

# ADVENTURE *on the* MOTHER ROAD



**PHIL**

**6**

**LIPS**

**6**





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# OUR MISSION

**A**UTHENTICITY

**C**OLLABORATION

**C**REATIVITY

**R**ESILIENCE

**A**CCURACY

Accra is dedicated to providing an unmatched experience. Our name represents a pledge to our clients to be authentic in both design and our relationships with each one. Collaboration is born from our authenticity, which enables us to thrive in various markets through valuable connections. At the heart of our name and company lives creativity and resilience. The two descriptors illustrate the unique experience we provide. Accuracy is the most essential component of our company. It characterizes the idea of bringing our partner's visions into reality. We aim to be the connection that enables our clients to achieve their goals. We are committed to crafting a polished product for every client and campaign.

At ACCRA, we are committed to delivering high-quality results for our clients that embody authenticity, collaboration, creativity, resilience, and accuracy. Our mission is to be the bridge that connects bold aspirations to high-quality outcomes. We strive to bring clients' visions to life through honest communication and innovation. We aim to effectively manage our relationships and commit to creating a successful reality for clients.

# MEET THE TEAM



**Artra Nelson**

Account Executive &  
Action Strategy  
Director



**Chloe Wood**

Research Director



**Alexa Day**

Message Strategy  
Director



**Lauren Cavanaugh**

Account Executive &  
Writing Director



**Logan Maples**

Creative  
Director



**Lucy Fleming**

Creative  
Director





# CLIENT OVERVIEW

# EXECUTIVE SUMMARY

Phillips 66® is launching an omnichannel campaign to promote the Route 66 Centennial and its three fuel brands along the route. Our campaign intends to connect the nostalgia of Route 66 with the modern innovations of the Phillips 66®, Conoco®, and 76® brands. We aim to provide an experience that bridges the past and the present, creating lifelong memories. Through promotional events, activations, and advertising, the campaign will connect with our key publics to drive brand awareness and increase app downloads.



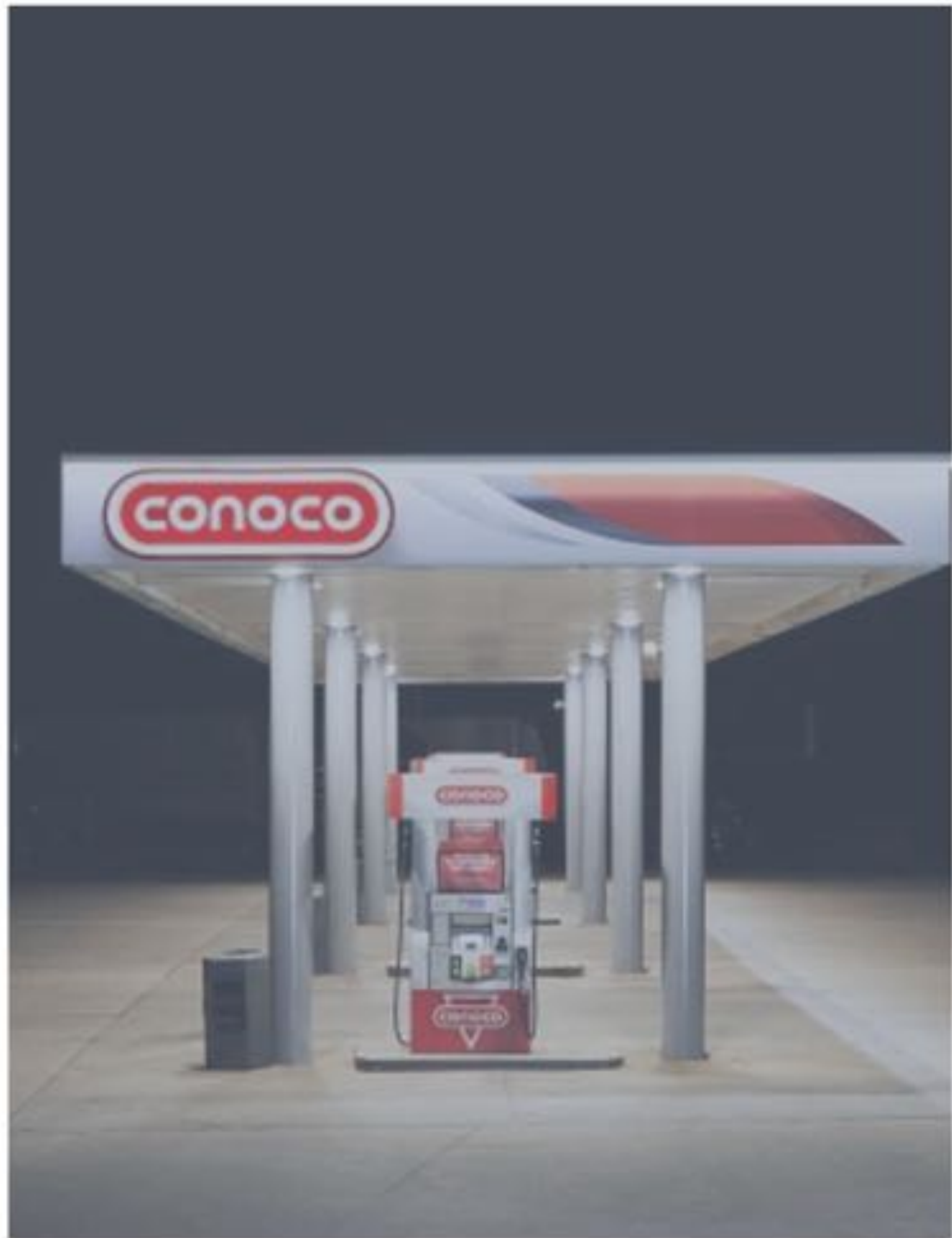
# CLIENT BACKGROUND

Phillips 66® is a reliable energy manufacturing company with nearly 150 years of experience. Its business operations include refining, midstream, chemicals, and marketing. Phillips 66® has three fuel brands across the U.S., which are Phillips 66®, Conoco®, and 76®. Beyond fuel, Phillips 66® also has a focus on lubricants, aviation fuels, and chemical production.

Phillips 66® operates worldwide, dedicated to providing reliable and environmentally friendly energy. The company is committed to advancing energy solutions while maintaining a strong focus on efficiency, sustainability, and innovation, which aims to provide energy and improve lives.

