



# Your BP Driver Rewards & Loyalty ID POP kit has arrived

This new POP kit contains information on BP Driver Rewards.

**Runs on-site November 5 through February 3, 2015.**

# driver rewards



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# Checklist

DISPLAY YOUR POP ON 11/5

## **OPEN YOUR POP KIT AND CHECK IT CAREFULLY.**

Make sure you received all the POP assigned to your location as shown in the POP placement diagram.

## **DISPLAY BP DRIVER REWARDS POP BEGINNING WEDNESDAY, NOVEMBER 5, 2014.**

Remove all past BP promotional POP. Refer to the POP placement diagram for details.

## **CASHIER PARTICIPATION IS IMPORTANT.**

When consumers ask about the BP Driver Rewards program, they should be given a brochure and directed to register their card online at [www.bpdriverrewards.com](http://www.bpdriverrewards.com).

## **GET INVOLVED AND HAVE FUN!**

Your understanding of the program, plus the training of your personnel, will make this program a success—and help drive sales and repeat visits to your site! You are encouraged to take a card and register yourself, distribute cards to your employees and tell your friends and family to pick up a card today!

If you have questions, problems or need additional POP, contact Global Business Services at 888-BP-HELP-U (888-274-3578), option 3, then 2.



BP DRIVER REWARDS 11/5/14-2/3/15

driver  
rewards

# Loyalty ID (phone number) details

DISPLAY YOUR POP ON 11/5

Loyalty ID allows BP Driver Rewards members to use their phone number or other 10-digit number at the pump in place of their BP Driver Rewards card.

## USING LOYALTY ID.

Consumers who want to participate will need to visit the BP Driver Rewards website at [www.bpdriverrewards.com](http://www.bpdriverrewards.com) and either register a card, OR if they are already a member, sign-in to their account at [www.bpdriverrewards.com](http://www.bpdriverrewards.com) to link their phone number or alternate 10-digit number to their BP Driver Rewards account.

## NEW TO BP DRIVER REWARDS.

If a consumer hasn't registered for BP Driver Rewards, they will have to go through the normal registration process at [www.bpdriverrewards.com](http://www.bpdriverrewards.com). When the consumer is completing their profile information, he or she will see a field that asks for a phone number (Loyalty ID). A mobile phone number is preferred in this field but not required. If consumers do not use a mobile phone number, it is recommended that the number should be something that is easy to remember. This number will be what they will use at the pump. **Note: the same 10-digit Loyalty ID cannot be used for multiple cards and must be a unique number.**

## EXISTING BP DRIVER REWARDS CARD MEMBERS.

An existing BP Driver Rewards member can use their phone number as their Loyalty ID right away. The phone number that is linked to their account is the number they used when they registered. If they didn't add a phone number when they registered, or they don't remember what they entered, they can visit [www.bpdriverrewards.com](http://www.bpdriverrewards.com) and log-in to their account. Once logged-in to their account, they will click on "update account information;" here they can enter their phone number or alternate 10-digit number. A mobile phone number is preferred in this field, but not required. If consumers do not use a mobile phone number, it is recommended that the number should be something that is easy to remember. This number will be what they will use at the pump. **Note: the same 10-digit Loyalty ID cannot be used for multiple cards and must be a unique number.**

## USING A PHONE NUMBER (LOYALTY ID) AT THE PUMP.

Consumers must follow steps at the pump in order to use their phone number. These steps are specific to your station's POS system. Each station will receive a set of wobblers to be placed at the pump that will reflect the steps a consumer will need to take at your station. Below is a listing of the POS systems and the steps consumers will follow:

### Gilbarco / VeriFone

wobbler #:31791DG01

1. Press "Cancel" key.
2. Enter your phone number.
3. Press "Enter".
4. Follow prompts on screen.

### Wayne

wobbler #: 31791DG02

1. Press "Yes".
2. Enter your phone number.
3. Press "Enter".
4. Follow prompts on screen.

### Retalix

wobbler #: 31791DG03

1. Enter your phone number.
2. Press "Enter".
3. Follow prompts on screen.



# Loyalty ID (phone number) FAQs

DISPLAY YOUR POP ON 11/5

## HOW DO I CHANGE MY PHONE NUMBER (LOYALTY ID)?

- In order to change a phone number, a consumer must be a BP Driver Rewards member. They will need to go to [www.bpdriverrewards.com](http://www.bpdriverrewards.com) and log-in to their account.
- Once logged-in to their account, they will click on "update account information;" here they can update their phone number or alternate 10-digit number. A mobile phone number is preferred in this field, but not required. If consumers do not use a mobile phone number, it is recommended that the number should be something that is easy to remember. This number will be what they will use at the pump.

