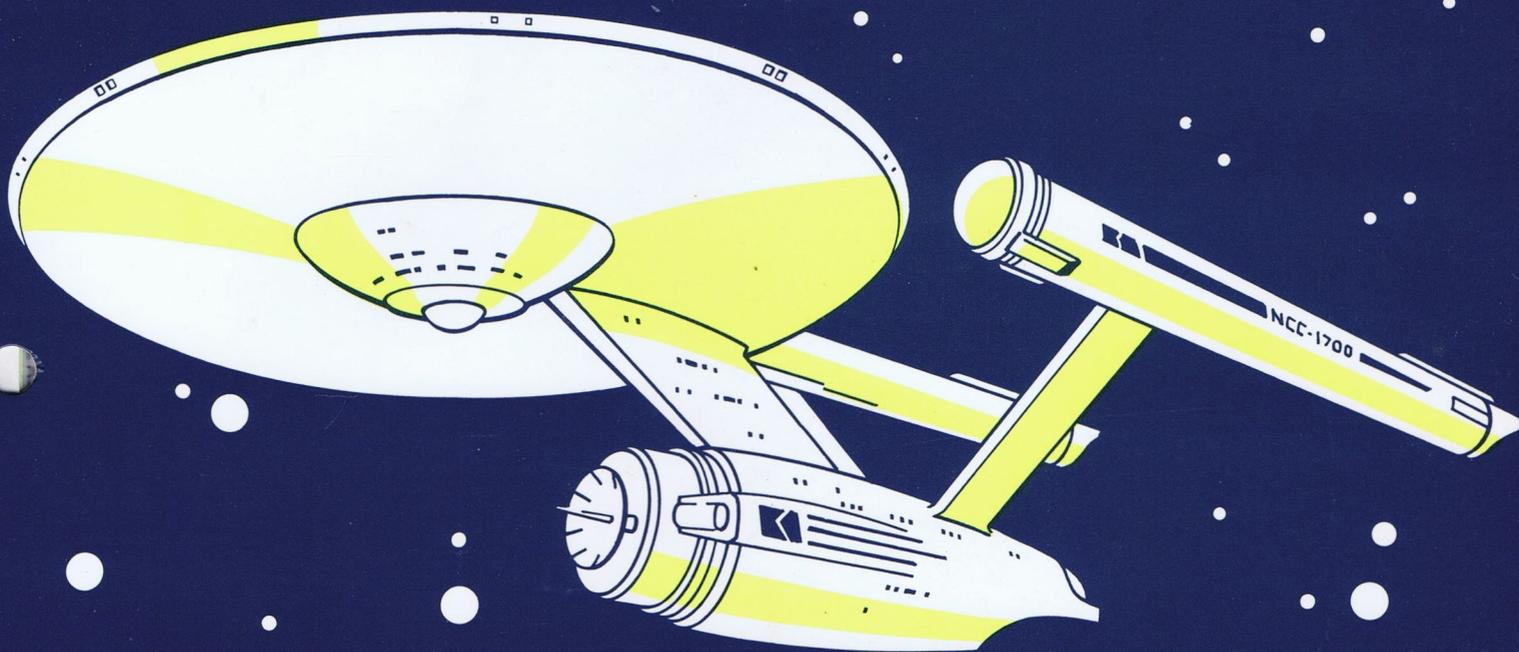


BEAM INTO  
**STAR TREK**<sup>®</sup>  
THE GAME



**RETAILER BRIEF**



Dear Retailer

## Announcing 'Operation Barbican'!

On 11 March 1991, Collect & Select will be replaced by

**Star Trek - The Game**. To boldly go where no fuel promotion has gone before.

- ★ an exciting new scratch card game to capture the imagination of motorists of all ages.
- ★ major advertising support for launch and throughout the promotion.
- ★ simple for Retailers to operate.
- ★ low Retailer cost per litre.

The launch of **Star Trek - The Game** follows the multi £ million BBC TV launch of the new "Star Trek - The Next Generation™" series.

## **STAR TREK** **THE GAME**

- 🌐 Every card CAN win!
- 🌐 Over £1,500,000 in cash prizes, with £250,000 Shareout.
- 🌐 15 amazing family holidays to California.
- 🌐 Cheap, simple and secure to operate for the Retailer.
- 🌐 The promotion will run for 12 weeks from 11 March 1991 to 2 June 1991.
- 🌐 16 million leaflets to selected households.
- 🌐 Powerful point of sale.
- 🌐 1991 Star Trek celebrates its 25th Anniversary.
- 🌐 Major video launch by CIC Video Ltd.
- 🌐 Widespread launch of Star Trek merchandise.

The enclosed brief provides full details of **Star Trek - The Game**, the advertising support and **the special Retailer Incentive**.