In 1917, Phillips 66® was founded in Bartlesville, OK, where it first emerged as a significant fuel provider. The company name was inspired by Route 66 after a successful road test in the 1920s. This historic tie and connection to Route 66 remains a key part of Phillips 66's® brand identity.







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# SECONDARY RESEARCH & COMPETITIVE ANALYSIS

# SECONDARY RESEARCH

ACCRA Public Relations conducted secondary research of Phillips 66's® internal organization, external factors, and current public perception. This was to identify areas of opportunity for effective communication with our target audience throughout the campaign. Additionally, ACCRA gathered information on Phillips 66's® current market positioning, the challenges the company faces, and identified opportunities for improved communication and customer engagement.

**Situational  
Research**

**Organizational  
Research**

**Publics  
Research**

# SITUATIONAL RESEARCH

## Challenges and Opportunities:

Phillips 66® faces the challenge of staying competitive as the energy industry shifts toward clean energy. More customers seek eco-friendly options, and competitors like QT®, Buc-ee's®, OnCue®, and Casey's® are strong rivals. However, Phillips 66's® community support, major partnerships, and digital tools offer important opportunities for growth.

## Current Strengths:

Phillips 66® has strong brand recognition due to its historic link to Route 66. The company leverages digital marketing, sponsorships, and community programs to maintain customer engagement and a wide range of sponsorships, such as the Houston Astros and USA Swimming. By reinforcing these strengths and modernizing its approach, Phillips 66® can continue to build trust among both long-time and new customers.

## Customer Expectations:

Today's consumers—especially younger, tech-savvy drivers—expect more from fuel companies than just gas. They want digital rewards, mobile-friendly experiences, and visible efforts toward environmental responsibility. To meet these rising expectations, Phillips 66® must deliver more personalized, technology-driven services while communicating its commitment to a greener future.

## Public Perception:

Public opinion about fuel companies is increasingly complex. While Phillips 66® is making strides by investing in cleaner energy and reducing pollution, skepticism about environmental impacts still lingers. Meanwhile, the growing popularity of electric vehicles and alternative fuels makes it even more urgent for Phillips 66® to evolve and maintain relevance with environmentally conscious consumers.

# ORGANIZATIONAL

## Internal Environment:

### Performance

Phillips 66® provides energy services through refining, midstream operations, marketing, and research. Their strong reputation for quality comes from consistent investment in research and manufacturing. Performance has improved over the past three years, with a **72%** increase in share price and advancements in sustainability. A significant challenge remains the volatility in earnings tied to crude oil prices. Expanding community engagement programs could offer new revenue streams and strengthen brand loyalty.

### Structure

Phillips 66's® mission is to "provide energy and improve lives," and its issue is to stay competitive and connect with customers based on similar goals and values. The organization emphasizes sustainability and innovation, which enables it to remain competitive in a changing market. Their business plan clearly expresses this commitment by focusing on lower-carbon alternatives, such as pursuing return-focused projects. We aim to play a crucial role in this process, ensuring that our messaging aligns with the company's values.

### Internal Impediments

The internal environment at Phillips 66® is generally supportive of public relations efforts, with initiatives such as the "Day of Learning" designed to engage and empower employees. However, there are obstacles to success, including digital fatigue and challenges in resource allocation. To address digital fatigue, the company could implement intelligent content delivery systems that better manage the flow of information to employees and stakeholders. To solve resource allocation issues, Phillips 66® should prioritize PR functions that most effectively deepen customer connections and reinforce brand loyalty.

# RESEARCH

## External Environment:

### Competition

Phillips 66® faces strong competition from ExxonMobil, Chevron, Shell, and Valero. All brands face scrutiny, though rivals like Shell, Valero, and Chevron have invested more heavily in renewable energy, raising the bar for sustainability efforts.

### Opposition

Groups like the Environmental Integrity Project and Communities for a Better Environment have challenged Phillips 66® on environmental issues, leading to project delays. This has led to further opposition, which has grown stronger over the past three years, particularly in response to rising climate concerns.

### External Impediments

The external operating environment is growing but faces stricter regulations and evolving sustainability expectations. The industry is projected to shift even further toward clean energy practices. Phillips 66® faces regulatory hurdles, rapidly changing customer demands, and financial challenges tied to oil price volatility and broader market fluctuations.

## Public Perception:

Phillips 66® holds a 4.5% market share and is seen as reliable, with moderate customer satisfaction (3/5 stars on Yelp). Their focus on sustainability has improved their public image over the past three years. The brand has modernized with initiatives like the Fuel Forward App®, offering more engaging, tech-forward experiences while maintaining strong availability across key routes.

# KEY PUBLICS

## Customers

- Anyone who purchases fuel or drives a vehicle.
- Business to business transitions with aviation companies.

## Producers

- Crude oil suppliers who provide the raw materials that Phillips 66® refines.

## Limiters

- Governmental bodies and environmental organizations act as limiters, as they maintain control of industry regulations.

## Enablers

- Anyone who can benefit from Phillips 66's® success, such as shareholders or investors.

The key publics for this campaign will be tech-savvy millennials and baby boomers that are frequent travelers.



## TECH-SAVVY MILLENNIALS

**Latent Public**

Stage of Development

**25 to 40 Years**

**Old**

Age Range

## TRAVELING BABY BOOMERS

**Latent Public**

Stage of Development

**60 to 75 Years**

**Old**

Age Range



# TECH-SAVVY MILLENIALS

## Benefits

**Sustainability Focus:** Phillips 66's® commitment to sustainability resonates well with millennials, a generation that prioritizes environmental impact. This public is likely to respond positively to initiatives promoting eco-friendly practices.

**Tech Integration:** They value technological convenience and are inclined to use digital tools like apps and rewards systems that Phillips 66® offers, making it easier for them to engage with the brand.

**Tech-Savvy:** Millennials are highly comfortable with technology and are digitally connected through social media, apps, and other online platforms.

**Brand Loyalty:** This group is likely to be loyal to brands that align with their values, particularly in areas of sustainability and social responsibility.

**Travel-Oriented:** Millennials are often on the go and value services that cater to their travel needs, especially fuel brands that offer convenience and rewards.

## Characteristics

## Stereotypes

**Overly Dependent on Technology:** Millennials are sometimes viewed as too immersed in digital spaces, with a preference for virtual interaction over in-person experiences.

**Less Engaged with Real-World Issues:** Critics sometimes perceive millennials as being disconnected from real-world, hands-on solutions and overly reliant on digital experiences.

**Demanding of Transparency:** Millennials expect transparency and authenticity from the brands they engage with, especially when it comes to sustainability claims.