Note: the same 10-digit Loyalty ID cannot be used for multiple cards and must be a unique number.

## CAN I USE THE SAME PHONE NUMBER (LOYALTY ID) FOR MULTIPLE CARDS?

- No, each card must have a unique phone number or alternate 10-digit number.

## WILL EVERY STATION HAVE THE ABILITY FOR CONSUMERS TO ENTER THEIR PHONE NUMBER AT THE PUMP IN PLACE OF SWIPING THEIR BP DRIVER REWARDS CARD?

- No, sites in New Jersey or any other full service station will not be able to participate due to consumer privacy.



# BP Driver Rewards details

DISPLAY YOUR POP ON 11/5

## YOUR POP KIT.

In support of this program, you have received a POP kit at no charge. Refer to the POP Placement Diagram.

**Display all POP November 5, through February 3, 2015.**

## BP DRIVER REWARDS CARDS AND BROCHURES.

1. Reminder: Remove all BP Visa applications from the pump canisters and place them in the canopy canisters you will be installing on the canopy poles. If you don't have canopy poles, place on the side of the pump, not on the pump front.

2. Stock all pump canisters with BP Driver Rewards brochures so consumers may help themselves to BP Driver Rewards cards. Display brochures at the pump in the canisters.

If you need additional BP Driver Rewards brochures or POP elements, contact the Global Business Services at 888-BP-HELP-U (888-274-3578), option 3, then 2.

3. BP Driver Rewards brochures should also be placed inside your store in the countertop display. Make sure to place the display where a consumer can easily see the brochures and take one.

Take the time to remind your site staff about the program so they can respond to any questions consumers may have about the BP Driver Rewards program. Every employee has a chance to help make this program a success!

You can also encourage employees to check out [www.bpdriverrewards.com](http://www.bpdriverrewards.com) for more information.

## JOINING BP DRIVER REWARDS.

Any driver who wants a BP Driver Rewards card can pick one up at any participating BP location. Or, they can request a card online at [www.bpdriverrewards.com](http://www.bpdriverrewards.com).



## EARNING & REDEEMING REWARDS:

1. Consumers must register their card at [www.bpdriverrewards.com](http://www.bpdriverrewards.com) to redeem rewards.
2. To earn rewards, consumers can swipe their card at the pump right away to start earning towards rewards. Rewards are earned after two transactions totaling 20 gallons.
3. Every time a consumer swipes their BP Driver Rewards card at a participating location, they keep earning towards rewards.
  - All gas is eligible for rewards, including all grades of BP gasoline with Invigorate® and BP Diesel.
4. Consumers can swipe and save 10¢ per gallon on their fill-up after registration.
  - The 10¢ per gallon credit is given one time only, with a 20-gallon limit.
5. Two qualifying purchases earn 5¢ off per gallon, per fill-up, up to 20 gallons.
  - A minimum of 2 purchases with a combined total of at least 20 gallons is needed to start redeeming rewards.
6. Rewards accumulate and are tracked automatically on the BP Driver Rewards card.
  - Rewards are redeemable after registration at a 20-gallon limit per fuel purchase transaction.
  - Rewards expire at the end of the month that is at least 90 days after issuance.
  - Any unused rewards on each fuel purchase transaction are forfeited.
  - The 10¢ per gallon and 5¢ per gallon rewards are single use only and may not be combined with other offers. Rewards can be earned and redeemed at participating locations with operable electronic transaction networks. Consumers should review the Terms and Conditions for further details and [www.bpdriverrewards.com](http://www.bpdriverrewards.com) station locator for participating locations.

## USING THE CARD:

Tell consumers to:

1. Swipe their BP Rewards card **before** fueling
2. Use rewards they have by selecting YES or NO
  - select YES to redeem
  - select NO to hold rewards until a higher cents-off-per-gallon reward is accumulated

If consumer selects YES—the price rolls back!



# BP Driver Rewards FAQs

DISPLAY YOUR POP ON 11/5

## WHAT IS THE BP DRIVER REWARDS PROGRAM?

This program is designed to help grow your business and give you an edge in the marketplace by giving consumers a chance to save money when they buy gas at BP.

