

OLYMPICS

CIRCLE K

CUSTOMER PATHWAY & CREATIVE

DECEMBER 17, 2015



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APPROACH FOR ROUND 2

APPROACH FOR ROUND 2

FEEDBACK: Move forward with “Beat Your Personal Best” concept, with revisions.

- Explore stronger overall tie-in with Olympics
- Simplify offer structure
- Consider digital distribution of offers to counter operational difficulties of tying offers to real-time Olympic performances

OVERVIEW

Three Coca-Cola cans are shown in a row. The central can is the most prominent, featuring the classic white script logo on a red background. It also has a large white graphic of a hand holding a gold medal. The cans on either side are partially obscured and feature similar graphics with colorful swooshes. All cans have the Olympic rings logo and 'Coca-Cola WORLDWIDE PARTNER' text at the bottom. The central can also has a 'Content Line' label.

COKE AND EVERYDAY GOLD

“That’s Gold” moments are all around us, every day. Everyone can have one, just like everyone can have a Coke. The trouble is that we don’t always recognize these gold moments, or our own potential to create them.

In 2016, we’ll start a movement that drives shoppers to purchase Coke by unlocking tangible #thatsgold experiences for mom and her teens to enjoy and share.



Whether you're an Olympic athlete who's training for a time trial or you really have to be at work on time today, your goal is to do it faster and better.

The same goes for shopping. When you find the place that helps you make the most of your time and money, that's Gold.

Coca-Cola, Powerade and Circle K have the drinks that make watching the Games even better. Now you can get in, get out and get back to the people you love without missing a moment.



GO FOR YOUR GOLD – HOW IT WORKS

Strategic “Sweet Spot”: Engage the Circle K shopper with offers that feed into their time-saving mission and gets them home faster to watch the Olympics with family and friends.

CORE IDEA:

Much like an Olympic athlete, every minute counts for a Circle K shopper. We can encourage the Olympic spirit with “one-stop shop” behavior on Coke and Powerade and reward them for their efforts.

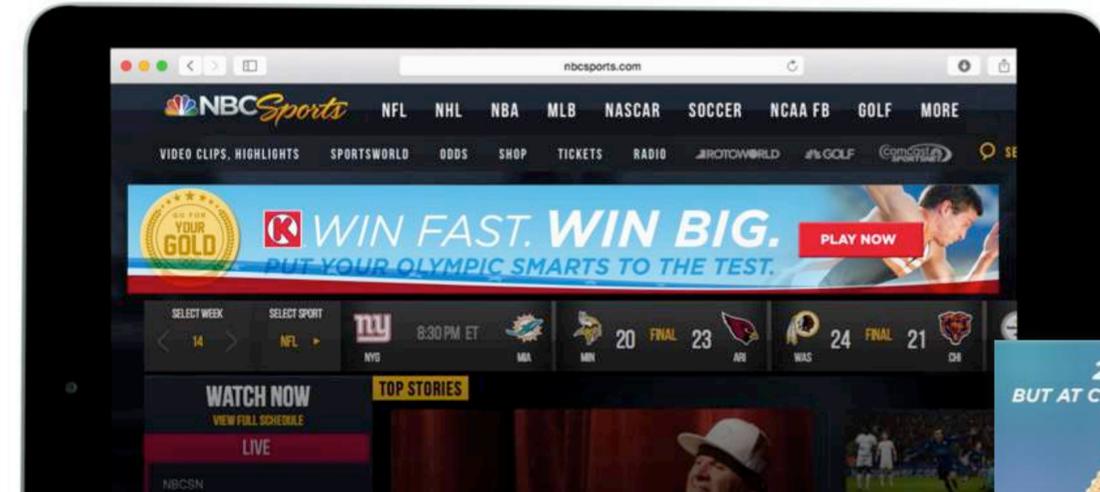
PRE-STORE:

- Place banner ads where mature Millennials and female HHs search for Olympics information. These ads link to “Go For Your Gold” quizzes (trivia about current and returning Olympic athletes) that result in an in-store coupon. Question examples could be:
 - How many times has Usain Bolt participated in the Olympics?
 - How many Olympic medals did Michael Phelps win in the 2012 Olympic Games?
- Post-quiz messaging could be, “You only got 2 out of 3 right, but at Circle K, everyone wins Gold!” Shoppers receive a downloadable or mobile in-store coupon.
- Continue to push out social/mobile reminders to shoppers who have taken the quiz to drive awareness of Coke/Powerade offers.
- Create a possible “BOGO” frame for the CircleK.com home page carousel.