# TRAVELING BABY BOOMERS

## Benefits

**Reliability:** Baby boomers prioritize reliability, especially when it comes to fuel availability, price, and quality, making them an important public for Phillips 66's® core offerings.

**Customer Service:** This public appreciates high levels of customer service, which can be a strong selling point for Phillips 66® in both fuel stations and customer-facing interactions.

**Rewards System:** While not tech-savvy, this group can still benefit from Phillips 66's® rewards system, helping them save money and feel valued.

**Traditional Consumers:** Baby boomers are more likely to engage with traditional communication methods, such as email or in-person interactions, rather than relying on newer forms of digital communication.

**Nostalgic:** Many baby boomers appreciate nostalgia, particularly related to familiar, long-standing brands and experiences that remind them of earlier times.

**Frequent Travelers:** This demographic tends to travel for leisure or family reasons, making them a frequent customer of fuel stations. They value brands that offer consistent experiences.

## Characteristics

## Stereotypes

**Technologically Challenged:** Baby boomers are often stereotyped as being less comfortable with technology, with some reluctance to adopt newer digital solutions like apps or online rewards.

**Conservative:** They may be perceived as more traditional in their choices, preferring to stick with established brands that have a proven track record.

**Loyal but Less Adventurous:** Baby boomers are generally loyal customers but may not actively seek out new products or services unless they are proven or recommended by trusted sources.

# COMPETITIVE ANALYSIS



- Located primarily in the Midwest.
- Strong focus on creating heartwarming, memorable customer experiences that foster loyalty.
- Highly recognizable brand identity
- Deeply involved in community efforts, supporting initiatives like the Safe Place campaign and donating to homeless causes.
- QT has received positive media coverage from Forbes, News 9, and Tulsa World, highlighting its private ownership and strong corporate responsibility.
- QuikTrip has expanded steadily throughout the Midwest, reinforcing its regional dominance.

To compete with QuikTrip, Phillips 66® should emphasize superior cleanliness, quality food offerings, and strong community engagement.



- Dominates in southern states, particularly Texas.
- Famous for offering an enormous shopping experience paired with clean facilities.
- The brand is strongly recognized by its yellow and red color scheme and consistent billboard advertising.
- Buc-ee's engages communities by building excitement around its store openings and nurturing regional pride.
- The company's expansion strategy includes carefully growing into the Southeast and Midwest while maintaining its brand appeal.

To compete with Buc-ee's, Phillips 66® should amplify its nostalgic branding and enhance both store cleanliness and playful marketing.

# COMPETITIVE ANALYSIS



- Casey's has a dominant footprint across the Midwest, especially in rural and suburban communities.
- The customer experience at Casey's revolves around reliable, classic offerings like pizza and traditional fuel services.
- Casey's brand has remained traditional and trusted, supported by familiar, attention-grabbing colors.
- The company stays actively engaged with local communities, particularly in smaller towns.
- Casey's continues to grow aggressively by opening new locations in rural and suburban markets.

Phillips 66® should lean into the nostalgic small-town Americana feel of Route 66 to better resonate with Casey's loyal customer base.



- Costco's main strength is value and consistency, not emotional connection or experiential marketing.
- Customers choose Costco Gas primarily for price savings rather than brand attachment or convenience.
- Costco Gas users already demonstrate strong brand loyalty through Costco memberships, making it harder (but not impossible) to lure them based on experience quality.
- Community connection is less emotional and more practical at Costco, focusing on consistent cost savings rather than localized events or sponsorships.

There is an opportunity for Phillips 66® to differentiate itself by providing a richer, more memorable fueling and convenience experience beyond just competitive pricing.





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# PRIMARY RESEARCH & SWOT ANALYSIS



# PRIMARY RESEARCH INSTRUMENTS

## Survey

- Distributed online to students, parents and friends.



## In-Depth Interview

- Zoom interviews with selected participants.



## Content Analysis

- Utilized online content to uncover key trends and brand sentiment.



# QUALTRICS SURVEY

## OVERVIEW

### PURPOSE:

- Gather large-scale quantitative and qualitative data to better understand public awareness of Route 66, perceptions of Phillips 66® brands, and patterns in consumer behavior and social media engagement.

### WHO:

- The survey was distributed to 469 individuals, including students, family members, and friends, to provide a wide range of information from varying demographics.

### WHAT:

- Gained insights on how people feel towards Phillips 66®, their road trip and fueling behaviors, and how they engage with brands across digital and in-person channels.

# RESULTS

Q3 - When traveling, what attracts you the most?	Percentage	Count
Food destinations	34%	143
Historical landmarks	25%	148
Photo opportunities	15%	64
Hotels/housing accommodations	15%	64

Q4 - How familiar are you with Route 66?	Percentage	Count
Not familiar at all	13%	56
Slightly familiar	30%	126
Moderately familiar	34%	145
Very familiar	17%	73
Extremely familiar	5%	23

How often have you traveled on Route 66? (Q5)



Q7 - If yes, what was the main reason for your Route 66 trip? - Selected Choice	Count
Road trip	71
Sightseeing	28
Traveling to another town	131
Other (please specify)	18

Q10 - If traveling along Route 66, would you consider stopping in a Route 66 themed museum?	Count
Yes	254
No	140

Q14 - What motivates you to take a road trip? - Selected Choice	Count
Exploring new places	160
Historical interest	28
Visiting family/friends	177
Attending events/concerts	73
Scenic drives/shoreline	76
Other (please specify)	17

Q17 - When planning a road trip, how do you choose where to stop for gas? - Selected Choice	Count
Brand loyalty	30
Lowest price available	47
Convenience (on my route)	233
Amenities (food, restrooms, gift shops, etc.)	68
Other (please specify)	2

Q18 - What factors would encourage you to drive a Highway 66 themed brand vehicle? Please list factors in the box below or a brand of road trip? - Selected Choice	Count
Locally sourced or discounts	63
Convenient location	282
High-quality fuel quality	3
Promotions tied to the Route 66 brand	23
Historical past experiences	116
Other (please specify)	24

# IN-DEPTH INTERVIEW OVERVIEW

## PURPOSE:

- The research aimed to understand road trip behaviors, fuel brand perceptions, and digital engagement habits among experienced travelers. A purposive sampling strategy selected participants with significant road trip experience and familiarity with gasoline brands.

## WHO:

- We conducted two in-depth interviews with parents that have road trip experience and enjoy traveling.