**BEAM INTO STAR TREK - THE GAME NOW!**

**PLEASE NOTE THAT STAR TREK - THE GAME IS CONFIDENTIAL UNTIL  
11 MARCH 1991. DISCUSS ONLY WITH YOUR TERRITORY MANAGER.**

## CONTENTS

(1) **Star Trek - The Game** - How to Play

★ Cash Prize Game

★ Holiday Prize Game

(2) Star Trek - The Prize Claims

★ Instant Cash Prizes

★ Major Cash Prizes

★ Holiday Prizes

(3) Star Trek - The Advertising Support

(4) Star Trek - The Point of Sale

(5) Star Trek - The Security

(6) Star Trek - The Retailer Costs

(7) Star Trek - How to Participate

PLUS - Special Retailer Incentive

## APPENDIX

Promotional Order Form and return envelope

# 1 STAR TREK - THE GAME - HOW TO PLAY

Easy to operate - from 11 March 1991, your Sales Assistants should give one game card to each motorist (including motorcyclists) per day.

There must be no purchase qualification - **This is a Legal requirement.**

- ★ Motorists can win:
  - Instant Cash Prizes
  - Major Cash Prizes
  - Amazing holidays

## CASH PRIZE GAME

The motorist should scratch off any 7 of the 15 panels on the top section of the game card to reveal famous STAR TREK characters. If a winning combination is revealed the motorist has won one of the hundreds of thousands of cash prizes.

Every card CAN win a cash prize!

### Winning Combinations:

- Kirk x 7 wins a share of £250,000
- Spock x 4 or more wins £1,000
- McCoy x 4 or more wins £100
- Scotty x 4 or more wins £5
- Uhura x 4 or more wins 50p



## HOLIDAY PRIZE GAME

The lower portion of every game card contains 1 scratch-off panel picturing the Star Trek Adventure symbol. The motorist should scratch off this panel to reveal a single character from "Star Trek: The Next Generation™". By collecting all 6 different characters, (Picard, Riker, Data, La Forge, Worf and Troi), he can win one of 15 fantastic holidays to California.

Each holiday includes:

- 🪐 Return flights to California for 4 people.
- 🪐 14 nights hotel accommodation (two double rooms).
  - 7 nights in Los Angeles
  - 7 nights in San Francisco
- 🪐 Visit to Universal Studios, Hollywood and the chance to appear in the live Star Trek Adventure. Winners may be filmed in action with the USS Enterprise crew.
- 🪐 Car Hire for 14 days.
- 🪐 PLUS £1,000 spending money.

## 2 STAR TREK - THE PRIZE CLAIMS

### INSTANT CASH PRIZES

When a motorist wins 50 pence or £5 the prize should be claimed immediately from the Shell Station where the game card was issued, wherever possible.

The rules on the game card tell motorists to claim Instant Cash Prizes immediately. However, in the interest of customer good will, please pay Instant Prizes until 17 June 1991, even if the winning game card has not just been issued. Previous experience tells us that the vast majority of Instant Cash Prizes will be claimed immediately.

Sales Assistants should follow the procedure below:-

- Accept and retain the top section of the motorist's game card.
- Remind motorist to retain the bottom section of the game card so he can collect for a Californian Holiday Prize.
- Check that the panels scratched off show a winning combination.
- Check that the game card is not damaged or defective.
- Check that the value of the prize claim is **not more than £5**.
- Check that the "Void if Removed" panel "A" is intact (top right-hand corner of game card).



**The Void if Removed Panel "A" must not be removed until the Sales Assistant is completely sure that the customer is claiming 50 pence or £5.**

NB Claims for £100, £1,000 or the £250,000 Shareout must be claimed by post. **The "Void if Removed" Panel "A" must be intact when Major Prize claims are received by the handling house.**

- Scratch off the "Void if Removed" panel "A" to verify claim. The code relating to the value of the prize being claimed should be revealed.

EXAMPLE    Reveal = 5POUNDS    = £5 prize  
                   Reveal = 50PENCE    = 50 pence prize

- Check that the prize claim form on the back of the game card has been filled in correctly and has been signed by the motorist.
- The motorist should be given the prize value in cash and the top section of the game card should be placed in the till for inclusion as part of the shift takings.
- No Instant Cash Prizes to be paid after 17 June 1991.

## MAJOR CASH PRIZES

Motorists claiming prizes of £100, £1,000 or a share of £250,000 must complete the prize claim form on the back of the winning game card and send it, together with a stamped self-addressed envelope, to:

**Star Trek - The Game**  
**P.O. Box No 30**  
**Stowmarket**  
**Suffolk**  
**IP14 1UJ**

- ★ Cheques for £100 and £1,000 Major Prizes will be sent to winners within 28 days of receipt of claims.
- ★ Cheques for the £250,000 Shareout will be sent to motorists within 28 days of the closing date which is published on the Full Rules Poster.

