

ONE HALF 'MAKE MONEY' NOTE INSIDE

OVER 1 MILLION PRIZES TO BE WON



**COLLECT
BOTH HALVES
TO MAKE A
COMPLETE NOTE**



**YOU CAN
WIN £10,000,
£1,000, £100,
£10, £1 or 50p**

NO PURCHASE NECESSARY

BEND AND TEAR OFF

RETAIL PETROL MARKET



After the destructive price wars of the early '80's, recently petrol prices have become more stable. But in this very competitive

market, we all know we can't stand still and that we must adapt to new circumstances, as price is only one element in the marketing mix.

The outlook for the retail petrol market is promising. The market for new cars is resilient; the car population is still growing; and consequently the prospects for petrol sales are encouraging.

We in Shell want to ensure that our Retailers benefit from these opportunities by capitalising on the Shell brand in a way which will appeal to motorists, bringing them onto your forecourts to our mutual benefit.

Jointly we will be able to offer motorists quality products at fair prices and with fun at the point of

purchase which will ensure that Shell remains the first brand their minds turn to when they need petrol.

YOUR CUSTOMERS

Your customers look for satisfaction when they drive into your Shell station. In addition to quality products at fair prices they want to buy at times convenient to themselves from well-presented sites with clean forecourts employing friendly staff properly dressed in smart uniforms.

In a word they want VALUE.

We intend to ensure that your customers know that Shell understands what it is to be a motorist today and that the Shell network is best placed to satisfy their needs.

PROMOTION

To that end we are launching a national advertising campaign on television, in the press and on local radio to support our first national promotion for over a decade, designed to provide additional incentives to motorists to visit Shell sites for repeat purchases.

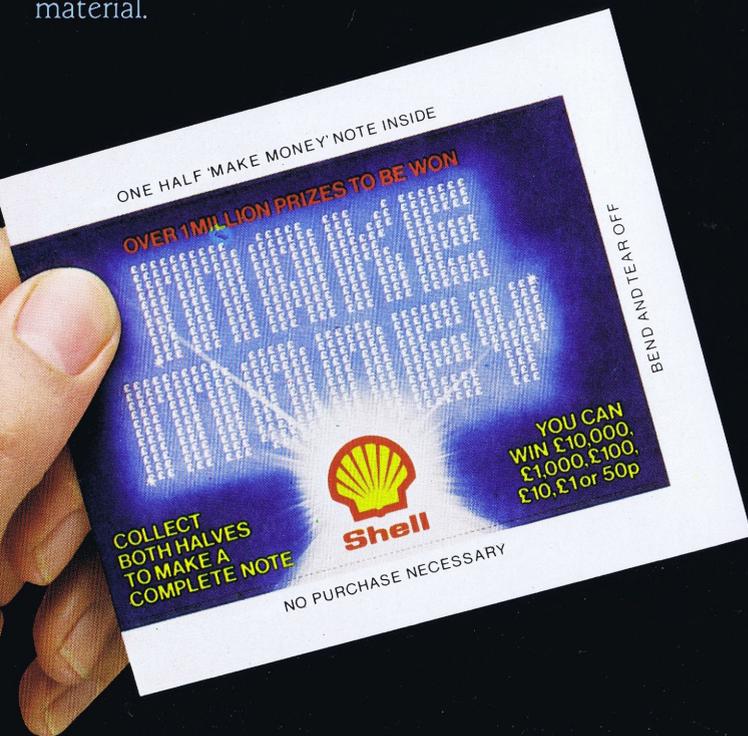
This presenter will show you how this promotion works. It's a unique opportunity for us jointly to secure our position at the front of the petrol industry. And what better way to start than by offering your customers the chance to participate in our fabulous 'Make Money' game. The details of this outstanding promotion are contained in the following pages, and when you have read them, I am confident you will agree that we have developed a promotional opportunity for all associated with the Shell brand to benefit. Success can be maximised only by the wholehearted support of you, the Retailer, and all your staff: I am confident we can count on the high level of commitment required on your site to ensure success for you and for Shell.

J. A. Smeddle
Sales Manager
Shell U.K. Oil

'MAKE MONEY'

NATIONAL PROMOTION

This is the biggest promotion ever mounted by Shell and our first national promotion for 10 years. MAKE MONEY will run for a planned 10 weeks from 13th February 1984 at all participating Shell stations in the UK. It has a massive cash Prize Fund and is supported by nearly £1 million of TV, Press and Radio Advertising and Point of Sale material.



THE 1966 PROMOTION

Back in 1966 we ran a very famous promotion called MAKE MONEY. It was certainly the most successful national promotion we had ever mounted and has come to be seen as one of the classic promotions of all time.