## HOW WILL THIS PROGRAM HELP MY SITE?

The BP Driver Rewards program will encourage people to visit your site more often to participate in earning cents off per gallon. Here's how:

1. When consumers take and register a BP Driver Rewards card, they can receive a one-time reward of 10¢ off per gallon on their next fuel fill-up of up to 20 gallons.
2. After two qualifying fill-ups totaling 20 gallons or more, they can receive an additional reward of 5¢ off per gallon, redeemable on up to a 20-gallon fill-up.
3. Both of these rewards are single use only and may not be combined with other offers. Any unused rewards are forfeited. All rewards are redeemable after registration. Rewards expire 90 days after the month in which they are earned. Rewards are earned and redeemable at participating locations with operable electronic transaction networks. See [www.bpdriverrewards.com](http://www.bpdriverrewards.com) for terms and conditions and participating locations.

## HOW DO CONSUMERS EARN THEIR REWARDS?

Consumers can earn rewards when they swipe their BP Driver Rewards card before they pump fuel at participating locations. When they complete two purchases that together total at least 20 gallons of BP gas, they'll earn a 5¢ reward. Rewards redeemable only after registration.

## DOES MY BP DRIVER REWARDS CARD NEED TO BE REGISTERED BEFORE I CAN EARN REWARDS?

No. You may pick up a BP Driver Rewards card at a participating station and swipe it at the pump to start earning towards a 5¢ off per gallon reward earned after two qualifying purchases totaling 20 gallons. Rewards will expire 90 days after the month in which they are earned. However, in order to redeem any rewards you earn, your BP Driver Rewards card must be registered.

## DO REWARDS EXPIRE?

Yes. Rewards expire at the end of the month that is at least 90 days after issuance.

## DO YOU HAVE TO PURCHASE GAS TO RECEIVE A CARD?

No purchase is necessary to receive a BP Driver Rewards card. However, consumers will be required to register their card online at [www.bpdriverrewards.com](http://www.bpdriverrewards.com) before they can begin redeeming rewards.

## DO PEOPLE HAVE TO BUY CERTAIN FUELS?

No. Rewards can be earned and redeemed on all grades of BP gasoline with Invigorate® and BP Diesel fuel.



BP DRIVER REWARDS 11/5/14-2/3/15

driver  
rewards

# BP Driver Rewards FAQs—cont.

## HOW DO PEOPLE PARTICIPATE IN THE BP DRIVER REWARDS PROGRAM?

Consumers who have a registered BP Driver Rewards card can receive a one-time reward of 10¢ off per gallon for up to 20 gallons. Plus, when they complete two fuel purchases that total 20 gallons or more, they can receive an additional reward of 5¢ off per gallon redeemable on a fill-up, up to 20 gallons.

## DO CONSUMERS NEED A BP REWARDS VISA CARD TO EARN REWARDS ON THEIR BP DRIVER REWARDS CARD?

No. The BP Driver Rewards card works independently from the BP Visa card. Both of these rewards are single use only and may not be combined with other offers. Any unused rewards are forfeited. Rewards expire 90 days after the month in which they are earned. Rewards are earned and redeemable at participating locations with operable electronic transaction networks. See [www.bpdriverrewards.com](http://www.bpdriverrewards.com) for terms and conditions and participating locations.

## CAN REWARDS BE EARNED ON PURCHASES OTHER THAN FUEL?

No. Rewards can only be earned when a consumer completes two fuel purchases that total 20 gallons or more. Any unused rewards are forfeited.

## CAN REWARDS BE REDEEMED FOR ITEMS OTHER THAN FUEL?

No. Rewards are only redeemable for fuel purchases up to 20 gallons. Any unused rewards are forfeited.

## DO CONSUMERS NEED TO PAY WITH A CREDIT CARD TO EARN OR REDEEM?

Before filling up, the consumer swipes the BP Driver Rewards card at the pump to earn or redeem. The consumer can then use any method of payment they wish to complete their fuel purchase.

## HOW CAN I ORDER BP DRIVER REWARDS BROCHURES?

If you are running low, contact Global Business Services at 888-BP-HELP-U (888-274-3578), option 3, then 2. You may also order at: [www.valutec.net/bporders2](http://www.valutec.net/bporders2). Allow 8–10 business days for arrival.

## WHAT SHOULD I FIND IN MY POP KIT?

This program will be supported by BP Driver Rewards POP.