<b>SHELL U.K. LIMITED</b>		Date									
736965	Lloyds Bank Plc		30-90-10								
PAY THE SUM OF POUNDS											
<table border="1"> <tr> <td>Zero</td><td>Zero</td><td>Zero</td><td>Zero</td><td>One</td><td>Zero</td><td>Zero</td><td>Zero</td> </tr> </table>		Zero	Zero	Zero	Zero	One	Zero	Zero	Zero	£ 1000.00	
Zero	Zero	Zero	Zero	One	Zero	Zero	Zero				
<small>PENCE AS IN FIGURES</small>											
To the order of		For and on behalf of SHELL U.K. LIMITED									
<i>Lucky One</i>		<i>A.N. Other</i>									
EXD. _____											
<small>⑈ 10 2 2 4 7 ⑈      ⑈ 90 10 ⑈      6 4 6 1 7 ⑈</small>											

- ★ You will be sent a "Major Prize" window flash to display in the shop window when a motorist from your Station wins a Major Prize in **Star Trek - The Game**.

## HOLIDAY PRIZES

To claim their prize, motorists should send all six different characters (Picard, Riker, Data, La Forge, Worf and Troi) collected from game cards with a completed claim form from the back of a non-winning game card and a stamped, self-addressed envelope to:

**Star Trek - The Game**  
**P.O. Box No 30**  
**Stowmarket**  
**Suffolk**  
**IP14 1UJ**

<small>ALL CLAIMANTS MUST FILL IN HERE: Enter required details in BLOCK CAPITALS legibly using ballpoint pen. I agree to abide by the Full Rules and instructions and claim a ..... prize.</small>	
NAME	MR. JOHN SMITH
ADDRESS	11 NEW LANE EARLS COLNE
TOWN	COLCHESTER
POST CODE	SS17 7AY
SHELL STATION NAME	SHELLINGTON

### 3 STAR TREK - THE ADVERTISING SUPPORT

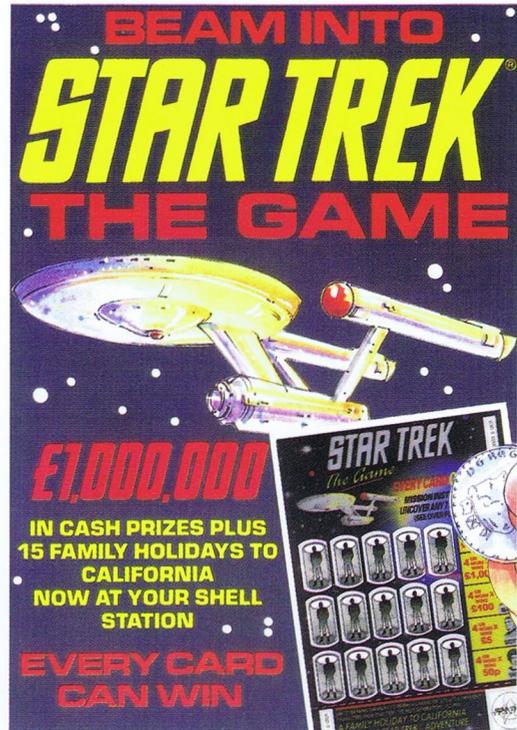
Shell will be supporting Star Trek - The Game with a £1,250,000 advertising campaign.

#### LAUNCH PROGRAMME

- ★ Major media launch campaign during March.
- ★ Leaflet distribution to 16 million selected households nationwide - virtually every family in the trading area of your Station will receive a leaflet about **Star Trek - The Game!**

Each leaflet will contain one character from "Star Trek: The Next Generation™", giving your customers a start in collecting for the fabulous Holiday Prizes and encouraging them to visit your Station.

The leaflets will also be available at all participating Shell Stations.



#### WINNERS ANNOUNCEMENTS

- ★ Throughout the promotion, winners announcements will increase awareness of the promotion and impress motorists with the high number of prize winners.

## **4 STAR TREK - THE POINT OF SALE**

To maximise the impact of this exciting new game, a superb range of point of sale material has been produced. Each participating Shell Station will be supplied with the following during the week commencing 4 March 1991.

### **FORECOURT POINT OF SALE**

Reference	Description	Mesc Code
SR/001/91	Roadside sleeve - entrance & exit	93.63.57.328.9
SR/002/91	Roadside posters	93.63.57.329.9
SR/003/91	Window posters	93.63.57.330.9
SR/003/91	Bin End posters (Shell Travellers Check Stations only)	93.63.57.330.9

### **SHOP POINT OF SALE**

SR/004/91	Full Rules poster - this must be displayed in a prominent position. This is a legal requirement.	93.63.57.331.9
SR/005/91	Change mat	93.63.57.332.9
SR/006/91	Header card	93.63.57.333.9
SR/007/91	Leaflet	93.63.57.334.9
SR/009/91	"STAR TREK® WINNER HERE" window flash	93.63.57.336.9

Major Prize Winner window flash supplied automatically to Stations whose motorists have won a Major Cash Prize or Holiday Prize.

