



VALVOLINE PROFESSIONAL SERIES

**DRIVES**



# Digital Couponing

## How does this benefit my business?

The Valvoline™ Drives consumer promotion is designed to increase traffic to your stores and help you retain those customers.

## What are the main features & benefits?



### Increase Traffic

Consumers will see a compelling call to action with the chance to WIN UP TO \$75 OFF A VALVOLINE MAINTENANCE SERVICE or Valvoline discounts. Valvoline provides digital assets to help you promote this offer on social media and other platforms.



### Customer Retention

Every consumer who plays will WIN a digital Valvoline coupon to use on their next visit which will drive them back to YOUR location.

Valvoline Drives also allows you to add custom coupons to your individual Drives URL.

Valvoline Drives keeps consumer coupons top of mind with periodic email reminders and/or text messages. Consumer coupons are valid for 180 days.

Reminders are sent as their coupon nears expiration at the following intervals:

- 90 DAYS FROM COUPON ISSUED DATE – 3 MONTHS LEFT!
- 120 DAYS FROM COUPON ISSUED DATE – 2 MONTHS LEFT!
- 150 DAYS FROM COUPON ISSUED DATE – 1 MONTH LEFT!
- 165 DAYS FROM COUPON ISSUED DATE – 15 DAYS LEFT!



*Encourage your consumers to add their coupon to their mobile device's wallet application to receive notifications when they are near your store.*



### Increase Your Sales

Consumer coupons are redeemable for either Valvoline system treatments or Valvoline maintenance services on the customer's next visit to help bring them back to your location for service.

## How do I sign up?

Contact your Valvoline Sales Representative to get started! Let them know which point-of-sale materials you would like to display in your store.

### Elements Available:

- Game Card (VPS-0714)
- Poster (VPS-0725)
- Banner (VPS-0726)
- Counter Laminate (VPS-0727)
- Counter Card/Easel Back (VPS-0728)
- Curb Sleeve (V-10963)
- Tire Stack (V-10964)

**Period: Feb. 1, 2021 – Dec. 31, 2021**

Pre-enrollment deadline: Nov. 24, 2020

CY21-39009-06

# How do I successfully execute this program?

## Consumers

### **REWARD and RETAIN –**

Provide each consumer with a Valvoline game card that contains a unique game code that can be used to play Valvoline Drives. Consumers then text the scratch off game code or “Revive” to 59948. When they play the game, they WILL WIN a Valvoline discount to use on their next visit.

### **DRIVE TRAFFIC –**

Drive customers to your location by sharing your unique URL or promotional code allowing them to obtain Valvoline discounts before they visit.

### **REWARD and RETAIN –**

When consumers redeem a coupon, they can return to the Valvoline Drives game for another chance to win up to \$75 off a Valvoline maintenance service on their next visit.

## How Do Consumers Redeem?

*Consumers redeem a digital coupon in one of two ways:*

**Mobile Device Method (preferred):** Consumer presents their digital coupon from their mobile device and taps the “Use Coupon Now” button. The Service Provider then validates the coupon, and provides a discount to the consumer.

**Printed Method:** Consumer presents a coupon printed from their account. The Service Provider provides a discount to the consumer.

## Service Providers

When you receive your Valvoline Drives Point-of-Sale kit, be sure to display materials in and out of store and encourage customers to play! Promote the offer on your website, social media platforms and other forms of media (see Elements Available).

## Service Provider Reimbursement Process

**Digital Coupon:** Service Providers are reimbursed for the full value of digital coupons, redeemable on either a Valvoline system treatment or Valvoline maintenance service. Refer to the Valvoline Drives Installer Guide for detailed reimbursement instructions.

## Extra Rewarding

Valvoline has partnered with SiriusXM to bring your consumers a FREE 3-month trial\* once they win a Valvoline Drives discount. After a consumer plays and wins a prize and enters their registration information, they will have an opportunity to claim the FREE trial\*.

*\*Non-qualifying vehicles include those with active or recently active SiriusXM Satellite Radio service subscriptions or trials.*



Questions about the reimbursement process or status? Please call 1-800-652-5287, Monday through Friday 8AM-5PM CST.

