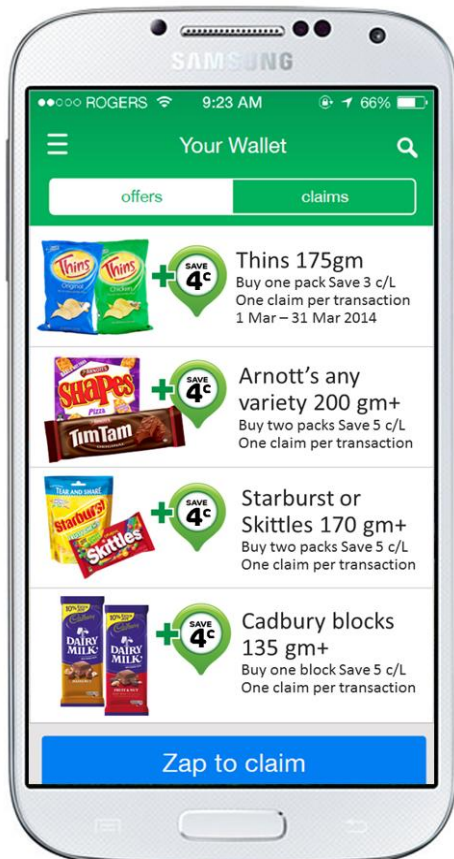
FuelCents

location

mobile

The smartphone FuelZap application presents all participating stores and products nearby or by destination. Providing shoppers with opportunity to collect substantial aggregated rewards across their shopping journey.

fuelzap 



location

Petrol suppliers and retailers have a strong interest to support and attract FuelCents redemptions to their outlets. All opportunities will be sought to drive product offer communications in the driveways and outside of the stores adding strength to the sales merchandising activation.



true data collaboration

data

Purchase reports on your brand

% Shoppers buying your brand

Sales units by SKU

Sales dollars by SKU

Category demographic tracking

Sales across all categories

Demographic overlay on category spend

Sales split with grocery categories

Peer Analytics

Spend on peer brands within categories

Demographic overlay on peer sales

Analysis against total spend

Product incentive program

Trial of offers on specific lines versus control group

Analysis of different offer types & values

Measure engagement

Measure R.O.I. on relationships