The promotion then was based on the principle of matching two half-notes of the same denomination to win a cash prize of up to £100. And it certainly worked. It caught the popular imagination at the time, provided a dramatic increase in volume at all Shell retail outlets, and even created a flurry of activity in the classified sections of the national press as consumers sought to match half-notes.

But '66 was a different era. It was the time when the Beatles were in full swing, England was busy winning the World Cup, many families were still saving up for their first TV or motor car, package holidays were just starting, and the possibility of discovering oil beneath the North Sea was only a dream. And, in retailing, the idea of self-service was just a thing of the future.

A lot has changed since then. Most families now own their own homes, have at least one car, frequently take their holidays abroad, and generally have become much more sophisticated in their tastes, lifestyles and expectations.

So for MAKE MONEY in 1984 we've maintained the basic principle of the '66 promotion but given it a relevance to the mid '80's.

MAKE MONEY IN 1984

UNIQUE GAME PIECE

A promotion on this scale has many facets but MAKE MONEY depends, ultimately, on the success of the game piece itself.

Each game piece contains half a 'MAKE MONEY note'. And because we're printing a lot of 'MAKE MONEY notes' the game piece had to meet a number of practical requirements as well as to pass the most strict security tests.

It's taken a great deal of development but we now have a secure, self-contained game piece.

CASH PRIZES UP TO £10,000

There are six prize denominations to be won. The Minor Prizes are 50p, £1 and £10. The Major Prizes are £100, £1,000 and £10,000.

There are over 1 million prizes to be won in all.

You can imagine that the mathematics involved in this promotion are complex. But the 1 million prizes involved, together with random seeding, should ensure an even distribution of prizes nationally. This, we believe, is not only fair to the consumer and fair to you but will also help to maintain the momentum of the promotion at all Shell stations.

10 WEEK PROMOTION

'M' Day is Monday, 13th February. That's the day MAKE MONEY with Shell hits the streets of Britain.

The promotion is planned to last 10 weeks

WITH SHELL



to Sunday, 22nd April although consumers will still be able to claim both Minor and Major Prizes until Sunday, 21st June.

We know this promotion will be successful. The only imponderable is 'how successful will it be.' The promotion has been clearly planned to last 10 weeks. Depending on public response, however, it may become necessary to extend or curtail the duration.

POWERFUL POS SUPPORT

You certainly understand the value of strong POS support on the forecourt. And you've got just that for MAKE MONEY. There are many items of direct, informative but stylish POS that will attract the motorist and look good on your forecourt.

MASSIVE ADVERTISING SUPPORT

If you're going to run a promotion of this kind there can be no half-measures – you do it properly or you don't do it at all. And, as you well know, Shell likes to do things properly! So to support the MAKE MONEY promotion there's the best part of £1 million in advertising support – a national TV campaign and full page ads in every popular national daily to launch the promotion, plus four weeks of peak drive-time radio advertising.

That's a lot of advertising. But we believe it's vital to communicate the promotion as strongly as possible at launch and then to support it throughout its planned 10-week duration so as to maintain the interest and momentum. We're confident the MAKE MONEY campaign will achieve this.



WHAT'S IT ABOUT? The Customer must find two matching halves of a complete MAKE MONEY note, i.e. a left-hand and a right-hand half-note of the same denomination, and then makes money. There are six denominations – 50p, £1, £10, £100, £1,000 and £10,000 – and over 1 million prizes to be won.

1 MILLION PRIZES There are over 1 million prizes to be won in all. There is no limit to the number of prizes any Customer can win provided he presents one right-hand and one left-hand half to make one whole note of the same denomination.

7 WINNERS A DAY ON YOUR FORECOURT A Shell station participating in the promotion should overall have 7 winners a day, 7 days a week, averaged out over the whole period of the promotion.

HOW PRIZES ARE WON A motorist can claim the relevant prize value if he collects one left-hand and one right-hand half which combine to make one complete note of the same value.