## WHAT:

- Structured one-on-one interviews, conducted online, intended to uncover key insights into participants' fueling preferences, Phillips 66® brand awareness, travel planning behaviors, and interest in digital tools to help inform campaign strategies and messaging.

# RESULTS

After conducting our interviews, we discovered the key insights listed below. These findings guided our communication strategies for how we connect with this key audience.



Travel to build memories with family



Strong focus on cleanliness



Convenience over brand loyalty



No strong association with the brand



Values an easy to use rewards program



High interest in travel related content

*"I like traveling for family bonding, adventure, and memory making. Some things that motivate me are adventure, nostalgia, relaxation, family bonding, convenience, and affordability."*

*"I would consider signing up for a reward program if it was quick and easy."*

# CONTENT ANALYSIS

## OVERVIEW

### PURPOSE:

- We utilized content analysis to gather insights into how consumers talk about road trips and fuel brands across various digital platforms to guide strategic messaging for the campaign.

### WHERE:

- We conducted a digital content analysis using social listening tools such as Brandwatch and native platform analytics (Instagram, Facebook, X).

### WHAT:

- Our focus was on publicly available conversations, hashtags, mentions, and sentiment related to Phillips 66®, Conoco®, and 76® brands in order to identify patterns in consumer behavior, emerging trends, and popular content themes to inform tactics.

# RESULTS

**2855**

TOTAL MENTIONS  
APRIL 7-21

**1211**

UNIQUE AUTHORS

Share of Voice for  
Content Sources:

**60%**

Online News

**34%** x

Share of Voice  
for Sentiment:

Neutral

**91%**

Negative

**8%**

Positive

**1%**

Top Sites:

1. x.com
2. financialcontent.com
3. marketscreener.com
4. reddit.com
5. bsky.app

# TOP 10 FINDINGS

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PRICE IS THE MAIN COMPONENT PEOPLE PAY ATTENTION TO WHEN STOPPING AT A GAS STATION.



BEHIND PRICE, CLEANLINESS AND CONVENIENCE ARE SOME OTHER MOTIVATORS WHEN CHOOSING A GAS STATION.



ADVENTURE AND NOSTALGIA WERE KEY COMPONENTS AS TO WHY PEOPLE WANT TO ROAD TRIP.



SIGHTSEEING AND MUSIC ARE SOME OF THE MAIN AND LEADING MOTIVATIONS FOR ROAD TRIPPING.



BABY BOOMERS AND MILLENNIALS ARE THE AGE GROUPS THAT ARE WILLING TO DRIVE THE LONGEST TO REACH A DESTINATION AND MOST LIKELY TO ROAD TRIP.

A MAJORITY OF OUR INTERVIEWEES' FAVORITE ROAD TRIP WAS EXPERIENCED AND CONNECTED WITH FAMILY.



MANY PEOPLE ARE NOT AWARE OF THE FUEL FORWARD APP® AND PHILLIPS 66® REWARD SYSTEM.



BILLBOARDS ARE AN IMPORTANT ASPECT PEOPLE LOOK AT WHEN TRYING TO GET GAS ON A ROAD TRIP.



SOCIAL MEDIA AND WORD OF MOUTH ARE THE MOST PREVALENT REASONS WHY AND WHERE PEOPLE CHOOSE TO ROAD TRIP.



PEOPLE WOULD CONSIDER SIGNING UP FOR A REWARDS APP IF IT WAS QUICK TO CREATE AN ACCOUNT AND EASY TO USE.





- **Brand Nostalgia/Historic Appeal:** Phillips 66® and Route 66 share a rich history, embodying a sense of nostalgia.
- **Existing Marketing Opportunities:** Campaigns like Fuel Forward and GO GO GO can increase travel along Route 66.
- **Strong Locations:** Phillips 66®, 76®, and Conoco® all have several locations across Route 66.
- **Affordability:** The price of gas is cheaper than a plane ticket and will increase travel along Route 66 while stopping at a Phillips 66® location.



- **Weather Conditions:** The extreme seasons of weather across the nation could cause travelers to cancel travel plans, especially in tornado season.
- **Aging Attractions:** Some of Phillips 66® locations across Route 66 may not provide the most up-to-date fuel pumps.
- **Different Identities of Phillips 66®, 76® and Conoco®:** making sure customers know that all three brands are the same but express different identities as they travel along Route 66.



- *Route 66 Centennial in 2026:* An ideal time to launch this promotion in honor of the highway.
- *Merchandise:* Promote a collaboration on Sweatshirts, t-shirts, and memorabilia for travelers to remember their experience between Phillips 66® and Route 66
- *Outdoor Attractions:* Route 66 travels through several well-known cities, which allows travelers to get gas from Phillips 66®.
- *Tourism from International Travelers:* Since Route 66 begins in Chicago and ends in Santa Monica, this will attract tourists from all over the country.



- *Competition:* Other oil and gas competitors also have stations along Route 66 that will bring in customers.
- *Prices of Travel:* Increased gas prices and travel concerns may cause some travel enthusiasts to stay off the roads.
- *Preferences of travel:* Some generations may not find the same nostalgia in Route 66 as other travelers.






# TARGET AUDIENCE & PERSONAS




# KEY PUBLICS



Based on our campaign strategy and in-depth research, we've identified two key publics whose behaviors and values align closely with the Phillips 66® brand, particularly in the context of the Route 66 Centennial celebration.

**"Tech-savvy millennials**, who are frequent travelers and value **convenience, innovation, and sustainability**. These individuals prefer brands with digital tools, rewards programs, and eco-conscious efforts that simplify efforts and align with their values."



**"Baby boomers** who travel frequently and seek **reliability, comfort, and nostalgia** on the road. This group appreciates familiar brands with deep-rooted history, like Phillips 66® and its connection to Route 66, for the trust and ease they bring to every adventure."

# MEET SARAH MILLS

## ADVENTURE-SEEKING TRAVELER

25

FEMALE



Tulsa, OK

"Hi, I'm Sarah Mills and I live in Tulsa, Oklahoma with 2 roommates. I'm big on routines and like to plan my weekly agendas on a set schedule. Travel is my escape, especially solo road trips where I can clear my head and share the journey on Instagram. I love destinations that balance history and modern twists. My friends like to call me the organized adventurer, since I always have a list of must-see destinations and popular restaurants."