## 5 STAR TREK - THE SECURITY

As with all promotions, the security of **Star Trek - The Game** is vital and a number of techniques have been used to protect you and Shell. Some of the security measures are detailed below - others are known to only two people for absolute maximum security.

- Game cards printed by specialist printers.
- Game cards printed on high security foil board - the most secure material available.
- Cannot be X-rayed or penetrated by high intensity light.
- Complex game card design to prevent forgery.
- Security ink printing.
- Secure codes beneath "Void if Removed" panels to verify major prize winners.
- Computer generated patterns of STAR TREK characters under latex to prevent game being "cracked" (Retailers costs would not increase even if it were).
- Overprinting of scratch-off panels to prevent re-latexing.
- Specialist game company to oversee all aspects of game, including verification of prize claims under video surveillance.
- Secure despatch with proof of delivery.
- Only 1 Shareout claim per household. Shell staff, Retailers, their staff and families prohibited from participating.
- An independent security consultant will carry out a comprehensive security audit throughout the promotion. Please retain **ALL** winning Instant Cash Prize game cards in a secure location, at least until 17 June 1991 for possible reference by the security consultant.



## **6 STAR TREK - THE RETAILER COSTS**

The sole Retailer contribution is the redemption of Instant Cash Prizes.

As the game cards are randomly packed, the number of winners may vary slightly from case to case but on average, the cost will not exceed £30 per case of 2,500 game cards.

This level of contribution represents only 25% of the cost of operating **Star Trek - The Game**. The heavy subsidy by Shell is in recognition of the additional costs being borne by Retailers during the closure of Collect & Select.

## 7 STAR TREK - HOW TO PARTICIPATE

- ★ Agree with your Territory Manager the number of boxes of game cards you will require (2,500 game cards per box).

Monthly Volume (Litres) ÷ 25 Litre (Average Fill) = Total Game Cards Per Month

Total Game Cards Per Month ÷ 2500 (No of Cards per case) x 3 months of promotion = Total Boxes For Promotion

- ★ Complete accurately all details on the enclosed Operation Barbican Promotion Order Form (FX 2610 (12/90)).
- ★ Sign the form and return the top 3 copies to the Promotions Helpline at Carrington in the envelope provided **BY 22 FEBRUARY 1991 AT THE LATEST.**
- ★ Pass the 4th copy to your Territory Manager and retain the bottom copy for your own records.
- ★ Your initial delivery of game cards will arrive during the week commencing 4 March 1991. The balance will arrive during April.
- ★ Additional boxes of game cards may be ordered **while stocks last** by ringing the Promotional Helpline at Carrington on 061-848 0937. Notice of less than 7 days will incur an £8.00 delivery charge.

**NOTE** Boxes of game cards ordered but not issued will cost you nothing and secure uplift and disposal may be arranged at the end of the promotion. It is therefore in your interest to ensure you hold adequate stocks as additional game cards may not be available later in the promotion.

**PLEASE COMPLETE AND RETURN THE ORDER FORM EVEN IF YOU DO NOT WISH TO PARTICIPATE - ALL ORDER FORMS RETURNED BY 22 FEBRUARY WILL BE ENTERED INTO A FREE PRIZE DRAW!**

## SPECIAL RETAILER INCENTIVE

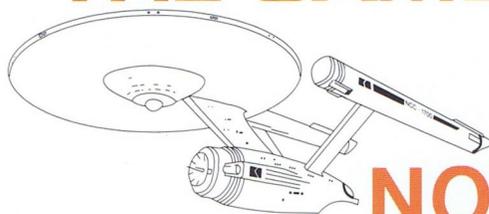
To get the promotion off to an extra-special start all Shell Retailers may enter the free prize draw to win a fantastic Californian holiday for two.

- Return flights to California for two people.
- 14 nights hotel accommodation (one double room).
  - 7 nights in Los Angeles
  - 7 nights in San Francisco
- Visit to Universal Studios, Hollywood and the chance to appear in the live Star Trek Adventure. The winners may be filmed in action with the USS Enterprise crew.
- Car Hire for 14 days.
- £500 spending money.

To enter the free prize draw simply complete the Operation Barbican Promotional Order Form (FX 2610 (12/90)) and return it in the envelope provided by 22 February 1991. You do not have to participate in the promotion to enter the prize draw - BUT YOU MUST RETURN YOUR PROMOTIONAL ORDER FORM BY 22 FEBRUARY 1991.

The winner of the retailer prize draw will be notified in writing within 28 days of the closing date.

**BEAM INTO**  
**STAR TREK**  
**THE GAME**



**NOW !**