

## Multiple media channels, baseball connection to make summer Brand Elevation message a hit

This summer's Brand Elevation campaign will be promoting the Exxon and Mobil brands using both traditional and new-age broadcast channels. But regardless of the delivery vehicle, the strength of the ExxonMobil network and its leadership position in the industry will come through loud and clear.

From a traditional sense, it's tough to beat baseball on television. Beginning in June, new Brand Elevation national TV commercials will air during the Fox network's Saturday broadcasts of Major League Baseball (MLB) games.

The commercials will run during

every Saturday day game, with Exxon and Mobil logos featured in every game where the commercials air. The MLB package will run through the playoffs and World Series – look for more information in our next update.

### Wireless and more

Complementing the TV ads are marketing efforts that use the latest technologies to capitalize on the new ways

consumers receive information. They include:

■ **Wireless marketing:** A proprietary brand site is being created for the 180 million cell phone users in the U.S. The site will be reached by clicking on banners placed on popular Web sites. Once there, they'll be able to use our Station Locator service as well as learn about

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## Leslie Brock makes the most of Mystery Shop Program



Leslie Brock, flanked by son Collin and 15-year employee Dave Durham, says participation in Mystery Shop keeps customer service ahead of the competition in her California market. Dave and Collin, a 17-year employee, are both ASE-rated Master Technicians.

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Over the years that Leslie Brock has owned Laguna Niguel Mobil in Laguna Niguel, Calif., she and her employees have taken pride in their understanding of the most-crucial element in retailing – the customer experience. Since she began participating in the new ExxonMobil Mystery Shop Program, that understanding has reached an even higher level.

"The Mystery Shop Program keeps me and my employees on our toes," Leslie says. "We constantly work at improving the customer experience here, and we've

done so for years. But it helps to know that once a month someone will be coming in to check on our progress."

Leslie can see that progress at her station, which features three service bays and a snack shop, simply by visiting nearby stations and stores operated by major competitors. "They can't compare with the way my station looks and how my employees treat our customers. I think that has a great deal to do with this program. The

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# Speedpass Instant Activation: A better, faster way to enroll new Speedpass customers

By **Ken Shriber**

Global Speedpass Program Manager

Speedpass™ Instant Activation is here. An exciting new program, Speedpass Instant Activation utilizes advanced technology to instantly enroll and activate new Speedpass accounts from a participating Exxon or Mobil location — or anywhere else! With Instant Activation, you can enroll customers in about two minutes, making Speedpass as easy to get as it is to use.

Speedpass Instant Activation was introduced at the 2005 Retailer Convention and thoroughly tested by a group of your fellow retailers last summer with great success. One retailer who participated in the

tests said, “Speedpass Instant Activation is a great, great tool. It’s a unique technology that distributors and dealers have been asking for. It allows us to WOW our customers and deliver value.” And he couldn’t be more right. It’s one more way that ExxonMobil is enhancing people’s lives on the go.

## Activation incentives

ExxonMobil is supporting the program by providing both customer and retailer incentives. New Speedpass customers who enroll and activate at an Instant Activation Event between March 1 and December 31, 2006, will receive a 5 cents-per-gallon rebate credit on fuel purchased



with their Speedpass (up to a maximum of \$20 per customer). This offer is valid for a full 90-day period from the date of activation. In states where this rebate is prohibited by law,\* new Speedpass customers will receive a \$20 ExxonMobil Cash Card or \$20 ExxonMobil Credit Card statement credit if Speedpass is linked to an ExxonMobil Credit Card (customers should allow a minimum of 90 days from qualifying to receive their incentive). Retailers can earn back the cost of their initial program enrollment cost (excluding tax, shipping and labor) up to a maximum of \$2,500 by earning a credit to their A/R account for each fob activated.

Your Territory Manager has all the details and can answer any questions you have about Instant Activation and what it can mean to your business. As another tester noted, “It’s a great technology that provides benefits to our customers and to retailers. Instant Activation gives us the ability to get out and interact with our customers one-on-one and convince them that Speedpass is one of the fastest and most convenient ways to pay.”

You can place your order today on the RPM Web site, accessed through the ExxonMobil portal. Just click on the “Speedpass Instant Activation – Access RPM” button on your home page.

(\*Due to state regulations, Florida, Louisiana, Massachusetts, New Jersey, North Carolina, Rhode Island, and South Carolina customers are not eligible for the 5 cents per gallon rebate credit.)

## Harry Singh earns top franchisee honor



**New York dealer Harry Singh was one of just 74 small-business operators recognized by the International Franchise Association for outstanding performance.**

New York dealer Harry Singh was recognized as a National Franchisee of the Year by the International Franchise Association (IFA).

Harry, who operates five On the Run® convenience stores and 13 Mobil-branded service stations in the New York City area, was nominated for the award by ExxonMobil. In making the nomination, ExxonMobil cited his outstanding performance in all aspects of the convenience store and fuels business, his leadership roles on national advisory boards, his active role in promoting the On the Run brand, and support for community activities.

Gina Malandra, On the Run Network Development Coordinator, says Harry’s

enthusiasm for the business and his customers spills over to his employees. “When you walk into one of his stores, you quickly notice that it is staffed with smiling people who want to please the customers,” she says in a press release.

Harry cites his entrepreneurial spirit as a driving factor. “I’ve always had the burning desire to have my own business,” he says. “I always knew that the customer and the community were the most important factors in creating a successful business, and the On the Run program certainly emphasizes these factors.”

It’s been an award-winning time for Harry, who also took top honors in last year’s Private Label Credit Card and Speedpass promotions, and we congratulate him on his latest achievement.