

2023 CASTROL PROMOTIONS 2.0

Revised 5/11/23



AGENDA



- 2023 Promotions
- Promotion Calendar / Timing
- Allocation
- Costs
- Payment
- Ordering Process
- Questions



2023 PROMOTIONS



- Your Choice
 - Amazon.com
 - Walmart.com

- Soccer Ball
 - Premier League

- Castrol Hat
 - Better Quality

- Bounce Back
 - Multiple Products



PROMOTIONAL CALENDAR



2023 JAN	2023 FEB	2023 MAR	2023 APR	2023 MAY	2023 JUN	2023 JUL	2023 AUG	2023 SEP	2023 OCT	2023 NOV	2023 DEC	2024 JAN	2024 FEB
Order Deadlines		Castrol Your Choice Order Between 3/3 - 3/15		Castrol Soccer Ball Order Between 5/1 - 5/31			Castrol Hat Order Between 8/1 - 8/31		Castrol Bounce Back Order Between 10/1 - 10/31				

Promotions	Your Choice Promotion	Soccer Ball Promotion	Castrol Hat Promotion	Bounce Back Promotion
	Starts 4/1/23 Ends 6/30/23	Starts 7/1/23 Ends 9/30/23	Starts 10/1/23 Ends 11/30/23	Starts 12/1/23 Ends 2/29/24
	<p>YOUR CHOICE OF A \$15 GIFT CARD</p> <p>WHEN YOU PURCHASE A CASTROL PREMIUM OIL CHANGE 4/1/23 - 6/30/23</p>	<p>SCORE YOURS</p> <p>Get a Castrol Premium Oil Change and receive your FREE Castrol Premier League Soccer Ball</p> <p>Official Partner</p>	<p>FREE</p> <p>Get a FREE hat with the purchase of a Castrol Premium Oil Change</p> <p>Valid 10/1/23 - 11/30/23</p>	<p>SAVE UP TO \$15</p> <p>On your next Castrol oil change.</p> <p>\$15 \$10 \$5</p>



ALLOCATION



➤ CPLE

- Receives all four at no cost
- Automatically receives
- Trade Marketing pays

➤ CAS

- ASM places order
 - ✓ Deluxe receives one at no cost
 - ✓ Elite receives two at not cost
- Trade Marketing pays

➤ Other Castrol Accounts

- ASM can order
- Payment with points or MDF



YOUR CHOICE PROMOTION



- Order Window: **3/3/23 - 3/15/23**
- Promotion Runs 4/1/23 – 6/30/23
- Costs
 - 1,000 Tear sheets (20 pads) - \$460 OR 46,000 Points
 - 2,000 Tear sheets (40 pads) - \$920 OR 92,000 Points
 - 3,000 Tear sheets (60 pads) - \$1,380 OR 138,000 Points

YOUR CHOICE OF A \$15 GIFT CARD

WHEN YOU PURCHASE A CASTROL® PREMIUM OIL CHANGE
Valid 4/1/23 – 6/30/23

The graphic displays four bottles of Castrol motor oil: GTX All-Season, EDGE High-Mileage, EDGE Multi-Grade, and EDGE Full-Synthetic. To the right, a choice between a Walmart gift card and an Amazon gift card is shown, with the Amazon card labeled '\$15'.



SOCCER BALL PROMOTION



- Order Window: **5/12/23 – 5/31/23**
- Promo Kits Ship: 6/15/23 – 6/30/23
- Promotion Runs 7/1/23 – 9/30/23
- Costs

- 250 Tear Sheets (5 pads) - \$150 OR 15,00 Points
- 500 Tear Sheets (10 pads)- \$300 OR 30,000 Points
- 750 Tear sheets (15 pads) - \$450 OR 45,000 Points
- 1,000 Tear sheets (20 pads) - \$600 OR 60,000 Points
- 1,500 Tear sheets (30 pads) - \$900 OR 90,000 Points

SCORE YOURS

Get a Castrol Premium Oil Change and receive your **FREE** Castrol Premier League Soccer Ball

