

17th June 2019

Esso 10 site premium image trial

To Whom It May Concern,

Esso are enhancing the forecourt site image as part of a 10 site trial on Esso Alliance sites in the South of England. The trial will stay on site for up to a year as part of a proof of concept test on these sites with the intention to remove at the end of the trial.

The 4 new image elements 'Back lit wave', 'LCD koala', 'Gobo under canopy projected image' and 'new fence or shop front banner' will promote the premium fuel offer on the service station. The LCD koala, described below, will also be used to test more personalized consumer advertising.

The 'Back lit wave' and 'LCD koala' replace existing signage but will now be illuminated but in the same way that the existing LED component on the 'wave' has no ambient gain on the lighting environment of the station.

The main components of the new premium image trial are:

Back lit Wave: The existing inverted L-shaped aperture which rises up and over the pump which communicates the new Synergy Fuels brand, together with onsite advertising space. These are located on the first (or front) series of pumps as approached from the entrance to the site. The Wave is used to welcome drivers to the site, provide direction to the available fuel products and signal change or advertising messages. The aperture facing the customer on arrival at the site will now have a back lit panel inserted lit internally by LED lights.

Koala: The existing vertical aperture mounted on most, if not all, canopy columns is fitted with advertising space on its sides and on the back (for narrow width columns). A new version of the Koala which housing an LCD screen with advertising and informational messaging will replace the existing Koala. The koala will also have camera and speaker capability which will be used as part of the proof of concept testing.

Gobo projection lighting: Up to two projection lights will be mounted above the number wedges on the columns and an image, shown below, of Esso logo and red Synergy+ logo will be projected onto the white canopy ceiling.

Fence banner / shop front vinyl: Depending on space an additional Fence banner or shop front vinyl will be installed as part of the trial to advertise Esso Synergy+.



Yours faithfully,

Christine Isaacs UK Fuels Program Advisor