PAYING OUT PRIZES

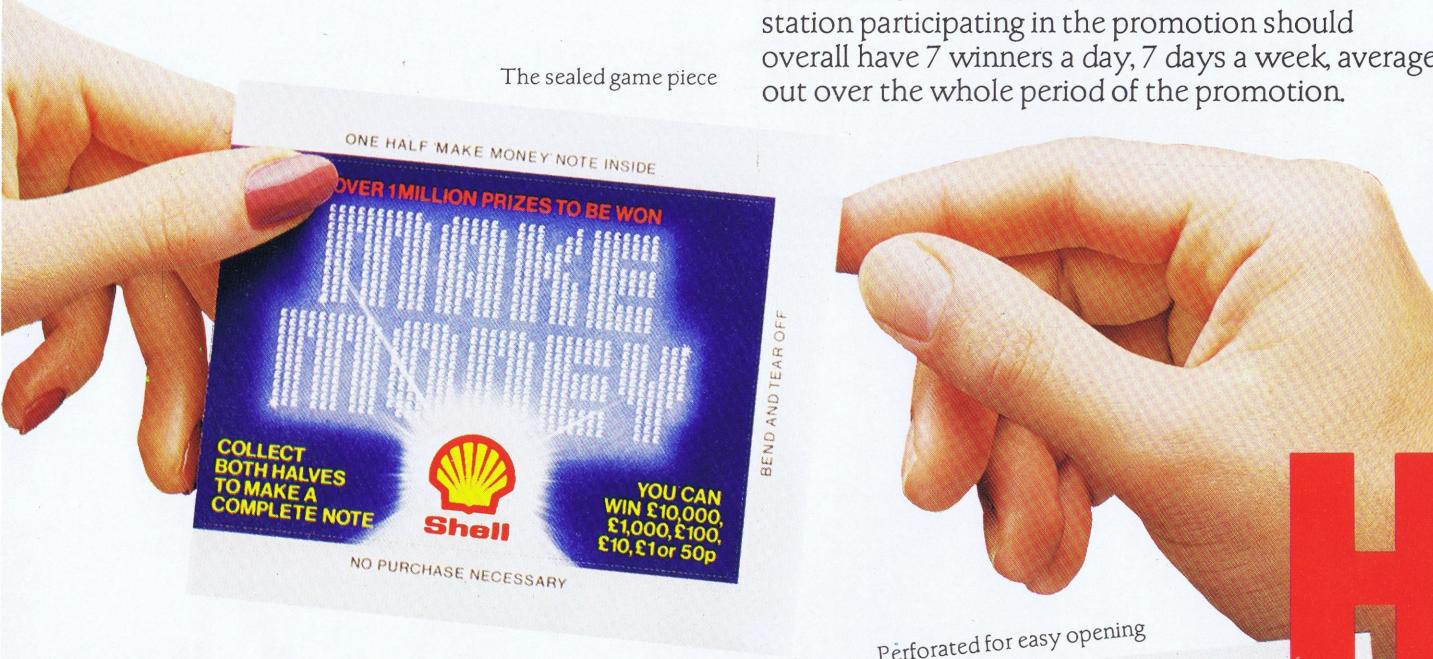
Minor Prizes

The Minor Prizes are those of £10 or less, i.e. £10, £1 and 50p. YOU MUST PAY OUT ALL MINOR PRIZES ON SITE IMMEDIATELY ON PRESENTATION OF A CORRECTLY MATCHED, COMPLETE NOTE OF 50p, £1 OR £10.

Major Prizes

The Major Prizes are those of £100 or more, i.e. £100, £1,000 and £10,000. CLAIMANTS FOR MAJOR PRIZES MUST SEND AWAY BY REGISTERED POST. UNDER NO CIRCUMSTANCES MUST YOU PAY OUT ANY MAJOR PRIZES.

The sealed game piece



HOW IT

THE GAME PIECE All packs contain 2,500 game pieces. You must use the Red Starter Pack first.

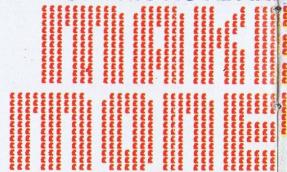
Each game piece consists of a sealed envelope containing one left-hand or right-hand MAKE MONEY half-note. All game pieces are identical except for the money value shown in words and numerals on the note itself.

GIVING OUT GAME PIECES You must give out one game piece (and only one) to the driver of any motor vehicle, including motorcycles, per visit, per day.

THERE IS NO PURCHASE QUALIFICATION – THIS IS A LEGAL REQUIREMENT AND MUST BE COMPLIED WITH AT ALL TIMES.



FIND THE OTHER HALF OF THIS NOTE AND



OVER 1 MILLION PRIZES

10 SECURITY CHECKS We're printing millions of MAKE MONEY notes so it's important they are completely secure. They've been examined by experts who are satisfied as to the security procedures that have been incorporated –

1. Each note is completely sealed (but perforated to allow simple opening).
2. The design of the half-note uses pastel colours which are the most difficult to copy.
3. The inside front cover incorporates a special design and printing technique to avoid 'see-through' to the half-note.
4. The reverse of the half-note is printed in silver to avoid 'see-through' from the outside.
5. All game pieces are identical, except for the money value shown in words and numerals on the note itself.
6. One half-note of all Minor Prizes contains a

special 'fugitive' ink beneath the small Shell symbol printed in black in the bottom corners of each half-note.

