

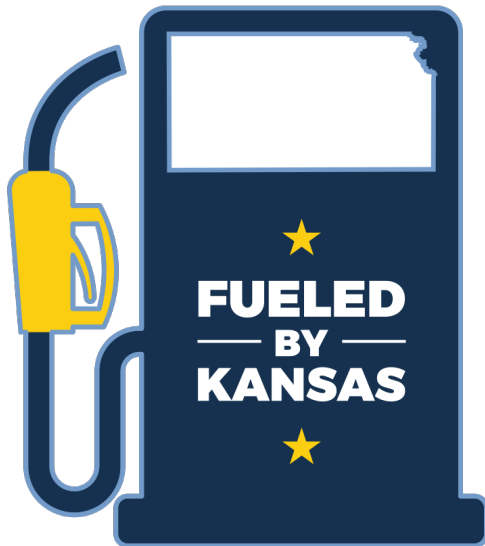
# CAMPAIGN UPDATE

MARCH 5, 2020

**Goal:** Drive sales of higher blend ethanol

**Strategy:** Support Wichita-area Jump Start sales

**PROMOTE SUPPORTING LOCAL**



**PROMOTE E15 BENEFITS**



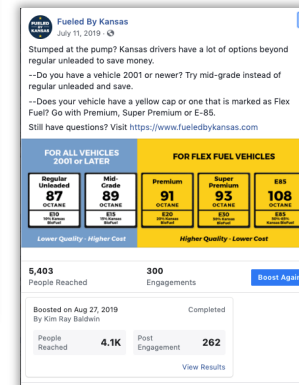
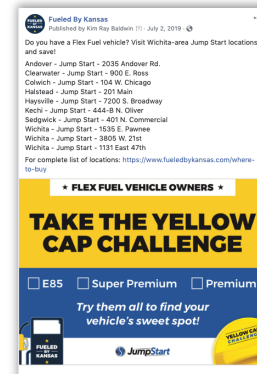
**DRIVE FLEX FUEL TRIAL**



## RADIO

:15 spots on  
Wichita radio

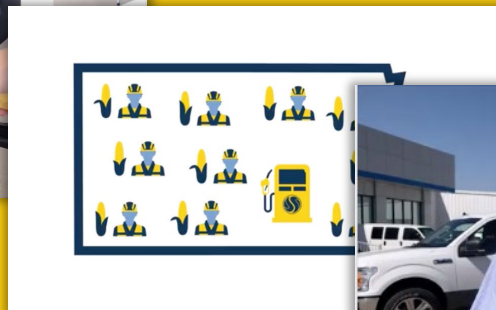
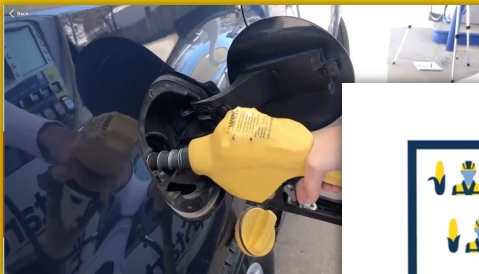
## SOCIAL MEDIA



## DIGITAL ADS



## VIDEOS



## WEBSITE





- Trolls are real
- Price advertising drives social shares
- A “WOW” is needed on social media

## KEY INSIGHTS

## Maintained objectives from the original June 2019 launch...

### Adjusted and narrowed the audience:

WOMEN

RURAL SUPPORTERS

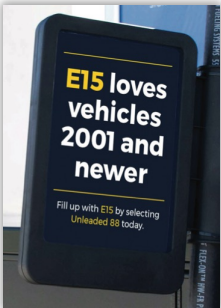
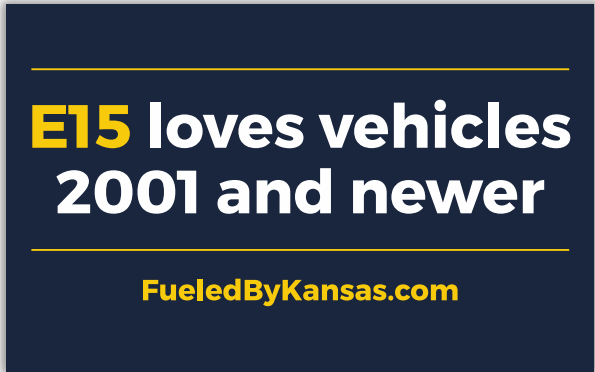
### Adjusted messaging:

