

# The promo that made fuel sales jump by 198%

Caltex wanted to promote purchase of its fuels, so it launched this promo.

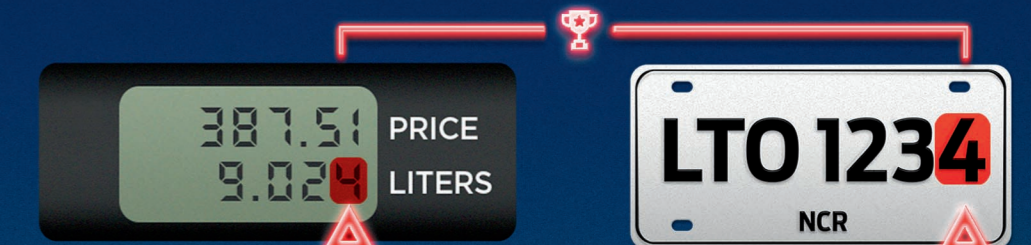
How it worked:



1 Fill your tank with any Caltex fuel.



2 Wait for the liter meter to come automatically to a full stop.



3 If the last number matches your plate's last digit, YOUR GAS IS FREE!

A sales increase of 198% has been directly attributed by Caltex to the program.

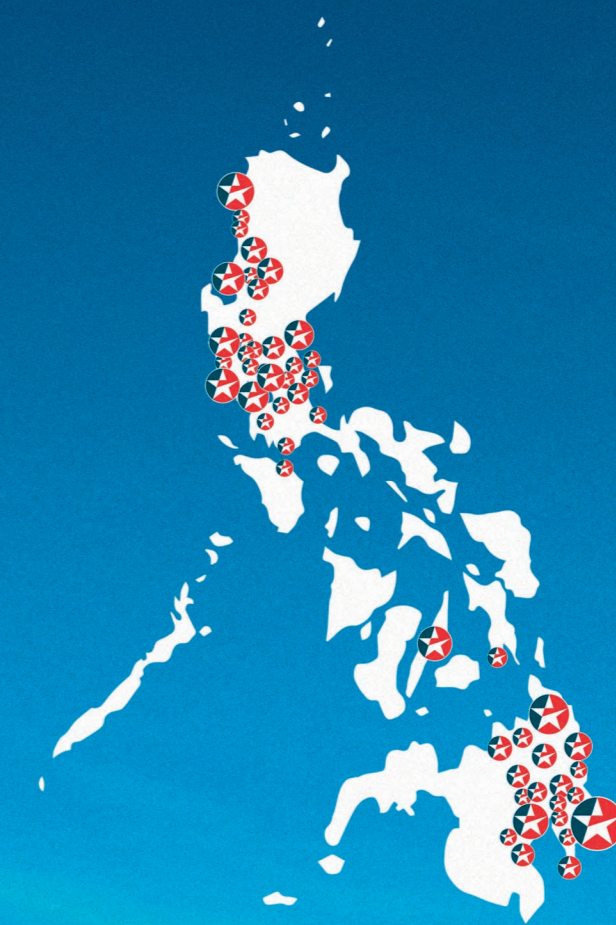
Mounted in

# 72

stations  
across the country

# 1.1B

impressions



233% spike in full-tank purchases