One black Shell symbol will smear a different colour when moistened –
 50p prizes will smear Blue
 £1 prizes will smear Yellow
 £10 prizes will smear Red.

7. All claimants must complete their name, address and vehicle registration number on the reverse of both half-notes to claim a prize.
8. There are additional security devices built into the design of the notes – these are our final validity checks and a safely-guarded secret.

CHECKING INSTANT WINNERS Before you pay out the Minor Prizewinners on site, there are just 3 instant checks you need make –

1. Check that both left-hand and right-hand half-

notes do match to make one complete note of the same value, i.e. 50p, £1 or £10.

2. Check the colour smear test on the Shell symbol printed in black.
3. Check the claimant has completed his details on the back of both half-notes.

Then pay out 50p, £1 or £10 in cash and place the two half-notes in the cash till as part of your shift takings.

A more detailed procedure and information sheet for participation in the promotion and paying out Minor Prizewinners is included as part of your Starter Pack of game pieces.

UNDER NO CIRCUMSTANCES

1. Must you redeem ANY MAJOR PRIZES, i.e. £100, £1,000 or £10,000.
2. Must you redeem ANY MINOR PRIZES AFTER 21st JUNE 1984 which is the Closing Date for Claims.

YOU ARE NOT ELIGIBLE All Employees of Shell, its agencies and suppliers involved in this promotion, and YOU, YOUR STAFF AND FAMILIES, are expressly excluded from participating in this promotion.

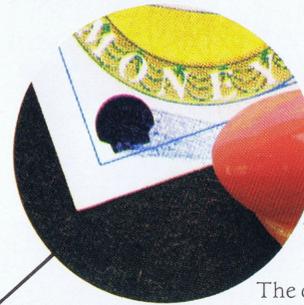
THE FULL RULES The game piece contains condensed rules only. Full Rules will be included with each Starter Pack, which must be displayed in a prominent position where they can be read by motorists. This is a legal requirement.

WORKS

The half-note revealed



A winning 50p note



The colour smear test

ALL CLAIMANTS MUST FILL IN HERE: I agree to abide by the promotion rules and instructions and claim a £_____ cash prize. PLEASE COMPLETE IN BLOCK CAPITALS USING A BALLPOINT PEN

NAME _____
 ADDRESS _____
 TOWN _____ POSTCODE _____
 VEHICLE REGISTRATION NO. _____

RULES
 1) NO PURCHASE NECESSARY.
 2) HOW TO PLAY: Each promotional piece opens up to reveal one 'Make Money' half-note which may match left and right half of the same denomination) with other half-notes (obtained from any participating Shell site). There are 6 denominations: 50p, £1, £10, £100, £1,000 and £10,000. All claims must consist of both relevant matching half-notes.
 3) HOW TO CLAIM: Enter required details legibly, using ballpoint pen, in spaces provided on both half-notes which make up the complete match. Then for MINOR PRIZES (£10 and under) claim only at a participating site. MAJOR PRIZES (£100 and over) can be claimed only by registered post, enclosing a stamped SAE to Shell 'Make Money', c/o Mrs. Susan Green, Romchurch, Essex RM11 2JX. All claims must be received by 21st June 1984; cheques sent (subject to prize verification) within 28 days of receipt of claim. Full rules may be seen at participating sites or are available, on request, from above address as are lists of Major Prizewinners.
 4) Claims not accepted if either or both half-notes are defective, tampered with, misprinted, multi-printed, miscut, damaged or defaced, or not printed for use in this promotion. Liability for any defective, misprinted, multi-printed or miscut half-note will be limited to the issue of a fresh sealed promotional piece.
 5) No correspondence entered into. Proof of posting not accepted as proof of receipt. All promotional pieces submitted for verification become sole property of Shell UK Limited and cannot be returned.
 6) Employees of Shell UK Limited, its agencies and suppliers for this promotion, staff at participating sites, and their immediate families, are not eligible to participate.

NO PURCHASE NECESSARY
 SHELL UK LIMITED 1984. ALL RIGHTS RESERVED

Condensed rules and space for claimant's details on the back.

