

Spirit® Brand Marketer and Dealer News



Take Spirit for a Spin

Flexibility is ever the watchword at Spirit® Petroleum. Created to provide options for PMAA marketers, Spirit® is constantly seeking new ways to respond to marketers' specific needs.

With that in mind, earlier this year Spirit® initiated its new Test-Drive program. "We've developed an innovative tool that Spirit® licensees can use to help visualize how sites will look as a Spirit® branded location," says Mark St. Amand, Spirit® Petroleum's graphic designer.

The concept is simple. Marketers send digital photos of a proposed location to Spirit®. The graphics group then creates a new digital image replacing signs, canopies, pump skirts, valances and other design elements with the Spirit® logo and patriotic red, white and blue color scheme to show how the site would appear when converted to the Spirit® brand.

Images produced by the Test-Drive program can be used in a variety of ways. For example, licensees requesting approval from local permitting agencies can include Test-Drive images in their applications. Licensees can also use "after" photos when applying for a variance in cases where Spirit®'s image standards conflict with local ordinances.



Potential Spirit® site before...



... and after Test-Drive imaging.

Sites with nonconforming elements such as multilevel canopies can use the program to determine the best imaging solutions for their unique needs. And Test-Drive photos can also be used to communicate the final look of the site to installation professionals during the conversion process.

The Test-Drive program is currently available at no cost to licensees.

Site Spotlight

Watts Petroleum Corporation – Lynchburg, VA

When Chevron announced last year that it was pulling out of the central Virginia region, Drake Watts found himself in search of new alternatives. Spirit® proved the best choice for Watts Petroleum's smaller locations, and this summer seven of the company's sites converted to the Spirit® brand. Spirit®'s bright, patriotic image was a big part of the decision according to Watts, company Vice President. "We found Spirit® to be the best, most professional-looking brand that station owners as well as customers would like."



East End Spirit

Lion Uniform Group



UNIFORM GROUP

Since 2008, Spirit has partnered with Dayton, Ohio-based Lion Uniform Group to bring high quality brand-identity apparel to Spirit dealers.

A provider of convenience wear for the retail petroleum industry for 70 years, Lion Uniform Group offers golf shirts, aprons, smocks, caps, twill shirts and outerwear displaying the patriotic Spirit® logo. The company also proudly participates in the "Fueling Awareness" campaign, donating 10% of its retail sales of Spirit® - logo pink ribbon awareness apparel to foundations dedicated to the fight against breast cancer.

For information or to place an order, contact Customer Service at 800-543-9698.

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