

Port Lincoln
Times

**PETROL
PRICE
BUSTER!**
Fuel Discounts

Buy local and benefit

Petrol Price Buster Promotion

Introduction:

The Port Lincoln Times, is inviting local businesses to participate in a “Petrol Price Buster” promotion aimed at encouraging shoppers to shop locally and receive shopping rewards in the form of fuel discounts.

The promotion, which will initially be held over three months, will give local businesses the opportunity to be part of a large “buy local and benefit” campaign, enticing local consumers to remain loyal to local business.

Concept:

The “Petrol Price Buster” promotion provides businesses with the opportunity to reward their customers for shopping at their business.

Woolworths, Coles and some other larger businesses have been offering their customers fuel discounts in exchange for their loyalty – 4 cents per litre.

This “Petrol Price Buster” promotion though offers greater benefits by allowing customers the opportunity to accumulate their fuel discount vouchers to receive larger discounts.

Packages are priced to suit small businesses up to the largest, and the quantity and value of the “Petrol Price Buster” discount cards is diverse which allows even the smallest business to be part of the promotion.

“Petrol Price Buster” discount cards (of varying values) are provided as part of the packages on offer. The packages include Petrol Price Buster Cards, a weekly promotion in the Port Lincoln Times notifying customers of the business’ involvement in the campaign, shop posters, and a campaign of newspaper advertising.

A payment schedule over three months will spread the cost and there is no up front charge.

Example:

Participating businesses give “Petrol Price Buster” discount cards to their customers as a reward for purchasing products from them. The value of their gift to their customer is totally up to the business and would obviously depend on the value of the customer's purchase.

Businesses can set their own limits.

Eg	3 cents a litre on 40 litres on a \$30 spend	4.0% discount
	5 cents a litre on 40 litres on a \$50 spend	4.0% discount
	10 cents a litre on 40 litres on a \$100 spend	4.0% discount
	20 cents a litre on 40 litres on a \$200 spend	4.0% discount
	50 cents a litre on 40 litres on a \$500 spend	4.0% discount

Available “Petrol Price Buster” discount cards 3 cents per litre, 5 cents, 10 cents, 20 cents and 50 cents. (Each card has a prescribed maximum number of litres per card – 40 litres.)

Shoppers can accumulate cards and use them at any time during the promotion. This means that a shopper could effectively get 40 litres of fuel for free, not just the maximum 4 cents off as offered by the national supermarkets. The fuel cards can only be redeemed at participating service stations and are cash only fuel sales.

(N.B. The cards can only be used for a single fuel transaction. If a customer only buys 30 litres of fuel, despite the discount applying to 40 litres, discount only applies to the 30 litres that they purchased, and the card expires with that transaction.)

Benefits:

- ✓ By participating, businesses are actively providing a shop local benefit – they are giving customers fuel discounts – currently a well received benefit to customers.
- ✓ Businesses can promote the sale of certain items, or lift business on quiet days by offering larger fuel discount benefits – say, double discount, or higher value fuel discount.
- ✓ Businesses have the opportunity to promote in their advertising that if customers purchase from them on say Tuesdays they get double discount, or if they buy a certain item they get double discount.
- ✓ This gives customers an extra incentive to buy and businesses a real hook to their advertising – an offer of fuel discount.

Packages:

The “Petrol Price Buster” discount cards promotion will offer businesses a weekly advertisement promoting the participants in the campaign.

There will be a variety of packages offered which includes a quantity of Petrol Price Buster Cards as well as a package of advertising.

Packages will include:

- ✓ A1 and an A3 Poster
- ✓ An advertisement each week on the “Petrol Price Buster” page.
- ✓ A program of Run of Press advertising
- ✓ Promotional bumper stickers to give to customers
- ✓ Plus a quantity of Petrol Price Buster Cards

Additional Petrol Price Buster Cards can be purchased at face value at any time throughout the campaign. Cards purchased in addition to the packages are fully returnable.

Packages

Package 1:

- 200 Petrol Price Buster Cards (3 cent discount value).
- Three 8 x 3 advertisements taken over the three month period of the campaign.
- Any additional advertising throughout the campaign will be at a rate of \$5.00 per centimeter plus GST (normally \$5.65 per cm)
Total cost: **\$1,080** plus GST of \$108.00
Three, monthly payments of: **\$360** plus GST of \$36.00

Package 2:

- 250 Petrol Price Buster Cards (3 cent discount value).
- Three 18 x 3 advertisements taken over the three month period of the campaign.
- Any additional advertising throughout the campaign will be at a rate of \$4.50 per centimeter plus GST (normally \$5.65 per cm)
Total cost: **\$1,515** plus GST of \$151.50
Three, monthly payments of: **\$505** plus GST of \$50.50

Package 3:

