



# Samsung Pay/Speedpass+ promo concepts

6.29.17

# Overview of changes

More template-like deliverables

- Blended, universal visual branding
- Interchangeable offers

Altered color scheme for Samsung Pay vs. Apple Pay

Still leveraging the plus sign across offers

# Concept 1

Business linesGlobal brands

Select Country

ExxonMobil

Fuels

Quality fuels

Gas cards & payment


Rewards & promotions

Motor oil

Our stations

About Exxon & Mobil


Exxon > Home > Gas cards & payment > Speedpass+™



More in your tank.  
Less from your bank.

Save  
10¢  
/gal when you use

speedpass+™  
with  
SAMSUNG pay



Terms apply. Valid 7/11/17-11/30/17.

Download the Speedpass+ app now:

Download on the App Store

ANDROID APP ON Google play

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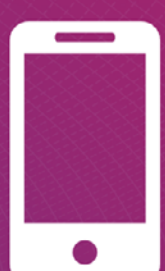


You're on the road  
to fuel savings.

Save  
5¢  
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LAUREN SMILEY

Why Aren't More Employees Suing Uber?

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MORE DESIGN

The iPhone's Turning 10. What Will It Look Like at 20?

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## Concept 2



Business linesGlobal brands

Select Country

ExxonMobil

Fuels

Quality fuels

Gas cards & payment


Rewards & promotions

Motor oil

Our stations

About Exxon & Mobil

ExxonHomeGas cards & paymentSpeedpass+™



# If your phone's already a wallet, use it to fill up.

On your Samsung device, link your Samsung Pay account to the Speedpass+™ app and save **10¢/gal on 5 fill-ups\*** at Exxon or Mobil.

\* Terms apply. Valid through 11/30/17 or end of promotion.

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ExxonHomeGas cards & paymentSpeedpass+™



# You're on the road to fuel savings.

Pay for gas using Speedpass+™ with Apple Pay® and earn **5¢ off per gallon** at Exxon™ or Mobil.™

ExxonMobil

speedpass+

— with —


Apple Pay

Download the Speedpass+ app now:

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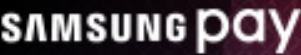
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New Super NES Classic Continues Nintendo's Retro Renaissance

BRIAN BARRETT




Link + save 10¢/gal on 5 fill-ups.\*


\* for a limited time, at Exxon and Mobil stations


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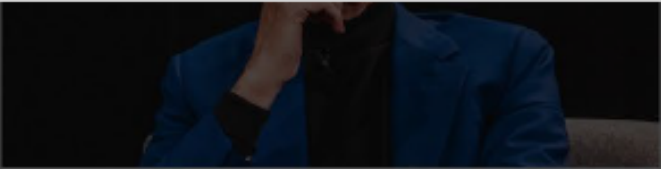


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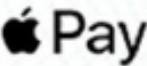
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## Estimated video costs

**10-15k** – The simpler, graphic based executions

**20-25k** – “Do :15 better”

If we do all 3 videos, there would be cost efficiencies.



**Thank you!**