

Title: Shell loyalty programme. Shell Go+

Duration: 0.51 minutes

Description:

A short video showcasing Shell loyalty programme

Prelude in 2016 High-_091216 Transcript

[Background music plays]

Bright, uplifting pop music

[Video footage]

Scene showing the a circle with the number 10 and visits written in the middle and some confetti imitating the effect of fireworks. This illustrates the achievement of the first 10 visits to achieve the main member benefit – a fuel reward.

[Text displays]

10 visits gets you a fuel reward.

[Video footage]

Over a yellow background, framed image shows an upward movement. The image then shows a car arriving to a petrol station on to the right

[Text displays]

For a visit to count you need to spend

[Video footage]

Woman filling in a car with fuel

[Text displays]

at least £10 in fuel

[Video footage]

Picture of a gentleman in the Shell shop.

[Text displays]

or £2 in the shop

[Video footage]

Shows a still picture of a car in a service station which quickly turns in to a mobile phone showing a digital card

[Text displays]

Scan your.... app

[Video footage]

Show the Shell Go+ loyalty card

[Text displays]

Or physical card

[Video footage]

Shows a Shell Go+ key fob with a car key hanging off it

[Text displays]

Or key fob

[Text displays]

Every time you visit

[Video footage]

Woman walking from the forecourt into the Shell shop

[Text displays]

Member benefits every time you pop in

[Video footage]

Shows a woman looking into her phone

[Text displays]

10% off

[Video footage]

Shows a still picture of a costa coffee cup

[Text displays]

Hot drinks

[Video footage]

Still picture of a deli2go sandwich

[Text displays]

Deli2go food

[Video footage]

Still picture of a bottle of oil been poured into an engine

[Text displays]

Shell Helix motor oil

[Video footage]

Still picture of the front of a car with foam

[Text displays]

Shell super shine car wash and jet car wash

[Video footage]

Red line over yellow background moving forward, and opening a box showing a mobile phone with the icon of a present in displaying in the screen

[Text displays]

And look out for surprises along the way!

[Video footage]

Red line over yellow background moving up and creating a white circle with red borders with a discontinued bold red line which leads to a new screen showing the Shell Go+ app, with the round circle with white in the middle and red bold discontinued line. In the center of the circle it is written the number 6 and underneath it, visits. Under the word visits there is two more words: Fuel Reward

[Text displays]

Only with Shell Go+

[Video footage]

A new screen comes in from the left replacing the previous one

[Text displays]

Download the Shell app today!

App store and google play icons can be seen to the right of the text, together with an image of the Shell app

[Video footage]

End screen showing the Shel Go+ logo and a disclaimer

[Text displays]

A visit with a minimum of £10 on fuel or £2 on products from the shop (excluding lottery tickets, alcohol, tobacco, phone cards and other age restrictive products) is counted towards a fuel reward (a qualifying visit)

Selected sites only. For more information visit goplus.shell.com