### Demographics

- Financial Analyst
- \$75,000 yearly income
- Bachelor's in Accounting
- Single

### Values

- Health and Wellness
- Financial responsibility
- Independence
- Staring travel experiences on social media

### Pain Points

- Concerns around safety when traveling solo
- Needs efficiency and is not very spontaneous
- Limited time to travel due to work

# MEET JOE SMITH

## THE FAMILY MAN

57

MALE



Flagstaff, AZ

"Hi, I'm Joe Smith. I'm 55 and live in Flagstaff. I've got a flexible schedule with work, which means I can take time to travel with my wife and kids. I've got one kid out of college and two still in school, so family time is more meaningful than ever. For me, it's all about spending quality time with family, enjoying the journey, and making the most of every stop along the way. I find joy in taking my kids on similar roadtrips, as I did with my family growing up."

### Demographics

- Area Sales Manager in medical device sales
- \$175,000 yearly income
- Bachelor's in Business Administration
- Married with 3 kids

### Values

- Quality time with family
- Nostalgia and reliving past memories
- Balance between work and life
- Comfort and dependability when traveling

### Pain Points

- Difficult to travel since kids are still in school
- Avoids inconvenient travel plans
- Loyal to certain brands

# MEET HAROLD WHITE

## SCENIC SEEKER

68

MALE



Sante Fe, NM

"Hi, I'm Harold White and I recently retired after a long career as a professor. My wife and I enjoy living in the moment and love taking things slow. We have one grown child and a few grandkids, so when we travel, it's often about making memories with them. I've always valued learning and culture, and I now have more time to travel since my retirement. Technology doesn't come easy to me, but I try to keep up. I hold value in finding places that still feel personal in a fast-moving world."

### Demographics

- Retired professor
- \$100,000 per year
- Has his Bachelor's, Master's and Ph.D.
- Happily married with on child and several grandkids

### Values

- Cultural exploration
- Slow-paced lifestyle
- Reliability and comfort
- Making memories with his family
- Maintaining his health

### Pain Points

- Physical limitations with age
- Difficulty navigating new technology
- Prefers simplicity
- Avoids a fast-paced experience

# MEET CHLOE YOUNG

## ROAD WARRIOR

41

FEMALE



Pontiac, IL

"Hi, I'm Chloe Young and I am always staying busy at work, but I always make time to hit the road for family get-togethers and visits with close friends, no matter how long the drive might be. I often work remotely while I travel, so staying connected with my team is important, even from the passenger seat or a quiet café. I've got advanced degrees and a solid career, but I still love the simple joy of a good road trip. I just try to plan around the weather and make sure everything runs smoothly—both on the road and at work."

### Demographics

- Engineer
- \$175,000 per year
- Bachelor's and Master's degrees
- Single

### Values

- Strong work ethic
- Staying close and connected with loved ones
- Independence
- Enjoying the small things
- Balance with work and travel

### Pain Points

- Needs to stay connected to the internet for work
- Balancing productivity with long distance travels





# POSITIONING STATEMENT & OBJECTIVES



## POSITIONING STATEMENT

For **adventure-seeking travelers and history enthusiasts**, Phillips 66® is a trusted fueling travel companion and convenience brand that offers a nostalgic yet modern road trip experience, so customers can explore America's iconic highway with confidence and ease because Phillips 66® has a long-standing heritage of fueling journeys across generations.

For **millennials** who excel in technology and are accustomed to quality fuel, Phillips 66® is a premier energy-providing company that offers the highest standard and an increase in fuel economy so customers can know energy needs are met because innovative technology is being created for the future at Phillips 66®.



# GOALS

## Reputation Management Goals:

- Build brand trust by promoting transparency and core values (safety, honor, and commitment).
- Differentiate Phillips 66® from competitors by emphasizing these values.
- Highlight the company's long history and connection to Route 66 to boost its reputation.

## Relationship Management Goals:

- Strengthen partnerships with investors and customers.
- Foster customer loyalty through rewards programs like the Fuel Forward App®.
- Instill loyalty to support ongoing business growth.

## Task Management Goals:

- Increase brand awareness in targeted areas.
- Boost app downloads and usage at Route 66 stations.
- Drive brand consideration and purchases through diverse marketing channels and activities.
- Appeal through nostalgia for Route 66 history.
- Communicate a message of energy, forward motion, and honoring both the present and the future.



## OBJECTIVES SUMMARY

### Traveling Baby Boomers

**AWARENESS OBJECTIVE:**

Increase awareness of Phillips 66® and its connection to Route 66 by 15% through digital ads, print materials, and local partnerships by August 1, 2026.

**ACCEPTANCE OBJECTIVE:**

Improve sentiment by 20% among Baby Boomers by highlighting safe, reliable travel experiences, nostalgia, and family-friendly stops.

**ACTION OBJECTIVE:**

Increase app usage by 10% among Baby Boomers through loyalty rewards and travel partnerships (e.g., hotels, car rentals).

### Tech-Savvy Millennials

**AWARENESS OBJECTIVE:**

Raise awareness of Phillips 66® and its Route 66 presence by 20% via social media and digital ads by August 1, 2026.

**ACCEPTANCE OBJECTIVE:**

Increase brand sentiment by 20% by aligning Phillips 66® with adventure, innovation, and nostalgia through digital channels.

**ACTION OBJECTIVE:**

Boost Fuel Forward® App downloads by 20% among millennials using social media and incentives by August 1, 2026.



# OBJECTIVES

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## QUALITIES

### **PUBLIC FOCUSED:**

Tailored for each group's habits and interests.

### **IMPACT-ORIENTED:**

targets measurable outcomes like sentiment and usage.

### **RESEARCH-BASED:**

Uses insights on customer loyalty and behavior.

### **EXPLICIT & MEASURABLE:**

Each goal has specific percentage targets.

