

## High Value Rewards that drive Customer Loyalty

i mobile media

### Seven levels of multi-channel business marketing

#### 1. FuelCents Reward Program

FuelCents presents shoppers with a unique opportunity to collect and accumulate fuel rewards across hundreds of touch-points, all along their shopping journey. The opportunity for each purchase to add yet more FuelCents to the collection, presents attractive motivation for shoppers to seek out stores and products that reward their desire for cheaper fuel.

#### 2. In store Promotion

iMobileMedia Business Marketing delivers a monthly program for professional in store promotion and product merchandising. Promotion assets include FuelCents merchandising display stands, 'Spend in store get FuelCents' posters and banners, as well as window strips and a range of different FuelCents ticketing for values from 2 c/L to 20 c/L. Custom display material is also available for various brands and with your own design.

#### 3. Mobile and Online Marketing Communication

Registering with the iMobileMedia platform connects your business to a target of thousands of shoppers in your market. You speak to these shoppers by connecting your in store promotion activity to the mobile and online community using FuelZap.com. Just registering your business creates a simple 'spend in store' offer. From this point you are able to advance your marketing to soon feature weekly or monthly specials.

#### 4. Shopper insights and analytics

The shopper insights platform provides stores with market intelligence on where shoppers are going and what is influencing purchasing decisions each week.

Shopper insights are critical to help frame the competitive presentation of your business services, product range, pricing and rewards. It can be developed to report and track measures like shopper proximity, recency and frequency, average value, and loyalty program participation.

Teaming your program with other businesses creates a high value proposition to the shoppers you all have in common.

#### 5. Co-sponsored supplier program

iMobileMedia works closely with suppliers to foster true collaboration. Many suppliers are open to supporting tactical promotions by co-sponsoring a reward offer on a platform. iMobileMedia propose to list a range of co-sponsored opportunities on the Business Marketing platform by product category.

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#### 6. Play Ten Pin Money

Due out later this year, TenPinMoney works a little like a coffee club, collect ten pins and get a reward. TenPinMoney uses gamification to create a highly engaging application. Seemingly random actions and opportunities, move the target closer or improve the prize, to stimulate frequent purchase and reward loyalty.

#### 7. Multi-channel media activity

iMobileMedia leverages the power of television, radio and other mainstream media to promote FuelCents across a network of participating businesses and brands. This activity promotes 'Win Free Fuel for a Year' and other offers that shoppers can claim on purchases from your store.

You can choose to feature your business as part of the media advertising program. However, just registering your business, gives you an online and mobile promotion presence, supported by a highly visible multi-channel marketing campaign.

Call: 1300 880 405 fuelcents.com.au



## BUSINESS MARKETING PROGRAM

'Fuel savings' please put 's' on savings

Fuel saving deliver proven customer motivation

SAVE & WIN A YEAR'S FREE FUEL

i mobile media

Package price

Business Marketing Packages from: \$195 for one month

Includes:

- Multi-channel media advertising
- 'Fuel for a Year' promotion for your customers
- Promotion pack presenting 'Spend in store offer'
- Online marketing communications
- Weekly reports on your store's performance
- Weekly reward claims paid on 'Spend in store offer'

see next page for full details

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Trial options are for either one month or three month packages starting with a simple fixed in store spend offer to allow you to measure base performance. If you choose to continue, you can customise your Business Marketing Package to suit your budget, adding individual product offers, varying in store promotion offers and listing any special price deals.

\* Package pricing varies on business category & excludes GST. Categories range from butchers, pharmacies or grocery, with an offer of 'Spend \$20 in store, get 4c/L' to General Retail, 'Spend \$60 in store get 20c/L' or Large Item Retail 'Spend \$250 in store get 50c/L'

FuelCents



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