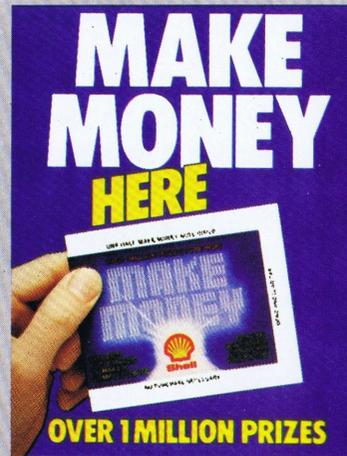
POWERFUL P.O.S. SUPPORT

All participating sites will receive a full POS kit with their delivery of game pieces including the Starter Pack. The POS must be used as indicated so that all Shell sites benefit from the strong POS presence visible in every participating Shell station nationally.

All Point of Sale material must be in situ for 'M' Day – Monday, 13th February. It must not be put up any earlier than Sunday night, 12th February.

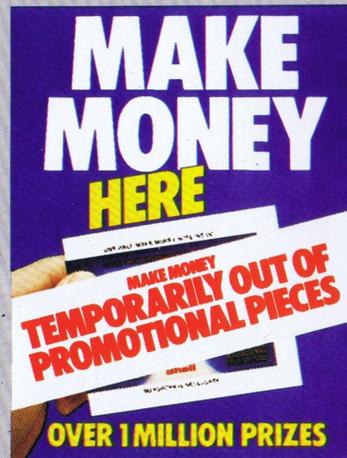
Freestanding Sign

45" x 35" paper poster advertising the promotion to passing motorists. This is a key item and should be positioned as advantageously as possible so as to encourage the motorist to stop at your site and MAKE MONEY.



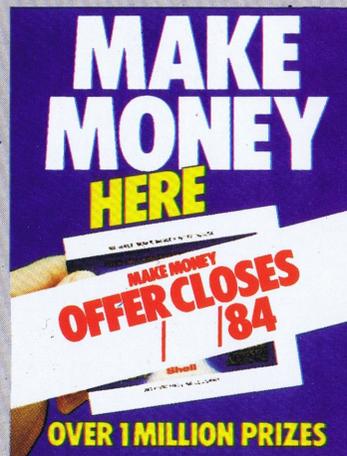
Flash Sticker 1.

If you should run out of game pieces temporarily you must flag the fact to your customers by oversticking this self-adhesive flash on the 45" x 35" sign.



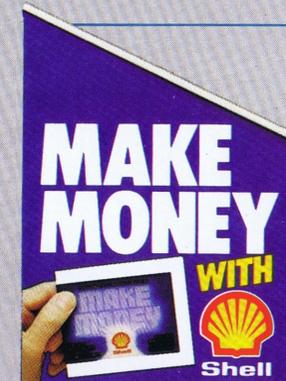
Flash Sticker 2.

You should give your customers at least 10 days' notice of the close of the promotion by oversticking this self-adhesive flash onto the 45" x 35" sign. Just complete the date relevant to the ending of the promotion on your site.



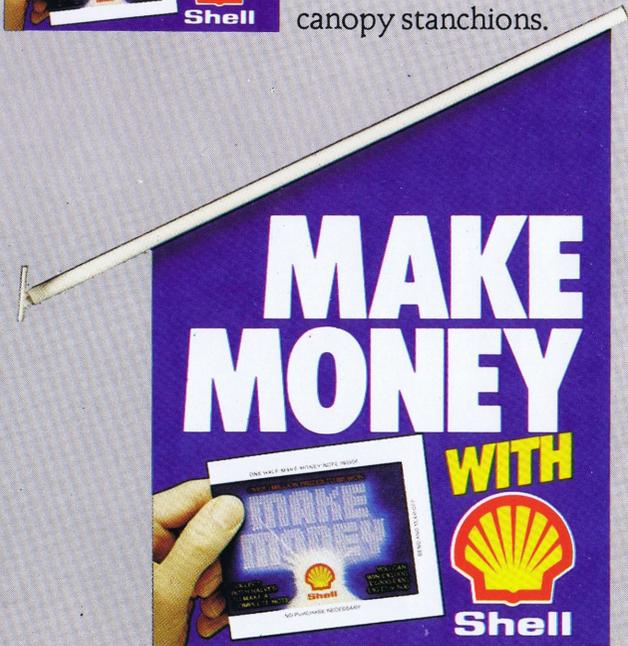
Hose Nozzle Stickers

Small circular self-adhesive stickers to affix to the top of the hose nozzles to remind the motorist to collect his game piece.