EVOLVE TO E15 & UNLEADED 88

REAL-TIME PRICE MENTIONS

CHEEKY SOCIAL CONTENT

T-Shirts, Pump Toppers and Hose Talkers





Digital Billboard Truck





Facebook

**Fueled By Kansas**  
Published by Kim Ray Baldwin [?] · February 14 at 9:30 AM · 🌐

Show your vehicle some love by fueling up with Kansas-made E15 at the pump. E15 is approved for use in all vehicles 2001 and newer! Fuel up and save at any of the following locations:  
<https://www.fueledbykansas.com/where-to-buy>



**VEHICLES  
2001 AND  
NEWER  
LOVE E15**  
FueledByKansas.com

**Fueled By Kansas**  
Published by Kim Ray Baldwin [?] · November 15, 2019 · 🌐

Love savings? Choose Kansas-made E15 fuel the next time you visit the pump and save! For a complete list of locations visit:  
<https://www.fueledbykansas.com/where-to-buy>



**E15 IS  
MY LOVE  
LANGUAGE**  
FueledByKansas.com

[WWW.FUELED BY KANSAS.COM](https://www.fueledbykansas.com)  
E15 Love Language

Learn More

**Fueled By Kansas**  
Published by Kim Ray Baldwin [?] · November 1, 2019 · 🌐

Hey Andover! Midgrade is just \$2.17 today at the Jump Start located at 2035 Andover Road! Midgrade at Jump Start is good for all cars 2001 and newer. Take a short drive and fill up before hitting the road this weekend!  
  
\*Prices subject to change. See store for current pricing.



**Fueled By Kansas**  
Published by Kim Ray Baldwin [?] · February 7 at 4:12 PM · 🌐

Hey Olathe! E15 is only \$2.04 at Snaps Food Mart located at 800 N. Ridgeview. E15 is approved for use on all vehicles 2001 and newer. Stop by and save today before hitting the road this weekend!  
  
\*Prices subject to change. See store for current pricing.



**Fueled By Kansas**  
Shopping & Retail

**Fueled By Kansas**  
Published by Kim Ray Baldwin [?] · January 23 · 🌐

Why buy unleaded when E15 costs less? Be sure to save the next time you fuel up by choosing Kansas-made E15! For station locations visit  
<https://www.fueledbykansas.com/where-to-buy>

**SAVE BABY  
SAVE  
WITH E15**

**VEHICLES 2001  
AND NEWER  
LOVE E15**  
FueledByKansas.com



Biofuels Month and Store Openings

GET PUMPED

FOR

FOOD, FREEBIES AND FUEL

 +  + 

GET PUMPED

FOR

FOOD, FREEBIES, FOUNTAIN DRINKS AND FUEL

 +  +  + 

CELEBRATE 88

AT CASEY'S GENERAL STORE

IN SENECA

We're celebrating Unleaded 88 (E15)

for Biofuels Month, and you're invited to the party.

Thursday, March 5, 2020

4:00 – 6:00 PM

1106 North Street, Seneca


 Prizes & Giveaways

 \$0.15/gallon discount on Unleaded 88

 Free pizza

More details to come at the event!

Visit [FueledByKansas.com](http://FueledByKansas.com) to learn more about Kansas-made biofuels



1106 North Street  
Seneca, KS 66038

PSRST STD  
ECRWSS  
U.S. POSTAGE  
PAID EDDM  
RETAIL

Local  
Postal Customer

\*\*\*\*\*ECRWSS\*\*\*\*

YOU'RE INVITED

DAILEY AG'S GRAND OPENING

AND CUSTOMER APPRECIATION

Friday, January 31 (11:00 AM – 3:00 PM)

Saturday, February 1 (10:00 AM – 1:00 PM)

10152 US Highway 59, Oskaloosa

 Prizes & Giveaways

 Half-Priced Drinks From Our New Pepsi Fountain

 BBQ Lunch Provided Both Days

NOW AVAILABLE!

Kansas-made E15 and E85 in our new pumps

Visit [FueledByKansas.com](http://FueledByKansas.com) to learn more about Kansas-made biofuels