AT PUMP:

- Olympics-themed signage features bulk packs (Coke 12-packs and 2-liters, Powerade 6-packs) to drive in-store traffic and IRC awareness.

All tactics will provide flexibility for Circle K store participation.



GO FOR YOUR GOLD – HOW IT WORKS

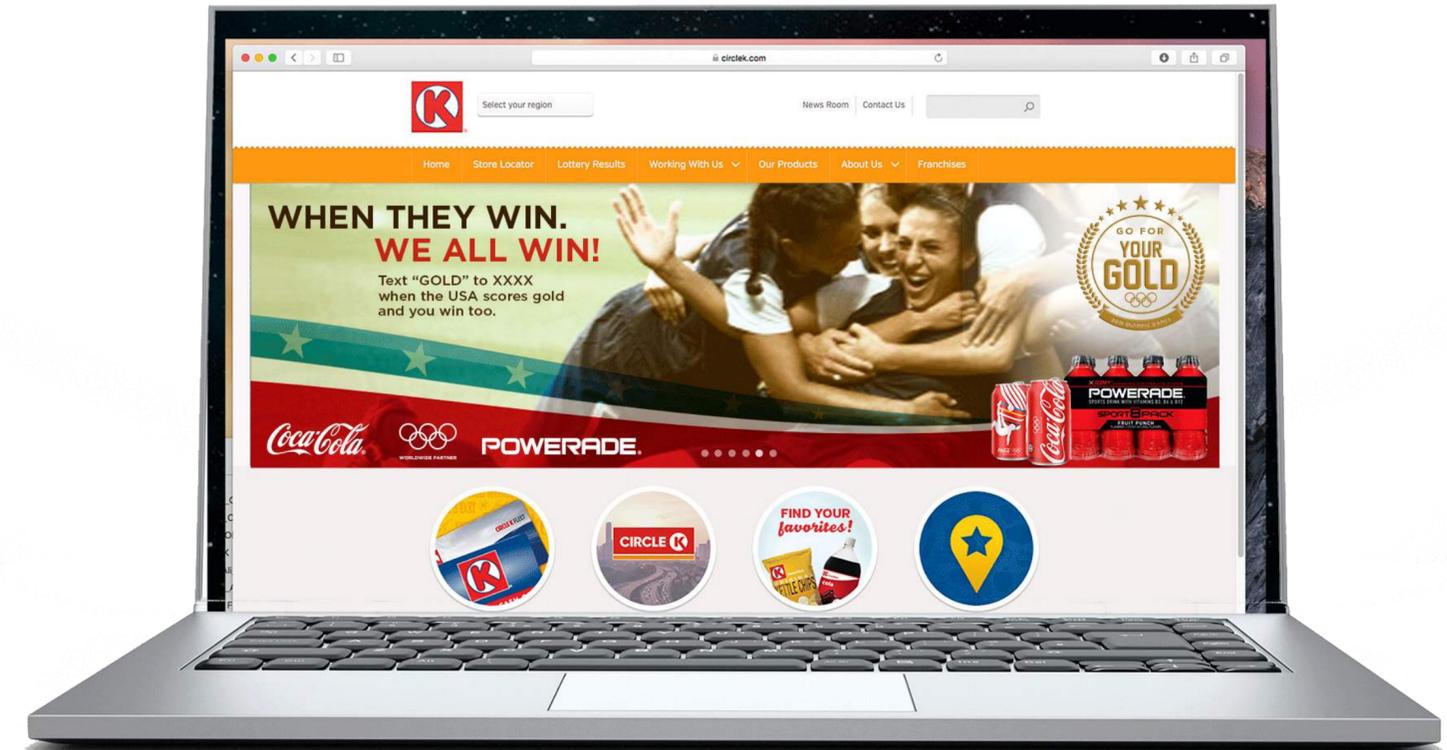
IN STORE:

- Non-refrigerated bulk pack display resembles an Olympic-branded podium. Messaging reminds shoppers to stock up for the Olympics and take the online quizzes.
- Shoppers take a picture of the Circle K SnapTag® from signage, cooler clings and displays, text it to “CKGOLD” and receive an IRC or instant win.



