

From the Pump to the Produce Aisle, New Loyalty Program Gives You More

Starting this summer, PC Optimum members will be able to earn points at more than 1,800 Esso stations on eligible fuel purchases, convenience store products, and car wash services — that adds up quickly.

As companies compete for an increased share of the consumer's wallet, strategic loyalty partnerships spanning multiple brands can provide benefits for both retailers and consumers.

For retailers, loyalty partnerships can provide new opportunities to interact with consumers, leading to increased engagement with the participating brands.

For consumers, loyalty partnerships can be very attractive, especially when there is a good fit between the participating partners and the consumer's regular purchasing patterns. These joint programs allow consumers to capture more value by earning the same loyalty currency at multiple retailers.

The newly launched PC Optimum program, formed from the merger of the PC Plus and Shoppers Optimum programs, is a recent example of a strategic loyalty partnership, with the Esso brand joining the program this summer, and the Mobil brand already participating in the program.

Capturing loyalty program value from your fuels purchases

"The expansion of the PC Optimum program to Esso and Mobil stations is attractive for consumers, with earn rates that are competitive in the fuel industry but in a partnership model that provides increased opportunity for Canadians

to extract significant value across a broad range of everyday purchases" says Cheryl Seaward, Next Generation Loyalty Manager at Imperial Oil, which manages the Esso and Mobil brands in Canada. "The ability to earn points on three top everyday purchase categories, with some of the nation's largest retailers provides consumers with the exceptional ability to earn and redeem quickly."

"With more than 19 million combined cardholders prior to merging the Shoppers Optimum and PC Plus programs, we knew that getting customer input would be essential," says Jim Noteboom, Senior Vice President - Loyalty at Loblaw Companies Limited. "They told us loud and clear that they wanted powerful earning ability and the addition of the Esso and Mobil brands to the PC Optimum program allows us to further deliver on that promise."

Canadians can soon earn PC Optimum points at more than 4500 locations

Starting this summer, PC Optimum members will earn 10 points per litre on fuel, and 10 points per dollar on eligible convenience store or car wash services at Esso stations. Registered members may also receive targeted offers that allow for accelerated earn opportunities. PC Optimum members can also continue to earn points at Mobil stations as they do today.

Customers using a PC Financial

Mastercard® at Esso and Mobil stations will also continue to have the ability to accelerate their earnings on fuel with at least 30 points per litre, all in a single swipe.

PC Optimum points can be redeemed for almost anything at close to 2,500 Loblaw and Shoppers Drug Mart banner stores including Real Canadian Superstore, Atlantic Superstore, City Market, No Frills, Independent, Zehrs, Loblaws, Shoppers Home Health Care, and online at Loblaw-owned grocery websites, joe-fresh.com, and beautyboutique.ca.

"The introduction of the PC Optimum program at Esso and Mobil stations provides Canadians with a fantastic opportunity to accelerate their ability to earn points in one of Canada's largest loyalty programs," says Yan Côté, Retail Fuels Manager at Imperial Oil. "Members are excited about the additional value that earning PC Optimum points on their fuel purchases will bring, and Imperial is equally excited to provide Canadians with more opportunities to earn and realize more value."

Loblaw and Imperial are working together in earnest and will make consumers aware through advertising across all participating locations as soon as the program is available. The program is anticipated to launch this summer.

Gavin Davidson

Extracting the Most Value from Your Loyalty Program

In our house, I'm responsible for our everyday budget and, with the cost of living going up, a nice shopping experience and value for my money is important to me. Being busy, I'd prefer not to spend my time deal hunt-

ing, so loyalty programs are a great way to stretch my dollar. I am in a grocery store twice a week and fueling up my car at least once a week, meaning combined loyalty programs offer considerably more value than standalone programs. In general, women belong to more loyalty programs than men and with increasing spending power, these programs have become a great tool to compete for our business. In the loyalty industry, personalized offers have been a buzzword for a long time but technology is

finally catching up. Effective loyalty programs use their data to reward you for what you want to buy — not for what they want to sell you. Redeeming points can really offset your expenses in a meaningful way, especially when the rewards are things you need on a routine basis. As consumers we have a lot of choices on where to spend our money, so pick a program that you love, consolidate your spend at the participating retailers, and get rewarded!

Coming summer 2018!



Get ready to earn PC Optimum points at Esso™ stations!

Learn more at esso.ca.

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