### **SINGULAR & CLEAR:**

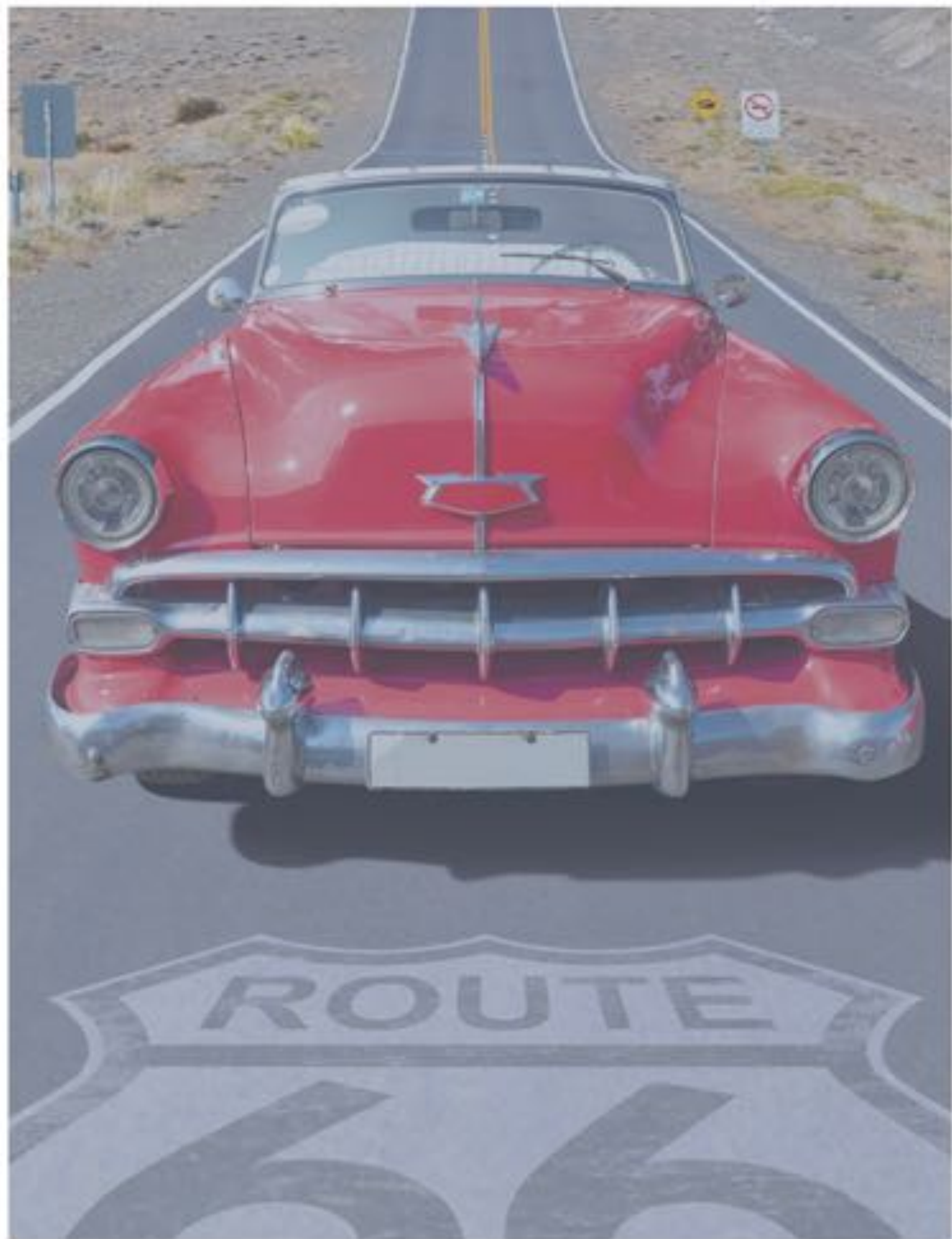
Each goal focuses on one outcome (e.g., app downloads or brand awareness).

### **CHALLENGING YET ATTAINABLE:**

Goals are ambitious but achievable with good marketing.

### **TIME-DEFINED**

All goals aim to be met by August 1, 2026.





**BIG  
IDEA**

*Our campaign aims to connect Route 66's legacy with modern road trips, showcasing Phillips 66®, Conoco®, and 76® fuel as the ideal companions.*



*Route 66*

# ADVENTURE *on the* MOTHER ROAD



## ***Nostalgic Moments on the Mother Road – A Multi-Brand Campaign Across Phillips 66®, 76®, and Conoco®***

*Phillips 66®, 76®, and Conoco® each serve distinct regions, but together they connect a broad spectrum of communities. The Nostalgic Moments on the Mother Road with Phillips 66® Fuel campaign offers travelers an engaging, interactive experience designed to foster brand loyalty and increase customer interaction. While the overarching campaign concept remains consistent, it will be tailored to reflect the identity of each brand in its respective region.*



# ACTION & COMMUNICATION STRATEGIES

# TECH-SAVVY MILLENNIALS

## KEY MESSAGE:

The key message for Millennials is that Phillips 66® modernizes the classic road trip by combining the iconic Route 66 adventure with digital innovation through the Fuel Forward App®. It blends a rational appeal by highlighting cost savings, convenience, and gamified experiences, and an emotional appeal by inviting them to create new, shareable memories on the Mother Road.

## VERBAL COMMUNICATION:

- One unified perspective will be shared: discover new adventures on Route 66 – and fuel them faster with Phillips 66® and the Fuel Forward App®.
- A conclusion will be drawn: Phillips 66® makes exploring iconic America affordable, easy, and rewarding.
- Messaging will emphasize action words such as download, unlock, discover, journey, rewards, and explore.
- Storytelling will highlight gamified app features and social media challenges.

## NON-VERBAL COMMUNICATION:

- Visuals will combine vintage aesthetics with modern technology, showcasing app check-ins at Phillips 66® stations, QR code-based games, and scenic photos with app screenshots.
- Campaign colors will mix retro Route 66 iconography with fresh, energetic branding to reflect the blend of past and future.
- Social media activations will focus on dynamic visuals (e.g., road trip videos, influencer content, real-time challenges) that invite Millennials to share their adventures.

