

# TRADE OFFERS





Shell Lubricants

# BIG AT T.E.N.

TRADE ELITE NETWORK



2019

WELCOME

## NEW OUTLET STARTER PACK

Para sa lahat ng bagong outlets. Bilang paunang reward, makakakuha siya ng mga discount at premium items.

REWARD

## KA-PARTNER CONVENTION

Event para mapagsama-sama ang lahat ng Big at TEN partners. Meron pa- raffle, exclusive deals.



SUSTAIN

## NEGOSYO-PORT LOYALTY PROGRAM

Loyalty program para masustain ang pagbili ng outlets kada buwan. May corresponding target na dapat nya ma-hit.

# SHELL LUBRICANTS NATIONAL MARKETING PROGRAM CALENDAR

JANUARY

FEBRUARY

MARCH

APRIL

TRADE

CONSUMER



## NEW STARTER PACKAGE

Instant Reward + Merchandising Support + Premium Item Set for all new outlets opened

## BIG AT T.E.N. NEGOSYO-PORT PROMO

Monthly and Quarterly Rewards Incentive for volume achievement of Bigaten partner outlets

## HELIX TRADE OFFER



Buy required min. required purchase of HX8, get premium item package

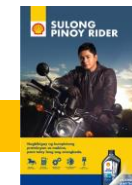
## ADVANCE AX3 PRICE-OFF

P20 off on every 1L Bottle of Advance AX3



## ADVANCE SULONG PINOY RIDER CAMPAIGN

Media and trade merchandising to highlight the new Advance campaign and Shell Advance endorser



## RIMULA TSUPERSTAR CAMPAIGN

Media and trade merchandising to promote new Rimula campaign and Shell Rimula endorser

## ADVANCE SAVE ON GAS PROMO

Fuel discount on stickered bottle caps, valid in Metro Manila and Cebu participating Shell Stations



## ADVANCE TWIN PACK PROMO

Buy Ultra, AX7, AX5 bottle, get the 2<sup>nd</sup> bottle at 25% - 50% off

## HELIX 6+1 and 4+1 PROMO

Free 1L bundled with 6L of Helix Ultra, High Mileage, HX7 and HX5

Free 1L bundled with 4L of Helix HX7 and HX5



## RIMULA 5+1 PROMO

Rimula R3, R3+ and R4X Special 6L packaging, at the price of 5L with 1L Free



# HELIX HX8 TRADE OFFER

TRADE

## DURATION

January 1 – March 31, 2019

## PROGRAM BENEFITS

- Ipromote o iupgrade ang Helix HX8 sa mga tindahan dahil ito ang mas murang fully synthetic ng Helix

## PROMO SCHEME

- May libreng Premium item set sa bawat min. requirement na cartons ng HX8.
- Ang free items ay para sa mga owners, counter crew/mekaniko at customer
- Open sa RTOs, AS, GM, WH, WS, AIWS

## MECHANICS

Min. Purchase Requirement of HX8 Purchase	Reward		
	For Owner + Counter Crew	For Consumers	Worth of Items
2 Cartons	2 Shirts 2 Caps	5 car shades	P1,530
4 Cartons	1 Jacket 6 Shirts 6 Caps	10 car shades	P6,240

## BUY

Min. 2 or 4 Cartons  
(1L, 4L, 6L)







Owner

+ Counter Crew / Mekaniko



Consumers Free Item



Required Initial Purchase	Worth of Items	Shirt (QTY) Premium Item Set (QTY)			
		T-Shirt	Umbrella	Tumbler	Car Shades
					
Min. 2 Carton Purchase	P1,500	2	2	2	5
Min. 3 Carton Purchase	P6,000	1	6	6	10

# ADVANCE AX3 PRICE-OFF

## DURATION

January 1 – March 31, 2019

## PROGRAM BENEFITS

- Lumaban sa mga entry product ng kalaban
- Magbigay ng dagdag na promotional savings para sa Advance AX3

## PROMO SCHEME

- Para lamang sa AX3 1L (di kasama ang 800ml)
- Ipapasa ng tindahan ang P20 sa customer dahil meron na kaagad bawas sila invoice price

## MECHANICS

- Bilhin ng tindahan ang AX3 sa distributor ng discounted sa invoice price (POP)
- Ipapasa nya ang P20 off sa kanyang customer
- Mayroon ibibigay na tent card sa tindahan para mapromote ang discount

**TRADE + CONSUMER**

**P 20 OFF**  
**on AX3 1L**