## IS THERE A CHARGE FOR THE POP OR BP DRIVER REWARDS CARDS?

No. The BP Driver Rewards program POP and BP Driver Rewards brochures are available to you free of charge.

## ARE ALL BP SITES PARTICIPATING IN THE DRIVER REWARDS PROGRAM?

No. However, consumers can find their nearest participating BP station by going to [www.bpdriverrewards.com](http://www.bpdriverrewards.com) and clicking on the station locator.

## WHO SHOULD I CALL IF I NEED ADDITIONAL BP DRIVER REWARDS PROGRAM POP FOR MY SITES?

Contact Global Business Services at 888-BP-HELP-U (888-274-3578), option 3, then 2.





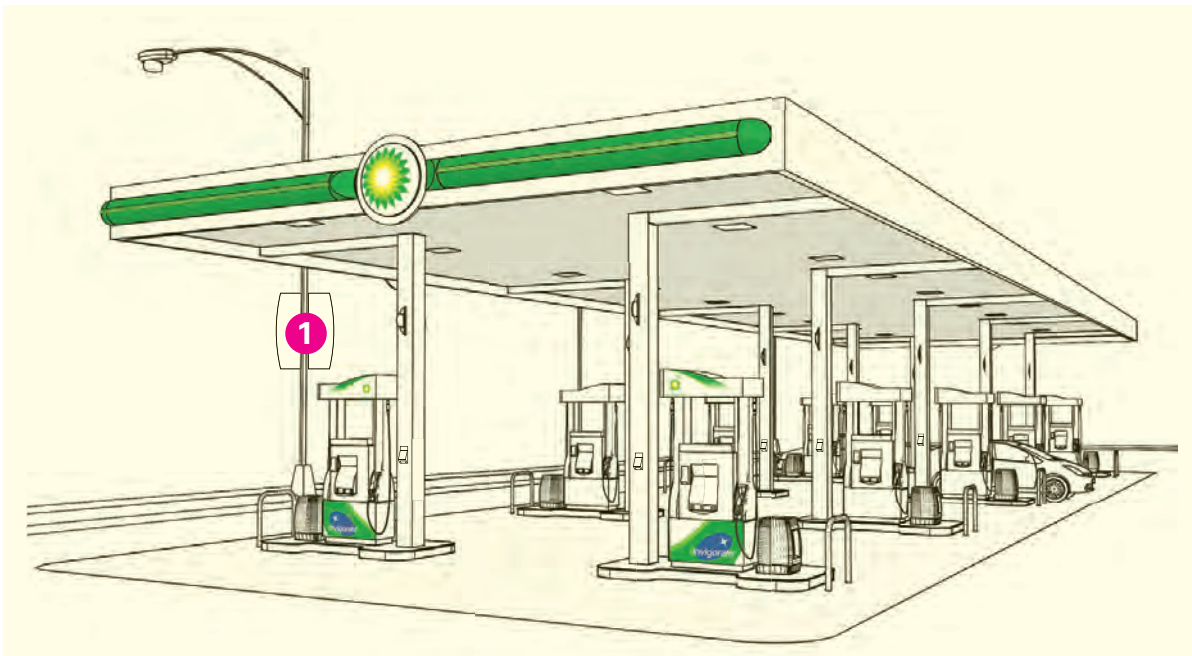
# Exterior POP placement diagram— all sites

PLEASE FOLLOW THESE SPECIAL INSTRUCTIONS.

This POP Kit contains a limited number of elements.



**1** light approach  
31791LA02

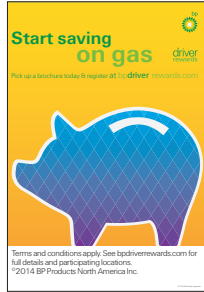


# Pump POP placement diagram— New York

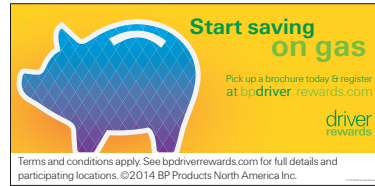
DISPLAY YOUR POP ON 11/5



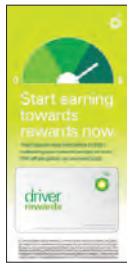
**1** apollo decal\*  
31791AD02  
*\*for apollo pumps only*