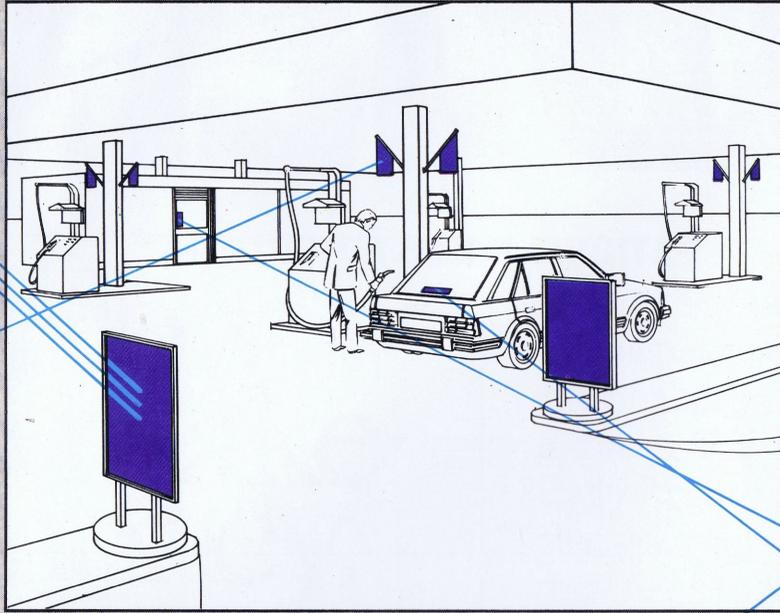


Stanchion Flags

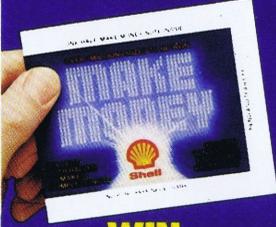
8¼" wide plastic flags complete with fitments to be affixed to the canopy stanchions.



ON THE FORECOURT



MAKE MONEY
WITH  **Shell**



WIN UP TO £10,000

FIND THE OTHER HALF OF YOUR NOTE AND MAKE MONEY
WITH  **Shell**



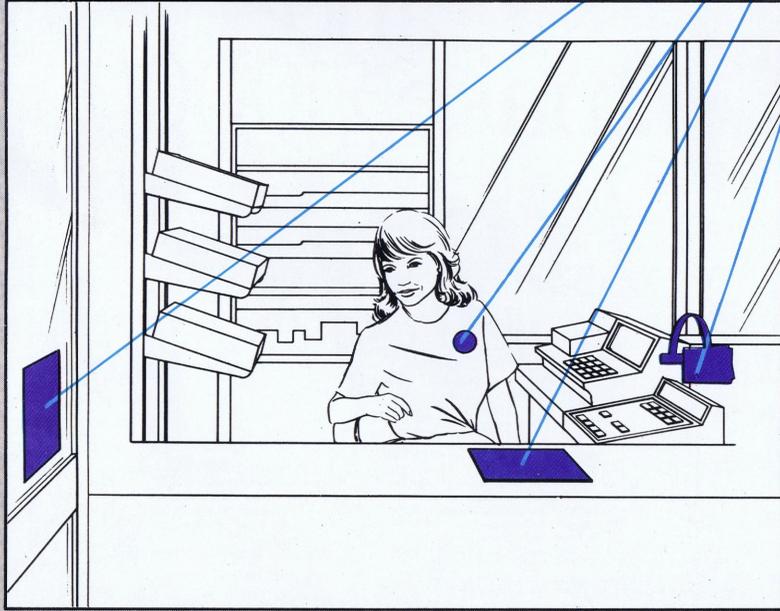
WIN UP TO £10,000

Shop Door Sticker
Double-sided self-adhesive door sticker, 10" x 5", to be affixed immediately above the door handle. The front face reminds the motorist to collect his game piece, the reverse reminds him to find the matching half.

MAKE MONEY ONLY ONE AT A TIME WITH SHELL

Staff Badge ▲
2 1/4" metal badge with a reminder message that there's only one game piece per driver, per day.

IN THE SHOP



Cash Till Wobbler
5" square wobbler to be affixed to the console cash till facing the customer reminding him to collect his MAKE MONEY game piece.



ASK FOR YOURS NOW

MAKE MONEY WITH SHELL
WIN UP TO £10,000

Change Mat
5" x 10" change mat made of PVC and foam-backed. To be positioned on the counter in front of the customer.

Car Stickers
2" x 10" car stickers for you to give away to your customers.

