

# PENNZOIL REWARDS!

GET A **\$20** GIFT CARD

WITH A PENNZOIL PLATINUM®  
FULL SYNTHETIC MOTOR OIL CHANGE!¹



## ENROLLMENT PERIOD:

NOVEMBER 1, 2022 – DECEMBER 15, 2022

## PROMOTION PERIOD:

MARCH 1, 2023 – SEPTEMBER 30, 2023

## EXCITING OPPORTUNITY FOR YOUR LOCATION

Beginning March 1<sup>st</sup>, Pennzoil is launching an exciting promotion aimed at premium-minded Consumers. Consumers who purchase a Pennzoil Platinum® Full Synthetic motor oil change during the promotion period qualify for one (1) \$20 Gift Card!¹

## HOW DOES IT WORK?

Once consumers submit proof of purchase of a qualifying Pennzoil Platinum® motor oil change, he/she will receive an email with step by step instructions to select a Gift Card of his/her choice. A valid email address is required. All Gift Cards will be digital, not physical. Consumers can choose from a wide variety of premium lifestyle Gift Cards such as Air Canada, Apple, Bass Pro Shops®, Cara Operations Limited, Cineplex, Starbucks, Tim Hortons, and TJX, to name a few.

## BOUNCE BACK INCENTIVE²

PLUS, we will incentivize YOUR consumer to go back to YOUR location for a second qualifying motor oil change before November 30, 2023 for the opportunity to receive an additional \$10 Gift Card of his/her choice!

## BOUNCE BACK COUPON

In addition, if you are enrolled in the national coupon offer, your customers will receive a bounce-back coupon for \$10 off their next Pennzoil® Full Synthetic motor oil change at YOUR location. PLUS, original, valid national coupons honored during this promotion period can be submitted for 100% reimbursement, up to the limit of available co-op funds! NOTE: If you are currently enrolled in the national coupon offer and no longer wish to participate, please contact your sales manager to be removed from the promotion.

## BENEFITS

### ADVANTAGES OF PARTICIPATION (BENEFITS FOR YOU/INSTALLER)

- With the 7- month Promotion Period you can choose to run this promotion for all seven months, or for a time period during these seven months that works better with your promotional calendar.
- Your location may gain a larger share of sales over non-participating locations because of this great offer.
- Your location may also gain new customers from the surrounding area due to the mass appeal of this offer. With over 30 premium merchant gift card options, the opportunity for customers to be rewarded from your location will bring interest from every type of customer.

### BENEFITS FOR YOUR CUSTOMER (CONSUMER)

- Everyone is a winner with this high value reward only available to Consumers who purchase a qualifying Pennzoil Platinum® Full Synthetic motor oil change.
- By choosing Pennzoil Platinum at your location, your customers will have the opportunity to choose a Gift Card of their choice, to spend however they want.

### INSTALLER ACTIVATION INCENTIVE

- The top 20 Installers with the highest number of activations (i.e. consumer submissions), over 600, will receive a prize. Prize details to follow.

1 Offer begins at 12:00AM Central Time ("CT") on March 1, 2023 and ends at 11:59PM CT on September 30, 2023 ("Promotion Period"). Offer valid at participating locations only with a qualifying Pennzoil Platinum® Full Synthetic motor oil change, during the Promotion Period. Void where prohibited or restricted by law. Valid while supplies last. A valid email address is required to participate in this offer. No substitution or cash redemption. Limit one (1) redemption per person, household or address (email and physical) during the promotion period. All requests must be made on-line by 11:59PM CT on October 15, 2023 and be accompanied by a copy of the Installer identified and dated service invoice showing the required qualifying Pennzoil Platinum® Full Synthetic motor oil change purchase during the Promotion Period (brand and product required on invoice). Bulk submissions or bundled submissions by installer, or any other entity, on behalf of consumers, are not permitted. Installers may not submit on behalf of the consumer. For purposes of this promotion, the reward is defined as one (1) \$20.00 Digital Gift Card ("Reward"). This promotion cannot be combined with any other offers or discounts. Reward restrictions apply. Must be eighteen (18) years of age or older to redeem. Reward is subject to separate terms and conditions of issuer. Rewards are not transferable or refundable. Lost, stolen, or damaged Rewards will not be replaced. Reward expires 60 days from issuance. Allow 4 to 6 weeks for delivery of your Reward. Promotion valid in the United States, including Puerto Rico (excludes other U.S. territories and possessions) and Canada. Additional Reward specific restrictions may apply. This promotion may not be published in any blog or publication, electronic or printed, without written permission from Shell Canada Products. Shell Canada Products may amend, cancel, rescind or extend this offer, in whole or in part, at any time, without notice. See participating locations and full Terms and Conditions at [www.pennzoil.ca/rewards](http://www.pennzoil.ca/rewards).

2 Bounce back incentive ends November 30, 2023, and is contingent on the consumer first purchasing a qualifying Pennzoil Platinum full synthetic motor oil change at a participating location, during the Promotion Period. While supplies last. Shell Canada Products may amend, cancel, rescind or extend the bounce back incentive at any time, without notice.

All trademarks are the property of their respective owners.  
Gift Card merchants listed above are not Sponsors of, or otherwise affiliated with this Promotion.

