



## PARTNER PROMOTION PROGRAM

Welcome to the Outcast Media Fuel Network Partner Promotion Program. The goal of this document is to clearly define the program for our partners allowing for collaborative communication to occur. The Fuel Network has been designed as a marketing platform for our partners to promote their products or services to a captive audience. On average, roughly 75% of customers that visit a service station fuel up and leave without ever visiting the C-Store. It is our goal at Outcast to work with you on reaching this captive audience and maximizing the value of the network to drive sales at your location.

## PROGRAM GOALS

As part of the agreement, Outcast would like to work with you on developing promotional materials that will air on your screens, supplementing standard national content.

- ▶ Provide additional marketing value to our fuel partners.
- ▶ Dedicated time within each loop to promote station products and services.
- ▶ Improve customer retention and drive consumers from the pump into the convenience store.

PREVIEW A PROMO EXAMPLE HERE: —————▶

[WWW.OUTCAST.NET/PARTNER-PROMOS](http://WWW.OUTCAST.NET/PARTNER-PROMOS)

# PROGRAM DETAILS

Working with your dedicated Venue Relations Manager, you will be guided through the process of taking your promotion from idea to implementation. The program has been designed to be a turnkey solution and thus once details are submitted, Outcast will have the promotions built to spec and submitted for scheduling. To ensure the best possible service is being provided, your Venue Relations Manager will reach out roughly 15 days in advance of the expiration of your promotions to begin discussions on your next round.

NUMBER OF GUARANTEED SLOTS: *1*

ADDITIONAL PRE-EMPTABLE SPOTS: *Yes*

LENGTH OF SPOTS: *:08 spots*

AUDIO: *Generic music and/or pre-recorded voice over track*

DAY-PARTING AVAILABLE: *Yes*

FREQUENCY OF UPDATES: *Monthly*



# BEST PRACTICES

The Partner Promo Program was created with one major goal: drive customers into the convenience store before they drive away. Outcast programming solutions are designed specifically for the gas station environment and have demonstrated measurable increases in sales of featured products: on average a 10% lift in sales compared to locations that did not run the promotion on screen.

- ▶ FOCUS ON A SINGLE PRODUCT
- ▶ PROVIDE A CLEAR AND CONCISE OFFER
- ▶ USE CLEAN AND UNCLUTTERED IMAGERY
- ▶ ENSURE TEXT IS READABLE
- ▶ INCLUDE A SINGLE CALL TO ACTION
- ▶ CONSISTENT LOOK AND FEEL

Outcast's partners have benefited from repeated success utilizing this formula. The promo designs match the look and feel of the rest of the network programming. Our viewers have come to know and trust this format and we've made it very easy for you to communicate to them utilizing the same on screen language. Your Venue Relations Manager is available to advise you on how to best take advantage of the Partner Promo Program.



Good Example: The offer is clearly stated. At a quick glance viewers know what is on sale, how much they can save, and what they need to do to get the savings ("Come inside!").



Poor Example: Even though this example looks similar to the one above, there are many reasons why it will be less successful.

First it's not clear to which offer the viewers should pay attention. The paragraph explaining the offer is too wordy and most people will choose to not read it all. The offer to save money on gas is put next to the product shot, creating confusion.

Ideally these two offers would be produced as separate promos.





## THE PROCESS

1. Fill out the "Outcast Created Content Request Form". The information you provide will help assist us in creating your precise promotional themes, timelines, price point, etc. Outcast will review to ensure all necessary information is present.
2. Our experienced creative team provides compelling designs and content that will draw in your target audience and hold their attention. Production of your promotions will take approximately one week, depending on the size and scope of your request.
3. Once we process your request, you will be supplied a proof and be asked to sign off on the completed project/promos. Should any errors be identified, they are instantly addressed and corrected. Finally, the promotions will be sent to your locations.

**Pepsi Family**

**2/\$2** all flavors

For a limited time

**Aquafina**

1 Liter **2/\$2**

**Come Inside!**