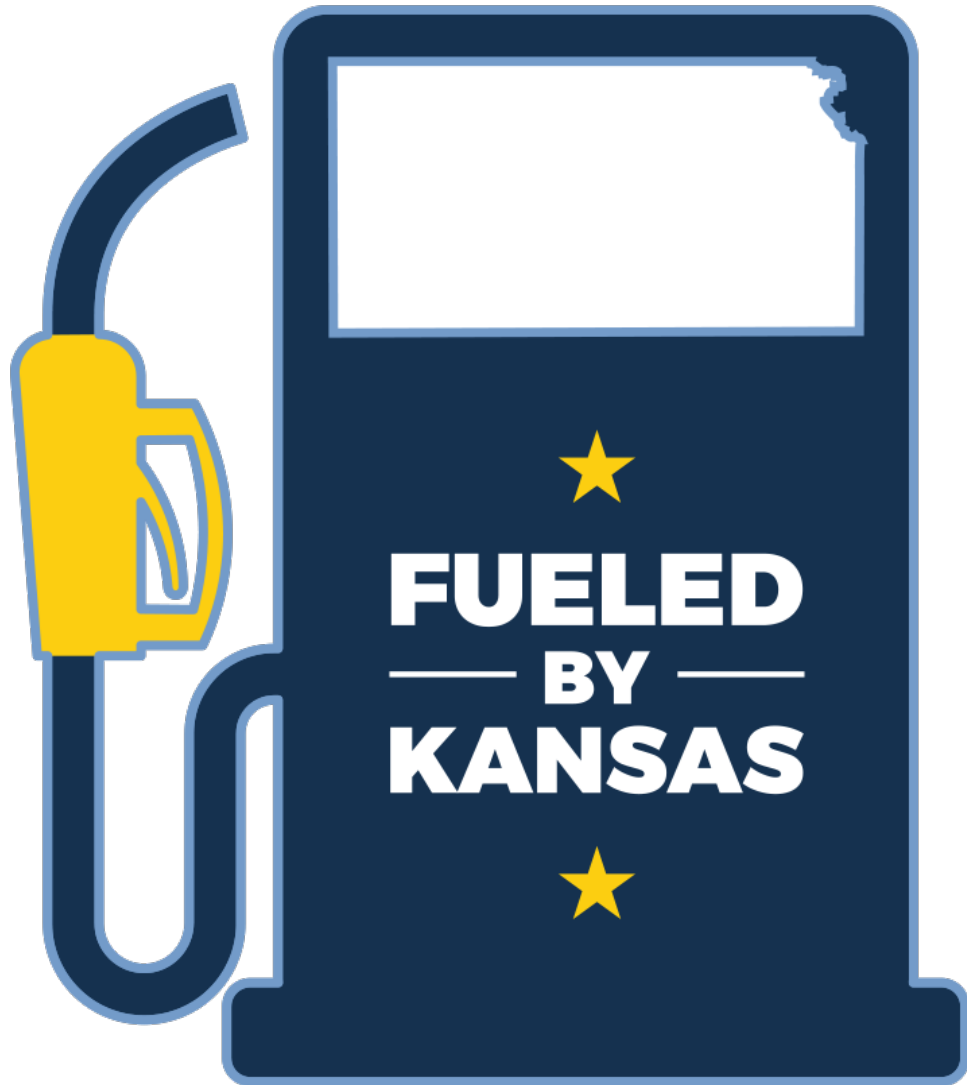
Dailey AG

10152 US HWY 59  
Oskaloosa, KS 66066

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RETAIL

Local  
Postal Customer

\*\*\*\*\*ECRWSS\*\*\*\*



# FINAL THOUGHTS

- Increased awareness of E15 and higher-blend options
- Fuel savings at the pump
- Supporting Kansas farm families
- Tell your friends #kscorn

# New opportunity for Kansas Corn Growers Association Members



## SPECIAL OFFER FOR KANSAS CORN GROWERS ASSOCIATION MEMBERS!



Casey's General Store has partnered with the Kansas Corn Growers Association (KCGA) to offer KCGA members special benefits through the Casey's Business Mastercard® program. From individual card controls and secure online account management to customized reporting and valuable rebates, this fuel management program will help you efficiently manage your fuel expenses. Plus, with Casey's new efforts to expand E15 and E85 availability, you can take advantage of special discounts on ethanol-blended fuels.

### Rebates\*

Special per gallon rebates (off posted retail price) when you fuel at any Casey's location.

**5¢ per gallon** for Gasoline

**7¢ per gallon** for Diesel

### Online Card Management

- Set individual card usage and spending limits by day, week or month
- Restrict purchases during off hours
- Add or delete ID numbers

### Security & Reporting

- Set prompts requiring vehicle or driver number prior to purchase
- Shut off lost or stolen cards at anytime
- Real-time account information available 24/7

### Convenience

- Use at your local Casey's or anywhere Mastercard cards are accepted
- Consolidate all your fuel expenses onto one gas card



**Start earning your special  
KCGA discount today!**

Call Luke Forbess at  
**870-814-1020** or visit

[https://fuelcard.caseys.com/  
kansas-corn](https://fuelcard.caseys.com/kansas-corn)

\*Rebate is in cents per gallon based on the number of gallons purchased at Casey's General Store locations per calendar month. Rebates will be reflected on your billing statement in the form of a statement credit. Not valid on aviation, bulk fuel, propane or fuel gas purchases. Rebates are subject to future rule changes without notice. If engine purchases subject to change any time beginning 12m after sign-up.  
Casey's Business Mastercard is issued by Regions Bank, pursuant to a license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.