MAKE MONEY WITH SHELL **WIN £10,000** I'm looking for another half 

MASSIVE ADVERT

NATIONAL TV ADVERTISING

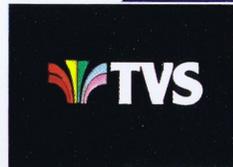
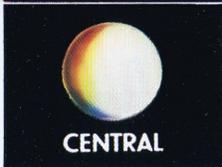
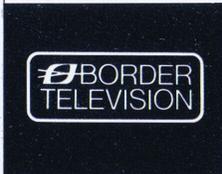
We're allowing an extra week to ensure the full distribution of game pieces throughout the Shell network before we launch a major TV campaign advertising the MAKE MONEY promotion to the British public.

For 3 weeks from Sunday, 19th February we'll be spending over £½ million telling your customers how they can win one or more of the million prizes we are giving away in the promotion.

The TV campaign will be appearing

on every station in the network. It will reach

over 80% of all motorists at least 5 times on average.



NATIONAL PRESS ADVERTISING

Tear off and make £10,000.



>Lorem ipsum dolor sit amet, consectetur ad send ediam nonummy eiusmod tempor incidu lorima in voluptae esse lorem ipsum dolore s lorci in tempor esse lorem autem vel otup lorem ipsum dolore sit amet, consec elit and send ediam nonummy eiusmod tempo Lorem ipsum dolore sit amet, consectetur ad elit and send ediam nonummy eiusmod tempo

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Shell. Making the most of motoring.

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ADVERTISING SUPPORT

How to make money.



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Shell. Making the most of motoring.

The TV launch will be supported during the first week of the promotion by full page ads in all the popular national dailies – The Sun, Daily Express, Daily Mail, Daily Star and Daily Record. It uses simple, bold ads to give your customers all the information they need to take part in the promotion and MAKE MONEY with Shell.

ADVERTISING THE BIG WINNERS

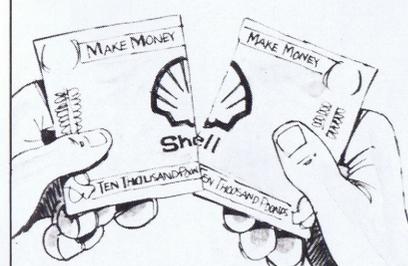
In addition we'll be using press advertising throughout the promotion to announce the big prizewinners.

This will help maintain interest and momentum in the promotion and

will also give you the chance of stardom, because we'll be holding the big prizewinners' presentations on the forecourt supported by local TV and press coverage.

"I spent £10 on petrol and made £10,000."

Ronald Atkins, Birmingham.



Shell. Making the most of motoring.

'DRIVE TIME' RADIO



We're spending a further £1/4 million on a national 'drive-time' radio campaign. We'll be talking to motorists while they're on the road looking for a Shell Service Station.

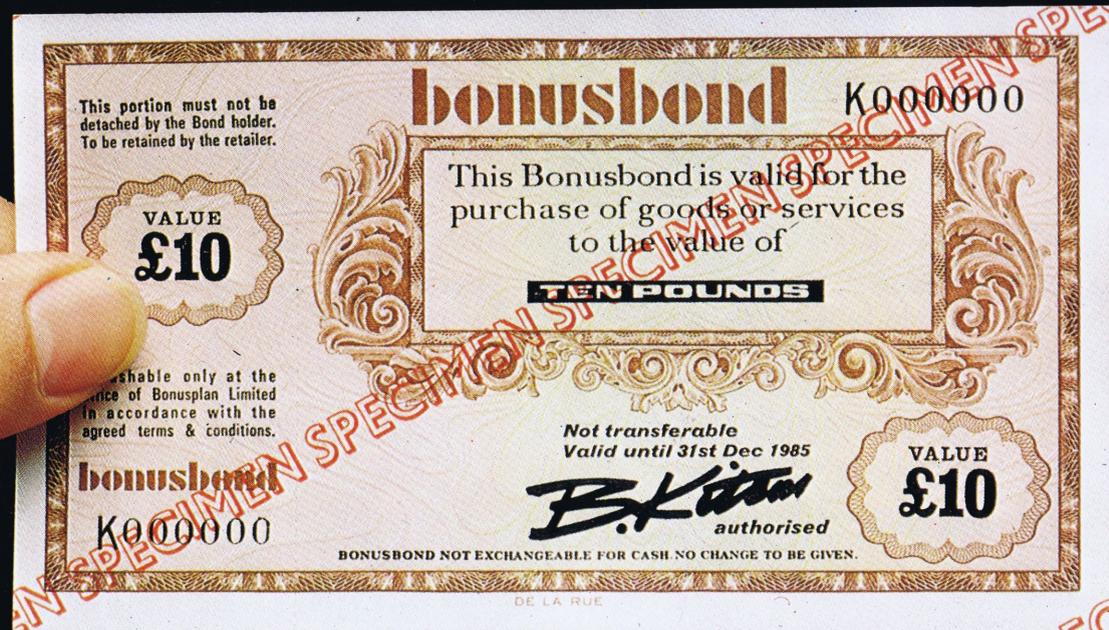
55% of all motorists will hear our commercials 15 times on average over the 2 week period they'll be on air.