# TRAVELING BABY BOOMERS

## KEY MESSAGE:

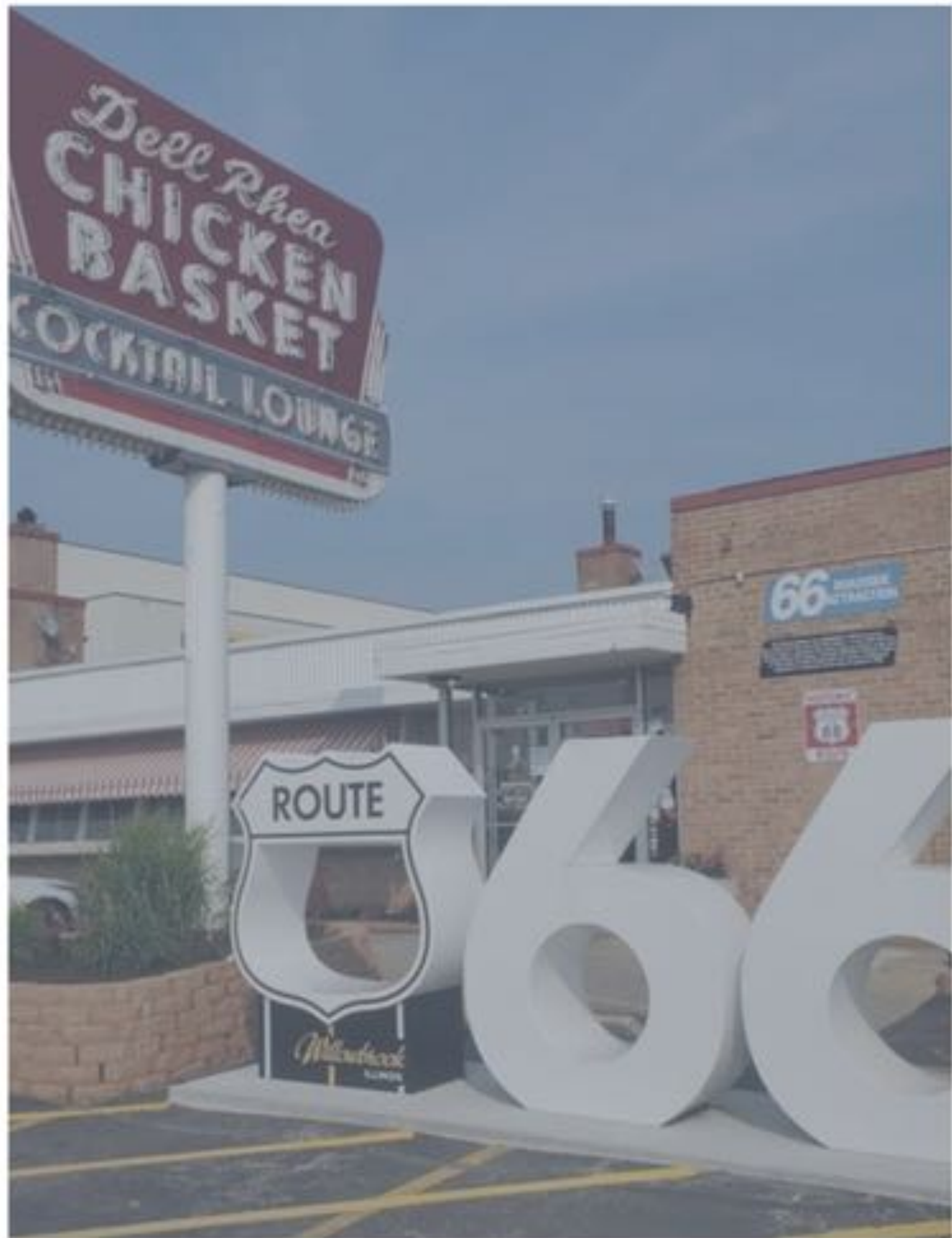
The key message for Baby Boomers is that Phillips 66® fuels the timeless spirit of Route 66, bringing back memories of classic American road trips. This message combines a rational appeal, highlighting the accessibility and dependability of Phillips 66® stations along the route, with an emotional appeal that evokes pride, tradition, and the golden age of travel.

## VERBAL COMMUNICATION:

- One unified perspective will be shared: Relive the adventure of Route 66, with the reliability of Phillips 66® fueling your journey.
- Phillips 66® provides trusted service and familiar nostalgia for travelers reconnecting with the Mother Road.
- Messaging will emphasize action words such as rediscover, revisit, tradition, legacy, iconic, and reliable.
- Storytelling will feature historic Route 66 stories and vintage car pop-ups.

## NON-VERBAL COMMUNICATION:

- Visuals will focus on classic cars, neon signs, vintage Phillips 66® branding, Americana imagery, and small-town main streets.
- Design elements such as retro fonts, muted tones, and historical travel photographs will evoke nostalgic feelings.
- Pop-up events and experiences will blend live music, classic car shows, and old-fashioned hospitality to rekindle the spirit of road trips.





# TACTICS OVERVIEW

**Paid  
Media**

**Pop-Up Car  
Initiative**

**Fuel Forward App®  
Gamification**

**Business to Business  
Initiatives**

**Social Media and Digital  
Activations**

# PAID MEDIA

## OVERVIEW

### CAMPAIGN KICKOFF: THE COMMERCIAL

- At the heart of the campaign is a heartfelt commercial featuring a nostalgic conversation between a Baby Boomer father and his Millennial son. As they reminisce about their memories of Route 66 and the significance of Phillips 66®, the son introduces his dad to the Fuel Forward App®, walking him through its features. The ad ends with travelers learning how the app enhances their journey, keeping Phillips 66® top of mind.

### TACTIC GOAL:

- Raise awareness of Phillips 66's® brand and the Route 66 Centennial through an engaging commercial that focuses on the season, and collaborate with complementary companies.

### PLATFORMS TO PROMOTE:

- Paid advertisement promoted on YouTube, Instagram, Facebook and TikTok.
- Share short clips across all Phillips 66® social media channels.

### SEO OPTIMIZATION:

- Ensure the commercial description is SEO-optimized with relevant keywords, such as "Phillips 66® Centennial," "Route 66," and "Fuel Forward."

# PAID MEDIA OVERVIEW

## OPPORTUNITIES TO COLLABORATE:

### *Car Brands:*

- Toyota: loyal customers who value reliability and adventure.



- Ford: the organization has a similar theme of embracing nostalgia while promoting innovation.



### *Route 66 Restaurants or Shops:*

- Partnering with Route 66 restaurants appeals to nostalgic travelers and positions the brand as a strong supporter of local businesses that keep the spirit of Route 66 alive.



## RATIONALE:

- Our goal of creating a commercial to raise awareness of Phillips 66's® centennial aligns closely with the Phillips 66® brand, honoring its legacy and commitment to travelers along America's iconic Route 66. The commercial will connect with the Millennials and Baby Boomers audiences by reinforcing the celebration of Route 66 and the nostalgia of Phillips 66®.
- The commercial promotes the Fuel Forward App® while closely aligning with the campaign concept of nostalgia and innovation.

# PAID MEDIA

## SCRIPT MOCK-UP

[Opening Scene: Wide shot of a classic open highway – Route 66. A pickup truck cruises down the road, windows down, sunlight pouring in.]

[Inside the truck: A father and teenage son laugh together. The son scrolls on his phone, capturing little moments – the scenery, the music, the road.]