- 250 Petrol Price Buster Cards (3 cent discount value).
- 50 Petrol Price Buster Cards (5c discount value).
- Three 12 x 7 advertisements taken over the three month period of the campaign.
- Any additional advertising throughout the campaign will be at a rate of \$3.50 per centimeter plus GST (normally \$5.65 per cm)
Total cost: **\$1,899** plus GST of \$189.90.
Three monthly payments of: **\$633** plus GST of \$63.30

Package 4:

- 300 Petrol Price Buster Cards (3 cent discount value).
- 50 Petrol Price Buster Cards (5 cent discount value).
- Three 19 x 7 advertisements taken over the three month period of the campaign.
- Any additional advertising throughout the campaign will be at a rate of \$3.00 per centimeter plus GST (normally \$5.65 per cm)
Total cost: **\$2352** plus GST of \$235.20.
Three monthly payments of: **\$784** plus GST of \$78.40

NB: Petrol Price Buster Cards of a different denomination but same dollar value could be substituted in any of the packages. For example, Package 3 could be issued with 666 Petrol Price Buster Cards with a 3 cent discount value.

Card only package:

Should you wish to be in the promotion but not take an advertising package, there is "Petrol Price Buster" discount card package available.

Package will include:

- ✓ A1 and an A3 Poster
- ✓ An advertisement each week on the "Petrol Price Buster" page.

You will be able to purchase your "Petrol Price Buster" discount cards at face value.

Total cost: **\$600** plus GST of \$60.00.

Three monthly payments of: **\$200** plus GST of \$20.00

Campaign start:

To kick the campaign off the Port Lincoln Times will promote the start of the campaign with small teaser advertisements followed by a full page advertisement notifying the start of the campaign. 3000 "Petrol Price Buster" bumper stickers will be available for distribution to clients to assist in the campaign promotion.

Each week of the campaign a photograph will be taken of a vehicle displaying the bumper sticker. The photograph will be published and the owner of the vehicle will be given a voucher for them to receive 40 litres of free fuel from one of the two fuel outlets promoted in the campaign.

Fuel vouchers will be redeemable from Monday, July 24 until Friday, October 26, 2006.

"Petrol Price Buster" discount cards can only be redeemed at the Gas Catch, Hallett Place, Port Lincoln, or Ampol, Hallett Place, Port Lincoln.

Petrol Price Buster
A benefit of shopping locally

This Petrol Price Buster entitles the bearer to 5cents per litre discount on fuel to a maximum of 40 litres. See reverse for Terms and Conditions.

5¢
per litre discount

Port Lincoln Times a Port Lincoln Times promotion

Terms and Conditions: A person who has accumulated fuel cards may request to redeem those Petrol Price Busters by presenting the Petrol Price Buster/s at the time of purchase of fuel from one of the participating fuel outlets printed on this Petrol Price Buster. Upon redemption the total number of accumulated fuel discounts recorded on the fuel discount card/s expressed as "cents off per litre" will be deducted from the played pump price of fuel applying at the time of redemption. The discounted price will apply to the purchase of fuel for his or her vehicle at the time of redemption up to a maximum purchase of forty (40) litres of fuel. If the discounted price is equal to or less than zero (0) cents off per litre the member will not be charged for his or her purchase of fuel to fill his or her vehicle's fuel tank at the time of redemption up to a maximum purchase of forty (40) litres of fuel. Customers may only purchase fuel for one vehicle at the time of redemption. A customer may not purchase more fuel than the vehicle's fuel tank can hold. Petrol Price Busters may only be redeemed for fuel and cannot be redeemed for cash or other products purchased and only one fuel product may be purchased with the fuel discounts accumulated on the member's membership card in each transaction. This Petrol Price Buster must be redeemed by October 27, 2006.

Petrol Price Buster vouchers of various denominations – 3 cents, 5 cents, 10 cents, 20 cents and 50 cents – will be available for you to give to customers who choose to shop at your business.

I'm a
Petrol Price Buster
Port Lincoln
Times

Petrol Price Buster bumper stickers will be circulated to promote the campaign. Customers who display the bumper sticker will be randomly selected to win 40 litres of fuel each week of the campaign.

**Shop
locally
and get**

**FREE
FUEL**

**PETROL
PRICE
BUSTER!**
Fuel Discounts

THAT'S RIGHT! If you shop at any of the local businesses that offer Petrol Price Buster fuel discounts, you could earn enough fuel discount to fill your tank with fuel for FREE!

**Watch the
Port Lincoln
Times for more
Petrol Price
Buster offers and
where you can
shop to earn fuel
discounts**

All you have to do is support the local businesses that are supporting you, and you can benefit.

Fuel discounts of 3¢, 5¢, 10¢ per litre and more are available by shopping locally.

The more you shop locally, the more discount you can earn. Collect enough Petrol Price Buster fuel discounts and you could get your next tank of fuel free.

Petrol Price Buster fuel discounts can be redeemed on their own or combined with other Petrol Price Buster fuel discounts that have been collected from participating businesses.

Your Petrol Price Buster fuel discounts can be redeemed at either the Gas Catch, Hallett Place, Port Lincoln, or Ampol, Hallett Place, Port Lincoln.