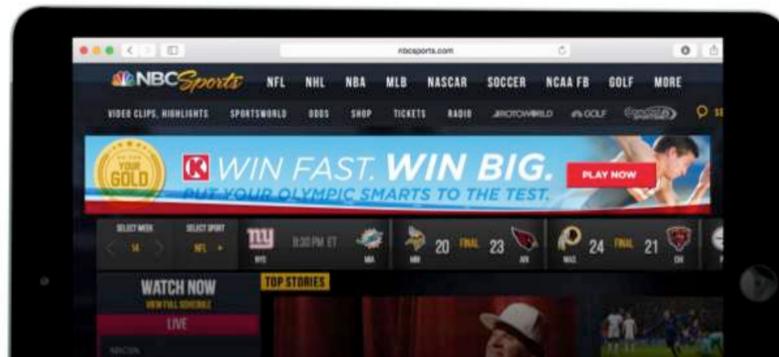
POST SHOP:

- Millennial-focused social and banner ads push out new quizzes that result in an in-store coupon/return visits.
- Using Circle K's current "text for SMS coupon," we encourage shoppers text "GOLD" to XXXX when USA wins a Gold Medal and they get a BOGO via SMS.



GO FOR YOUR GOLD - THE PATH TO PURCHASE

Strategic “Sweet Spot”: Engage the Circle K shopper with offers that feed into their time-saving mission and gets them home faster to watch the Olympics with family and friends.



PRE-STORE

Banner ads link to online quizzes, in-store coupons.

Push out reminders for Coke/Powerade for the days' events.

Add a BOGO slide to Circle K homepage carousel.

OFFER: Digital (drink/Circle K proprietary food item) combo coupon to drive in-store traffic.



AT PUMP

Olympics-themed signage features bulk packs to drive in-store traffic, IRC awareness.

OFFER: IRC/Instant Win offer to drive shopper into the store.



IN STORE

SnapTag signage options.

Olympic podium bulk pack displays.

OFFER: IRC/Instant Win offers to drive transactions and increase basket.



POST SHOP

Social posts and online advertising during Olympics.

Banner ads push out new quizzes, incentivize with in-store coupons to drive return visits.

Use existing “text for SMS coupon” technology.

OFFER: Use existing CircleK text code option to offer BOGOs to drive future consumption.

All tactics will provide flexibility for Circle K store participation.

GO FOR YOUR GOLD – WHY IT WORKS

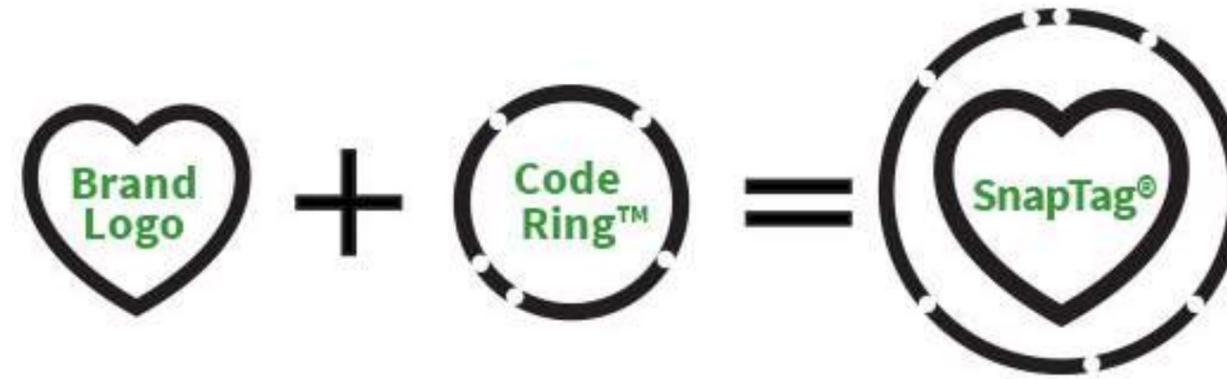
- Captures Olympic spirit in a fun, engaging way throughout the campaign, leverages interest in the Games and athletes.
- Drives trips and incremental basket with enticing, flexible promotional offers which can be geo-targeted and updated throughout promotion.
- Provides user-friendly technology which enables easy participation (see SnapTag[®] page for technology detail).