## QUALIFYING SPECIALTY MOTOR OIL CHANGES

Consumers who purchase one of the following Pennzoil Platinum® Full Synthetic motor oil changes during the promotion period qualify for one (1) \$20 Gift Card<sup>1</sup>:

- Pennzoil Ultra Platinum™ Full Synthetic motor oil
- Pennzoil Platinum® Full Synthetic motor oil
- Pennzoil Platinum® High Mileage Full Synthetic motor oil
- Pennzoil Platinum® Euro Full Synthetic motor oil

## COMMUNICATION OF THE OFFER

Digital web banners, social media, and radio

## STEPS TO PREPARE FOR THIS PROMOTION

1. Review all materials and train employees on all features of this promotion.
2. Merchandise key selling zones within the store with the promotional materials. Examples include:
  - Customer waiting area
  - Drive lane
  - Check-out counter
  - Marquee on primary signage
3. Conduct local media plan promoting this offer. (recommended)
4. Ensure adequate inventory to handle anticipated increase in demand.
5. **Ensure your POS system has all Pennzoil Platinum Full Synthetic motor oils included, for printing on service invoices. Abbreviations are accepted.**

## STEPS TO REQUEST THE CONSUMER OFFER

1. Consumer purchases a qualifying Pennzoil Platinum® Full Synthetic motor oil change featured in this promotion.
2. Advise the consumer to scan the QR code on the in-store POP or refer them to submit online at [www.pennzoil.ca/rewards](http://www.pennzoil.ca/rewards).
3. Consumers follow the easy instructions to submit online.

**Note:** Limit one (1) redemption per person, household, or address (physical and e-mail) during the promotion period.

4. Consumers cannot combine this offer with any other Shell Canada Products promotions.

## SUPPORT MATERIALS - POP INCLUDED IN THE KIT:

- Window Cling Poster
- Installer Activation Flyer

## SUPPORT MATERIALS - AVAILABLE ELECTRONICALLY

- Ad Slick/Approved Art via Ad Creator
- Web Banner via Ad Creator
- Installer Activation Email
- Radio Script via Ad Creator
- Waiting Room Video
- Email Template via Ad Creator
- Social Media Assets via Ad Creator

## GETTING STARTED

If you were enrolled in the 2022 Pennzoil Platinum Rewards National Promotion, you will be automatically enrolled in this Promotion.

If you are automatically enrolled, and choose not to participate, please make sure to “opt out” of this DIFM Promotion by December 15, 2022. Opt outs should be managed through the Promotions Enrollment tile of Lubes One Source.

All **NEW** Installers must fill out and return a completed Enrollment Form in order to participate in this promotion. Kits will not be shipped without this documentation on file.

## INSTALLER — THERE ARE 2 WAYS TO ENROLL:

1. Complete the Eligibility Guidelines & Enrollment Request Form online (PREFERRED METHOD) via the Promotions Enrollment tile on Lubes One Source; or
2. Complete the Eligibility Guidelines & Enrollment Request Form and email to [sopus@olivan.ca](mailto:sopus@olivan.ca)

**Enrollments must be completed and in the system by December 15, 2022, to ensure kit delivery prior to March 1, 2023. Kits are expected to be shipped on or about February 22, 2023. Enrollments will continue to be accepted while supplies last.**

## WHEN TO RUN

The national promotion runs in-store March 1, 2023 – September 30, 2023. Enrollment ends on December 15, 2022.

11/1/2022	Enrollment Begins
12/15/2022	Enrollment Ends
2/22/2023	POP Kits Ship (On or About)
3/1/2023	Promotion Starts
9/30/2023	Promotion Ends
10/15/2023	Last Day for Consumers to Request Offer

<sup>1</sup> Offer begins at 12:00AM Central Time (“CT”) on March 1, 2023 and ends at 11:59PM CT on September 30, 2023 (“Promotion Period”). Offer valid at participating locations only with a qualifying Pennzoil Platinum® Full Synthetic motor oil change, during the Promotion Period. Void where prohibited or restricted by law. Valid while supplies last. A valid email address is required to participate in this offer. No substitution or cash redemption. Limit one (1) redemption per person, household or address (email and physical) during the promotion period. All requests must be made on-line by 11:59PM CT on October 15, 2023 and be accompanied by a copy of the Installer identified and dated service invoice showing the required qualifying Pennzoil Platinum® Full Synthetic motor oil change purchase during the Promotion Period (brand and product required on invoice). Bulk submissions or bundled submissions by installer, or any other entity, on behalf of consumers, are not permitted. Installers may not submit on behalf of the consumer. For purposes of this promotion, the reward is defined as one (1) \$20.00 Digital Gift Card (“Reward”). This promotion cannot be combined with any other offers or discounts. Reward restrictions apply. Must be eighteen (18) years of age or older to redeem. Reward is subject to separate terms and conditions of issuer. Rewards are not transferable or refundable. Lost, stolen, or damaged Rewards will not be replaced. Reward expires 60 days from issuance. Allow 4 to 6 weeks for delivery of your Reward. Promotion valid in the United States, including Puerto Rico (excludes other U.S. territories and possessions) and Canada. Additional Reward specific restrictions may apply. This promotion may not be published in any blog or publication, electronic or printed, without written permission from Shell Canada Products. Shell Canada Products may amend, cancel, rescind or extend this offer, in whole or in part, at any time, without notice. See participating locations and full Terms and Conditions at [www.pennzoil.ca/rewards](http://www.pennzoil.ca/rewards).

Shell Canada Products will include an opt-in on this promotion for Consumers to receive information via email from Pennzoil about our products and offers.

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