

**IMPORTANT:** Only display Mobile Pay POP if your site can transact Mobile Payments. If you have any questions regarding your site's ability to transact Mobile Payments, please contact your wholesaler or Phillips 66 Sales Representative.



## SPRING 2023 MOBILE PAY CAMPAIGN: **DOWNLOAD & SAVE WITH THE FUEL FORWARD™ APP!** PLACEMENT GUIDE | DISPLAY UPON RECEIPT

### SIGNAGE KIT INCLUDES:

- **PUMP TOPPERS\*** – Quantity is based on your store profiles. Your Q2 POP Kit should contain enough Pump Topper Inserts to fill ALL your Pump Topper Frames, though your site will be promoting two Q2 messages. Display equal amounts of both in your frames.
  - **50%** of your Pump Topper Inserts promote the Fuel Forward™ App.
  - **50%** of your Pump Topper Inserts promote the Conoco® Credit Card.
- \*If your site cannot display Pump Toppers based on your Store Profile, your kit may include alternate dispenser signage, such as Ad Panels or Digital Media. For sites in **NY** or **NJ** who do not have inverted pump topper frames, your kit includes Horizontal Pump Signs.
- **HORIZONTAL PUMP SIGNS** – Quantity is based on your store profiles. Install 1 per branded pump face on each side of your dispensers.
- **TRI-MESSAGE DECALS** (horizontal or vertical orientation)\* – Quantity is based on your store profiles. Remove your current Tri-Message Decals from all dispensers and replace with the NEW Tri-Message Decals included in your Q2 POP Kit. Be sure to clean the area and remove any residue before applying the new decals to your pumps.
  - \*If this is the first time receiving the Tri-Message Decals, please clean an area nearest the card reader and apply this decal to each branded pump face (1 decal per side of all dispensers).
- **INDOOR APP HOLDER RISER CARD** – 1 per site. For display in the Indoor Application Holder.
- **CONOCO® CREDIT CARD BROCHURE (PK OF 50)** – 1 pack per site. For display in the Indoor Application Holder. Replace the current Personal Applications with these Brochures.
- **COMMERCIAL BROCHURES** – 1 pack per site. For display in the Indoor Application Holder. Replace the current Commercial Applications with these Brochures.
- **CHANGE MAT INSERT** – Quantity is based on your store profile. Insert in the change mat holder. Display the change mat holder with the NEW insert on the counter near the register where the consumer can see it.
- **REGISTER TOPPER** – 1 per cash register. Install on top of each cash register present inside your store.
- **FUEL FORWARD™ APP QUICK REFERENCE GUIDE** – 1 per site. Keep this guide near the cash register for you to reference should consumers have questions about the NEW Fuel Forward™ App.

**IMPORTANT NOTE:** If your site is participating in a Regional Promotion (ex: Cardinals Ticket), you would have received additional signage to display. Please reference the supplemental instruction sheet within your kit for additional instructions.

To order more POP or update your Store Profile, please visit Marketing Shop at [Conoco.PointsmithEngine.com](https://www.conoco.com/PointsmithEngine.com). Or, you can also contact Pointsmith directly via email [Phillips66EmailOrder@pointsmith.com](mailto:Phillips66EmailOrder@pointsmith.com) or call 1-888-582-1380.

# SPRING 2023 MOBILE PAY CAMPAIGN: DOWNLOAD & SAVE WITH THE FUEL FORWARD™ APP!

## 1 Register Topper



## 2 Change Mat Insert



## 3 Indoor App Holder Riser Card



## Application Holder (Counter)



## 4 Commercial Brochures



## 5 Conoco Credit Card Brochures (pack of 50)



## 6 Fuel Forward™ App Quick Reference Guide



## 7 Pump Toppers



50% promote the Fuel Forward™ App.

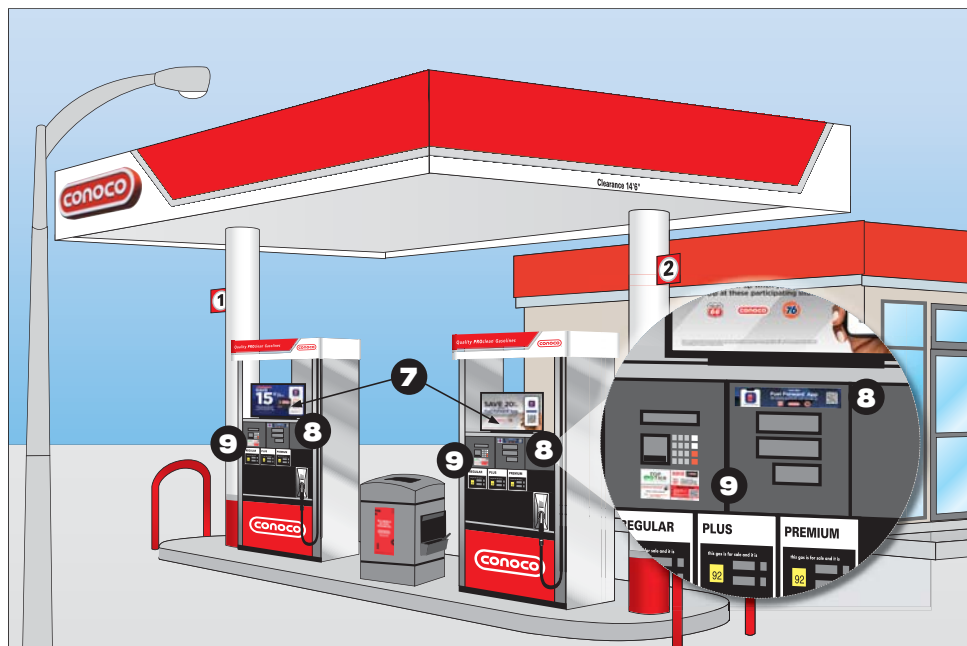
## 8 Horizontal Pump Sign



## 9 Tri-Message Decals



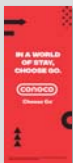
50% promote the Conoco™ Credit Card.



## PROMOTIONAL INSTRUCTIONS – ADDRESS IMMEDIATELY

Please manage current materials as shown below and follow instructions inside for new materials included in this kit.

## CONTINUE TO DISPLAY



Amenity Unit



Fleet Application



Cashier Sticker

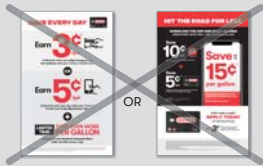
## REMOVE AND DISCARD



Pole Sign



Yard Sign



Building Sign



Pump Topper



Tri-Message Decals



Change Mat Insert



Indoor App Holder Riser Card



Register Topper



Tear Pad



Commercial Application



Personal Application



If you are a participant in the KickBack® Points Program, please continue to display all of the materials in-store and outside at your site.