1984 WILL BE THE YEAR WE REALLY DEMONSTRATE THE STRENGTH OF THE SHELL BRAND IN THE RETAIL GASOLINE MARKET.

£35,000 FREE DRAW

6 REGIONAL PROMOTIONS FOR RETAILERS' STAFF



It is **crucial** to the success of the MAKE MONEY promotion as a whole that you and your forecourt staff abide by the rules of the promotion at **all times**.

The success of the MAKE MONEY promotion will also rely on the enthusiasm and efficiency with which Retailers Staff present the promotion to customers. So we have devised a promotion specifically for them.

Cash is probably the most powerful motivator in promotions, hence MAKE MONEY. And we're giving away £35,000 cash in the form of Tax-Paid Bonusbonds – £3,500 worth of prizes every week.

All staff at retail sites are eligible to enter the Free Draw. There are £3,500 worth of prizes to be won every week.

HOW DOES IT WORK?

Your staff will be paying out the MAKE MONEY Minor Prizes of 50p, £1 and £10. When they have done so they will place the two matching halves of the winning note in the cash till as part of the cashing-up process. And on the average forecourt they're likely to be paying out 7 Minor Prizes a day throughout the promotion.

When they pay out a Minor Prize they should overstamp the station name and address on the money side of both half-notes and write on their name at the same time. That's all they have to do.

You should then send these game pieces to your MAKE MONEY Regional Co-ordinator every week for inclusion in a Free Draw. This will be held every Monday in each of the Shell Regions (Midland + Western, Northern, Southern, Eastern, Scotland and Northern Ireland) and prizes awarded accordingly.

AWARDING THE PRIZES

We will be awarding £3,500 worth of prizes every week for the duration of the promotion.

Prizes will be distributed by your Shell Representative in the form of Tax-Paid Bonusbonds and Regions will publish a weekly list of winners.

BONUSBONDS

Bonusbonds are multi-store vouchers exchangeable in over 8,500 shops, stores and hotels throughout



the United Kingdom, a few of which are shown below. Simply walk into any of the retailers that welcome Bonusbonds, select the merchandise, services or travel of your choice and pay in Bonusbonds.

You can add cash to your prize and also use Bonusbonds during Sale periods.

Ryman



Selected retail Co-ops

WOOLWORTH

John Menzies

AUSTIN REED

Bejam



HORNES

John Ollier

RUMBELOWS

H. SAMUEL

Perrings
The experienced furnishers



TRUSTHOUSE FORTE HOTELS

Debenhams

HOVER SPEED

Lillywhites
of Peccodilly Circus



MAKE MONEY HOTLINE

If you have any queries at any time during the planned 10-week duration of the promotion you should contact your Shell Representative.

BEND AND TEAR OFF

ALL CLAIMANTS MUST FILL IN HERE: I agree to abide by the promotion rules and instructions and claim a £ _____ cash prize. PLEASE COMPLETE IN BLOCK CAPITALS USING A BALLPOINT PEN

NAME _____

ADDRESS _____

TOWN _____ POSTCODE _____

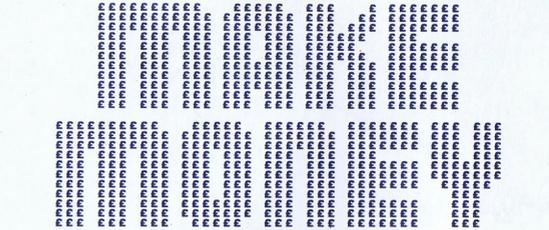
VEHICLE REGISTRATION NO. _____

RULES

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- 4) Claims not accepted if either or both half-notes are defective, tampered with, misprinted, multi-printed, miscut, damaged or defaced, or not printed for use in this promotion. Liability for any defective, misprinted, multi-printed or miscut half-note will be limited to the issue of a fresh sealed promotional piece.
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NO PURCHASE NECESSARY
SHELL UK LIMITED 1984. ALL RIGHTS RESERVED

SI788/83



**ALL
CLAIMANTS
MUST COMPLETE
THEIR NAME,
ADDRESS
AND VEHICLE
REGISTRATION
NUMBER
IN
BLOCK CAPITALS
USING A
BALLPOINT
PEN**

BEND AND TEAR OFF

BEND AND TEAR OFF