**2** apollo approach\*  
31791AA02  
*\*for apollo pumps only*



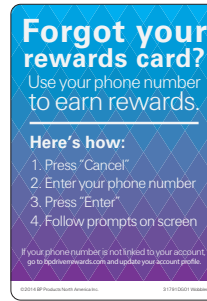
**3** inverted pump sign  
3179102OV  
3179102H40



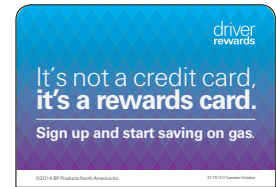
**4** BP Driver Rewards brochure with card



**5** consumer credit card applications\*

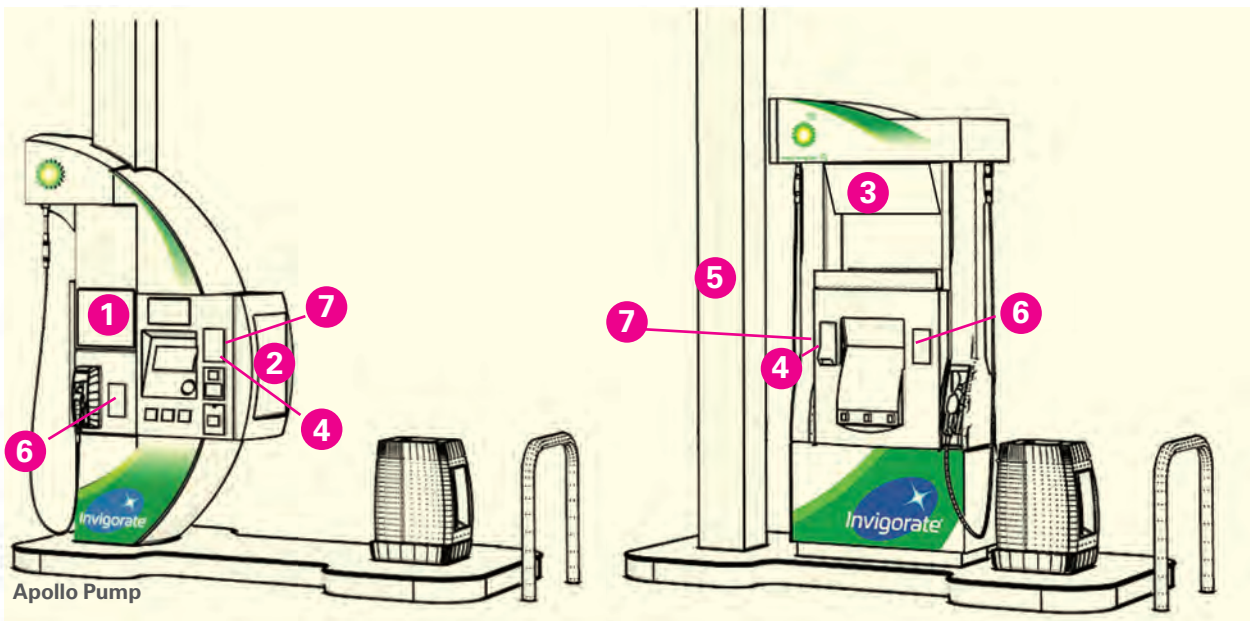


**6** wobber  
31791DG01  
31791DG02  
31791DG03



**7** canister violator  
31791CV

*\*ensure all applications are removed from the pump canister and placed in the canopy pole canister. If no canopy pole, place on the side of the pump, NOT the pump front.*

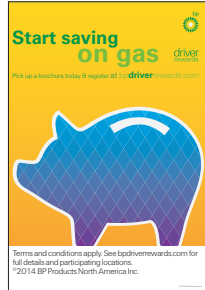


DISPLAY YOUR POP ON 11/5

# Pump POP placement diagram— all sites (excludes New York)



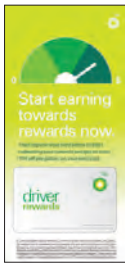
**1** apollo decal\*  
31791AD02  
*\*for apollo pumps only*



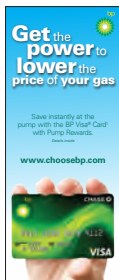
**2** apollo approach\*  
31791AA02  
*\*for apollo pumps only*



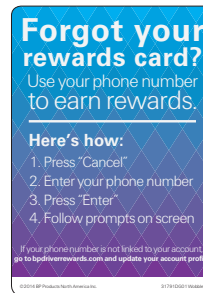
**3** crind strip  
3179102CS27  
3179102CS40