SnapTag®

WHAT is SnapTag:

SnapTag mobile barcodes connect brand marketers to every aspect of the marketing journey, from traditional media to social networks. It turns a simple logo into a successful mobile marketing campaign.



WHO can use SnapTag vs QR Codes

Anyone with a camera phone or a smartphone can activate SnapTag mobile barcodes to instantly access content, special offers, purchase opportunities and more.

Consumers simply snap a photo of the SnapTag mobile barcode and text it to a designated code.

With SnapTag you can reach more people, quicker and easier.

90% of US adults have a cell phone. But only 58% of those are smartphones that can use a QR code.

Guess what? A QR Code requires a smartphone.

That means 32% of cell phone users are out of luck with a QR Code. SnapTag mobile barcodes can be used by anyone with a simple camera phone.

SNAP! Now we're talking to 80% of adults with cell phones! For more details please on SnapTag, please defer to link below.

<http://www.spyderlynk.com/snaptags-vs-qr-codes/>

Source: 2015 spyderlynk.com

Feature	SpyderLynk SnapTag	The QR Code
88% of mobile phones allow access with a camera	YES	NO (Only 13% of consumers have downloaded a QR Code reader)
Works with any Camera Phone, Apps Available for iPhone & Android	YES	NO (QR Codes require apps downloaded to a Smartphone)
Proprietary Closed-Loop System	YES	NO (Open Source Technology Available to Anyone)
Robust marketing platform enables multi-channel campaigns with functionality and sophistication	YES	NO (Triggers a single action, usually connecting consumers to a URL)
SnapTag & campaign development costs are bundled together. NO website required!	YES	NO (Even though generating a QR code is free, developing the marketing campaign and mobile website is NOT)
SnapTags allow you to brand your message	YES	NO (Limited space available for branding)

Both SnapTags and QR Codes Enable:

- Mobile Activation:** On demand marketing channel for accessing content and information
- Geolocation:** Determine location where code was scanned

ONLY SnapTags Feature:

- Dynamic Response:** Variable responses based on consumer behavior & campaign parameters
- Enable Social Networking:** SnapTags can activate a "like" & allow marketers to offer incentives at the same time
- Easy to Update:** Can frequently change response content & URLs via self service platform
- Complex Analytics:** Standard insights include number of snaps, user, repeat usage, & opt-ins. Extensive customization possible.
- Database Building:** Opt in simple keyword response
- Reusable:** Content can be revisited on phone or Snap Reader library

Important Statistics:

- 90% of American adults own mobile phones**
- 88% of mobile phones have a camera***
- 58% of mobile consumers in the US own a smart phone***
- 47% of consumers have used their mobile device to scan a QR Code****
- 25% of the US's top 100 advertisers have used a SnapTag****
- 45% of global marketers planned to use QR Codes last year**

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NEXT STEPS

NEXT STEPS

- Share feedback



APPENDIX

SHOPPER NEEDS

AS A COKE DRINKER (who purchases most):

- Busy, on-the-go Millennials who are looking for immediacy, engagement and authenticity
- Value and convenience seekers
- Loves social gatherings with friends and family

AS A RETAIL SHOPPER (consumer target):

- Mature Millennial male who works hard for his family
- Female head of household who is the primary shopper for the family
- On the go and time starved
- Motivated by impulse purchases and value — 33% of trips are unplanned
- Digitally savvy and uses the internet as a tool

CIRCLE K TRIP MISSION AND BEHAVIORS:

- Circle K provides a friendly environment and ease the shopper wants (fuel/food/beverage)
- Will often shop on way home to pick up a quick snack/beverage or look for a purchases in-between grocery store trip — 35% Grab & Go
- Value convenient and time saving solutions