Offer valid from July 1 - September 30, 2023, while supplies last

Castrol GTX Castrol EDGE Castrol EDGE Castrol EDGE

Premier League Official Partner Castrol



HAT PROMOTION

- Order Window: **8/1/23 – 8/31/23**
- Promo Kits Ship: 9/15/23 – 9/30/23
- Promotion Runs 10/1/23 – 11/30/23
- Costs
 - 250 Tear Sheets (5 pads) - \$150 OR 15,00 Points
 - 500 Tear Sheets (10 pads)- \$300 OR 30,000 Points
 - 750 Tear sheets (15 pads) - \$450 OR 45,000 Points
 - 1,000 Tear sheets (20 pads) - \$600 OR 60,000 Points
 - 1,500 Tear sheets (30 pads) - \$900 OR 90,000 Points



BOUNCE BACK



- Order Window **10/1/23 – 10/31/23**
- Promo Kits Ship 11/15 – 11/30
- Promotion Runs 12/1/23 – 2/29/24
- Costs
 - 250 Tear Sheets (5 pads) - \$215 OR 21,500 Points
 - 500 Tear Sheets (10 pads)- \$430 OR 43,000 Points
 - 750 Tear sheets (15 pads) - \$645 OR 64,500 Points
 - 1,000 Tear sheets (20 pads) - \$860 OR 86,000 Points
 - 1,500 Tear sheets (30 pads) - \$1,290 OR 129,000 Points



PAYMENT



- Other Accounts
 - Pay with eXtra points
 - Pay with MDF

- eXtra Points
 - Zafer will get payment to Arrowhead

- MDF
 - Arrowhead will send invoice to ASM and DBM

- CANNOT split between Points and MDF



ORDERING PROCESS

UPDATED

- Select your account and look for an opportunity associated to the account (could have any status)
- Within the opportunity click on the related tab
- Scroll down to CVP offers
- Click on New

The screenshot displays the Castrol Sales CRM interface for an opportunity named "Redi Lube - Jay Kinser". The account name is "REDI LUBE GARAGE LLC", the close date is "7/6/2020", and the amount is "USD 46,670.00". The opportunity owner is "Robert Valenti". The status is "Closed - Won".

The "Related" tab is active, showing the following sections:

- Opportunity OEMs (0) [New]
- Notes (0) [New]
- Opportunity Team (1)

Team Member	Member Role
Robert Valenti	Opportunity Owner

[View All]
- New Builds (0)
- Competitive Pricing Entry (0)
- CVP Offers (0)** [New]
- Opportunity Field History (0)

The "CVP Offers (0)" section is highlighted with a red dashed box, and a red arrow points from this section to the "New" button. The "Activity" panel on the right shows filters for "Only show activities with insights" and "Filters: Within 2 months • All activities • All types".



ORDERING PROCESS



➤ Click in the Customer Response Field, and choose “interested”



New Opportunity Offer

Information

Opportunity Offer Number

*Opportunity
Speedy Lube of Colonia

Date Presented

*Offer
Search Offers...

Customer Response
Interested

Notes
Salesforce Sans 12

Cancel Save & New Save



ORDERING PROCESS



- If you do not see Soccer Ball in the list, start typing and it will come up

New Opportunity Offer

Information

Opportunity Offer Number

* Opportunity
v1

Customer Response ⓘ
--None--

Date Presented ⓘ

* Offer
Your Choice

Q "castrol" in Offers

- Castrol i-Learning
- Castrol Online Training
- Castrol University
- Castrol SFX Oil Filter

Notes

Cancel Save & New Save



ORDERING PROCESS



- All available options listed
- Choose if you are paying with
 - MDF Funds
 - Points
- Select the number of tear sheets
- System shows limited lists
 - Type in “Soccer Ball promo MDF” to see last options

New Opportunity Offer

Information

Opportunity Offer Number

*Opportunity
Redi Lube - Jay Kinser

Date Presented

Customer Response
Interested

*Offer
SOCC

- Show All Results for "socc"
- Soccer Ball Pomo Points 250
- Soccer Ball Pomo Points 500
- Soccer Ball Pomo Points 750
- Soccer Ball Pomo Points 1,000
- Soccer Ball Pomo Points 1,500

Notes

Salesforce Sans 12

Cancel Save & New Save



QUESTIONS?