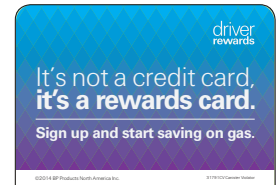
**4** BP Driver Rewards  
brochure with card



**5** consumer credit  
card applications\*

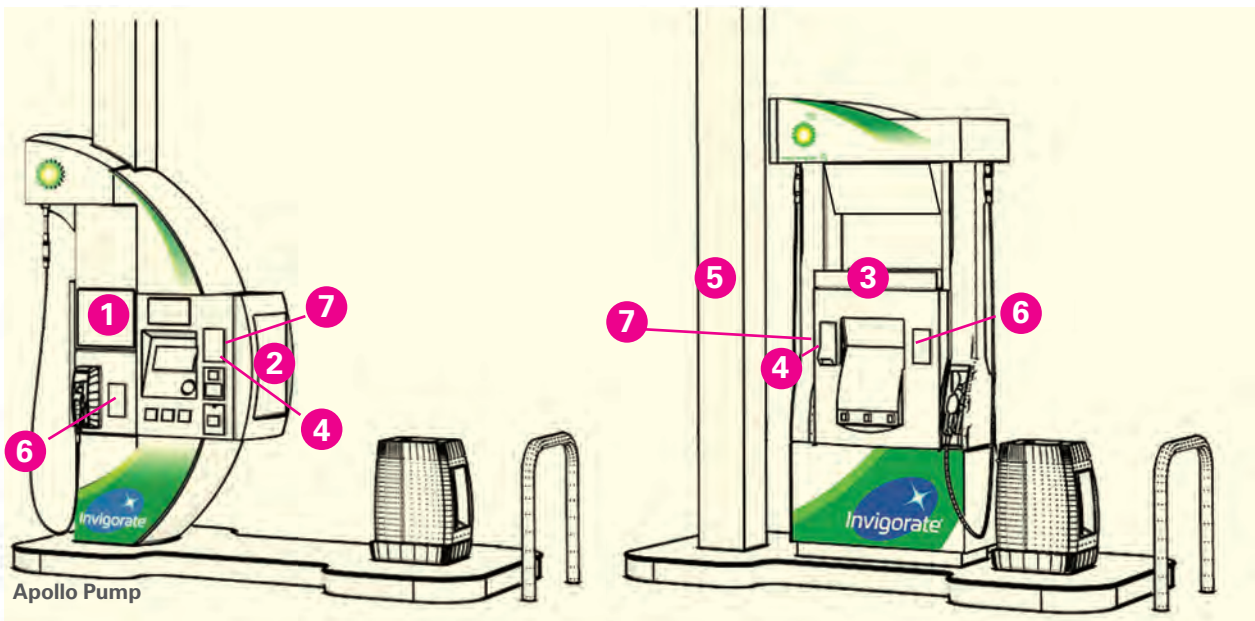


**6** wobber  
31791DG01  
31791DG02  
31791DG03



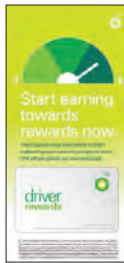
**7** canister violator  
31791CV

*\*ensure all applications are removed from the pump canister and placed in the canopy pole canister. If no canopy pole, place on the side of the pump, NOT the pump front.*