CIRCLE K SHOPPER NEEDS

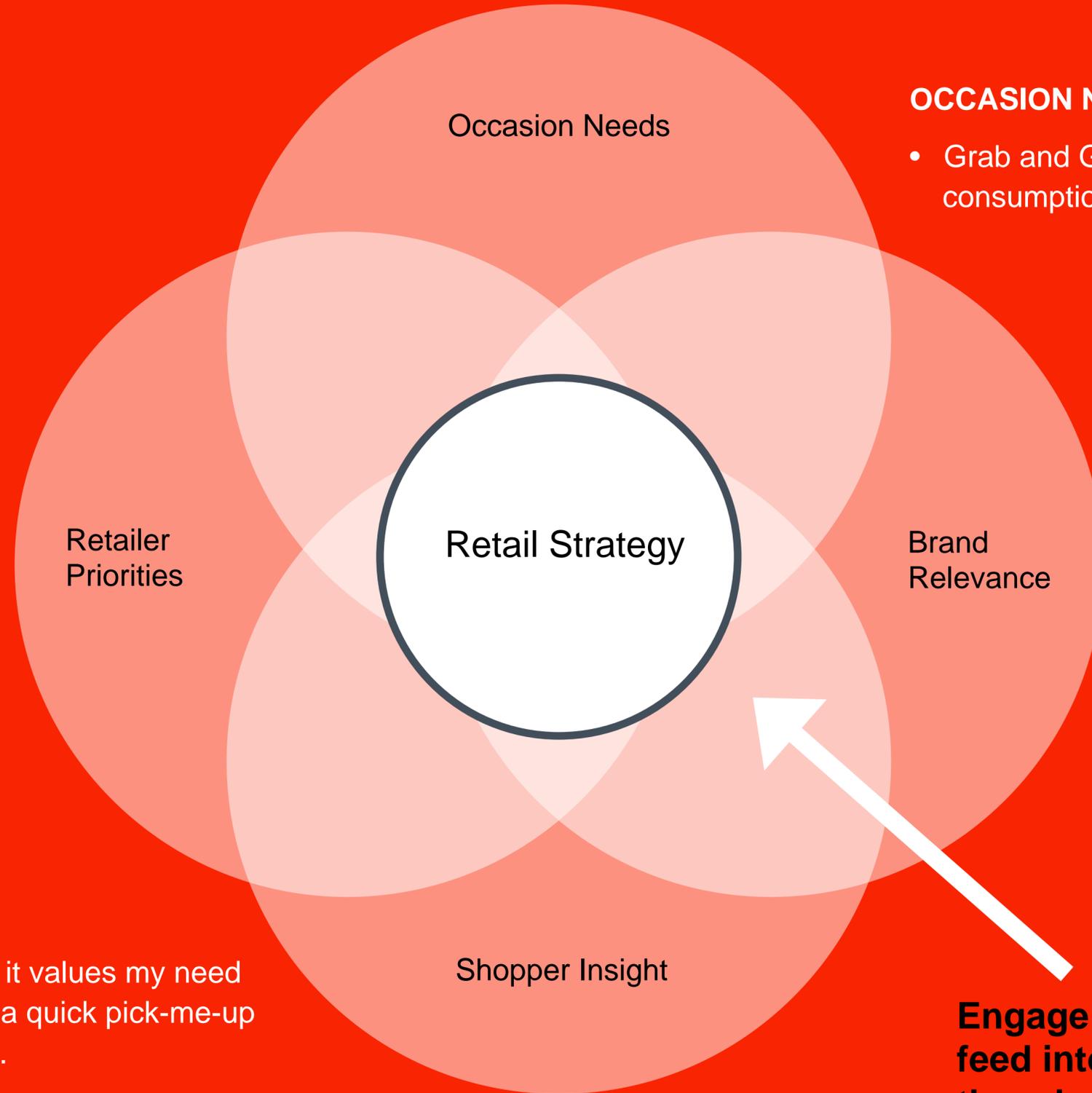
RETAIL STRATEGY

RETAILER PRIORITIES:

- Make their customers life a little easier every day—"Let's Make It Easy" is their mission
- Drive brand recognition and loyalty with special offers
- Drive incremental basket
- Be seen as part of their local community
- Provide flexible marketing solutions across all regions

SHOPPER INSIGHT:

- I like Circle K because it values my need for speed when I want a quick pick-me-up for myself or my family.



OCCASION NEED:

- Grab and Go (for immediate consumption or to take home)

BRAND RELEVANCE:

- The brand stands for positivity. Coke can inspire everyone to have his or her very own GOLD moment.

Engage the Circle K shopper with offers that feed into their time-saving mission and gets them home faster to watch the Olympics with family and friends.

CREATIVE CONCEPTS

THANK YOU