# Interior POP placement diagram— all sites

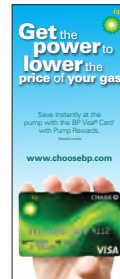
DISPLAY YOUR POP ON 11/5



**1** BP Driver Rewards brochure with card



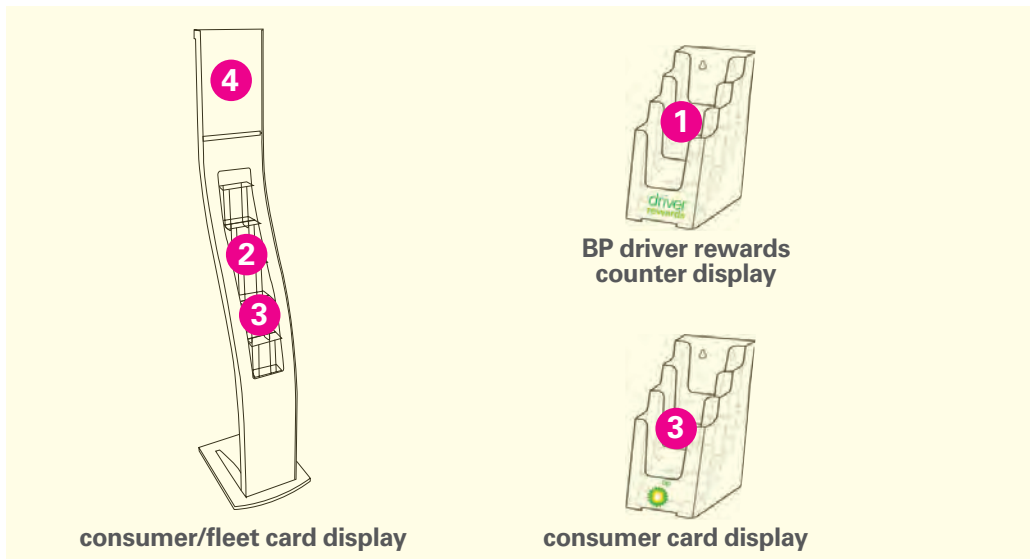
**2** fleet card applications



**3** consumer credit card applications



**4** header card



## ADDITIONAL INFORMATION ABOUT ON-SITE MATERIALS FOR THE BP DRIVER REWARDS PROGRAM:

- If you need additional POP, contact Global Business Services at 888-BP-HELP-U (888-374-3578), option 3, then 2. Or go to [www.bpconnection.com](http://www.bpconnection.com) and select IDL Worldwide under the links section.
- If you require additional BP Visa credit card applications, contact IDL Worldwide at 1-800-499-4824. Keep your BP Visa Consumer Card applications displayed in your stores and in the canisters at each pump (see diagrams).
- For re-orders of the BP Driver Rewards brochures, please contact Global Business Services or visit [www.valutec.net/bporders2](http://www.valutec.net/bporders2) before you run out of brochures.



# Takedown sheet

DISPLAY YOUR POP ON 11/5

IMPORTANT—PLEASE REMOVE ALL SIGNAGE SHOWN BELOW BY NOVEMBER 4, 2014.



light approach



crind strip



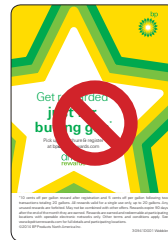
inverted pump sign



apollo decal\*  
*\*for apollo pumps only*



large canister violator



wobbler



canister violator

PLEASE DISPLAY YOUR BP DRIVER REWARDS PROGRAM POP ON NOVEMBER 5, 2014, AND LEAVE IT UP THROUGH FEBRUARY 3, 2015.



light approach  
31791LA02



crind strip  
3179102CS27  
3179102CS40



BP DRIVER REWARDS 11/5/14-2/3/15

driver rewards



# Program execution tip sheet

## DISTRIBUTING BP REWARDS CARDS.

Make sure you have an ample supply of brochures and all pump canisters are fully stocked.

If your BP Driver Rewards brochure inventory falls below a quantity of 100, re-orders can be placed by contacting Global Business Services at 888-BP-HELP-U (888-274-3578), option 3, then 2.

Or you may also order at [www.valutec.net/bporders2](http://www.valutec.net/bporders2).

## ENGAGE THE CONSUMER.

Cashiers should be well trained on how the program works so they can answer consumers' questions about the program.

### BP DRIVER REWARDS

- There is no purchase required to receive a BP Driver Rewards card.
- Consumers must register their BP Driver Rewards card online at [www.bpdriverrewards.com](http://www.bpdriverrewards.com) to take advantage of the one-time reward of 10¢ off per gallon on their next fuel purchase of up to 20 gallons of BP fuel.
- Consumers can continue to earn rewards on their next two purchases that together total at least 20 gallons. They can then redeem to receive 5¢ off per gallon on the next fill-up of up to 20 gallons of BP fuel or wait until more rewards are accumulated.
- Rewards expire at the end of the month that is at least 90 days after issuance.
- Both types of rewards are single use only and may not be combined with other offers. Any unused rewards are forfeited. Rewards may be earned and redeemed at participating stations with operable transaction networks. See [www.bpdriverrewards.com](http://www.bpdriverrewards.com) for terms and conditions and participating locations.

## ENCOURAGE PARTICIPATION.

The more consumers you engage, the more likely you'll be able to increase your sales. Remind consumers inside the store to sign up for a BP Driver Rewards card. Get excited about the program and consumers will too!