Narrator (VO, warm and nostalgic):

"Some roads are more than just a way to get somewhere – they're a way back to what matters."

[The truck slows and pulls into a Phillips 66® station. The father steps out to pump gas. The son smirks and calls out through the window, phone in hand.]

Son (playfully teasing):

"Don't forget the Fuel Forward® App, Dad! Gotta earn those points!"

[Father laughs, shakes his head lovingly, and pulls out his phone to open the app while pumping.]

Narrator (VO):

"Fuel your journey – and the memories you make along the way – with Phillips 66® and the Fuel Forward® App."

[Final shot: The truck drives off, silhouetted by the glowing sunset, the open road stretching out ahead.]



# POP-UP CAR INITIATIVE

## OVERVIEW

### EXPERIENTIAL ACTIVATION: THE POP-UP CAR INITIATIVE

- The campaign further comes to life with the Pop-Up Car Initiative, leveraging existing relationships with classic car shows and automotive influencers. The events will be held at Phillips 66®fuel brands along the route. Vintage vehicles branded with QR codes linking to the Fuel Forward App® will appear at key Route 66 locations. These pop-up installations provide an immersive, in-person brand experience for Phillips 66®, Conoco®, and 76®. This initiative is designed to generate social media buzz and word-of-mouth excitement as attendees share their encounters online, extending the campaign's reach far beyond the road.

### TACTIC GOAL:

- Enhance customer engagement and foster relationships through geo-targeted, location-based advertising, while promoting app downloads.

### AREAS TO PROMOTE:

- Target people at relevant events, such as car shows or travel-related events.
- Website, Instagram, Facebook, and X.
- Press release to local news channels where events will be held.

# POP-UP CAR INITIATIVE

## OVERVIEW

### OPPORTUNITIES TO COLLABORATE:

#### *Car Brands:*

- Ford: brand older car models to coincide with the theme of nostalgia.



#### *Route 66 Museums:*

- Partner with Route 66 museums to host car events, as this will maintain a strong connection to the history and attract drivers along the route.

### TACTIC RATIONALE:

- Promotes creative, customer-first approach to increase brand visibility
- Builds awareness among both current customers and new audiences
- Partnerships and pop-ups create real-time value and visibility
- Focuses on balanced communication through in person interactions and social media engagement
- Encourages feedback, sparks real-time conversation and builds trust in the brand.



# APP GAMIFICATION OVERVIEW

## TACTIC GOAL:

- Aims to increase app downloads and engagement using interactive features while promoting the Centennial Route 66 campaign.

## QR CODE INTEGRATION:

- Place QR codes on key touch points in the stores (e.g., door, checkout counters, and beverage fridge doors) that lead to the Fuel Forward App. Ensure the app has easy access to centennial-related rewards and content.

## ROUTE 66 SPECIFIC:

- Incorporate Route 66's pre-made passport into the app, which will highlight landmarks and various fun facts about the road.
- Users will be able to check in to the landmarks through the app's geo-tracking feature and will then receive a special discount for each landmark visited.
  - If a landmark is farther away from Route 66, a larger discount will be offered to encourage travel off the route, and more fuel stops will be available at Phillips 66@ brands.



# APP GAMIFICATION OVERVIEW

## NON-ROUTE 66 SPECIFIC:

- We want to target people who are not traveling on Route 66 and encourage app check-ins through a weekly trivia game:
  - Every Monday, the app will share either a travel tip, a Route 66 fun fact, or a moment of Phillips 66® history.
  - On Fridays, the app will pose a trivia question related to the information from Monday's post, and users who answer correctly will receive a discount.
  - Offer a larger discount for trivia streaks.



## TACTIC RATIONALE:

- Building on the existing Route 66 Passport game, the campaign adds a gamified layer of interaction through the Fuel Forward App®. As travelers collect virtual stamps throughout their journey on Route 66, they also earn points that can be redeemed within the app. Promotes two-way communication and fosters a stronger relationship that can lead to trust and loyalty. This gamification strategy appeals to a younger demographic, reinforcing early brand recognition and loyalty through fun, goal-oriented engagement.

# B2B INITIATIVES

## OVERVIEW

### TACTIC GOAL:

- Strengthen business relationships, especially with convenient stores associated with Phillips 66®, Conoco®, and 76® and local stores along Route 66.

### PERSONALIZED OUTREACH:

- Focus on high-level personal connections. Host private dinners, lunches, and one-on-one calls to understand the needs and challenges of potential partners. Use platforms like LinkedIn for direct outreach to key decision-makers.

### POTENTIAL RELATIONSHIPS:

#### *Convenient Stores:*

- Good 2 Go
- OnCue Express
- Stuckeys



#### *Route 66 Restaurants and Stores:*

- CozyDog Cafe
- Ted Drewes Frozen Custard
- Sycamore Inn
- Route 66 Boutique



# B2B INITIATIVES

## OVERVIEW

### REFERRAL PROGRAM:

- Create a structured referral program for existing business clients to recommend Phillips 66® products to their network. Offer rewards or incentives to businesses that refer others.

### EMAIL NEWSLETTER:

- Regularly send newsletters that keep B2B clients informed about new products, successful case studies, and special offers.

### TACTIC RATIONALE:

- Aims to stress the importance of maintaining relationships that benefit both parties. By reaching out to local Route 66 stops in targeted ways and engaging in one-on-one conversations, Phillips 66® fosters loyalty, trust, and long-term relationships with them.



# DIGITAL TACTICS

## OVERVIEW

### TACTIC GOAL:

- Engage the online community by providing engaging content and leveraging influencers to expand your reach.

### PLATFORMS:

- Instagram, Facebook and X.

### #FUELYOURJOURNEYCHALLENGE™:

- Post videos or images of your road trip adventures and use the #FuelYourJourneyChallenge to enter the competition.
- The top videos will be reposted on Phillips 66®, 76®, and Conoco® social media channels, and the winners will receive up to 5 free fuel-ups.
- This competition will help spread the Centennial campaign and build a relationship with the public.
- Encourages customers to post content related to the celebration, such as selfies at fuel stations, photos of their cars on the road, etc.

### CONTENT CALENDAR

- Maintain a well-planned content calendar for Instagram, Facebook, and X. Post regularly about centennial milestones, offers, and engaging content, such as trivia, polls, and user-generated stories.

### HASHTAG STRATEGY

- Develop and promote hashtags such as #Phillips66Centennial or #FuelForward to unite content across social platforms.

# DIGITAL TACTICS

## OVERVIEW

### RATIONALE:

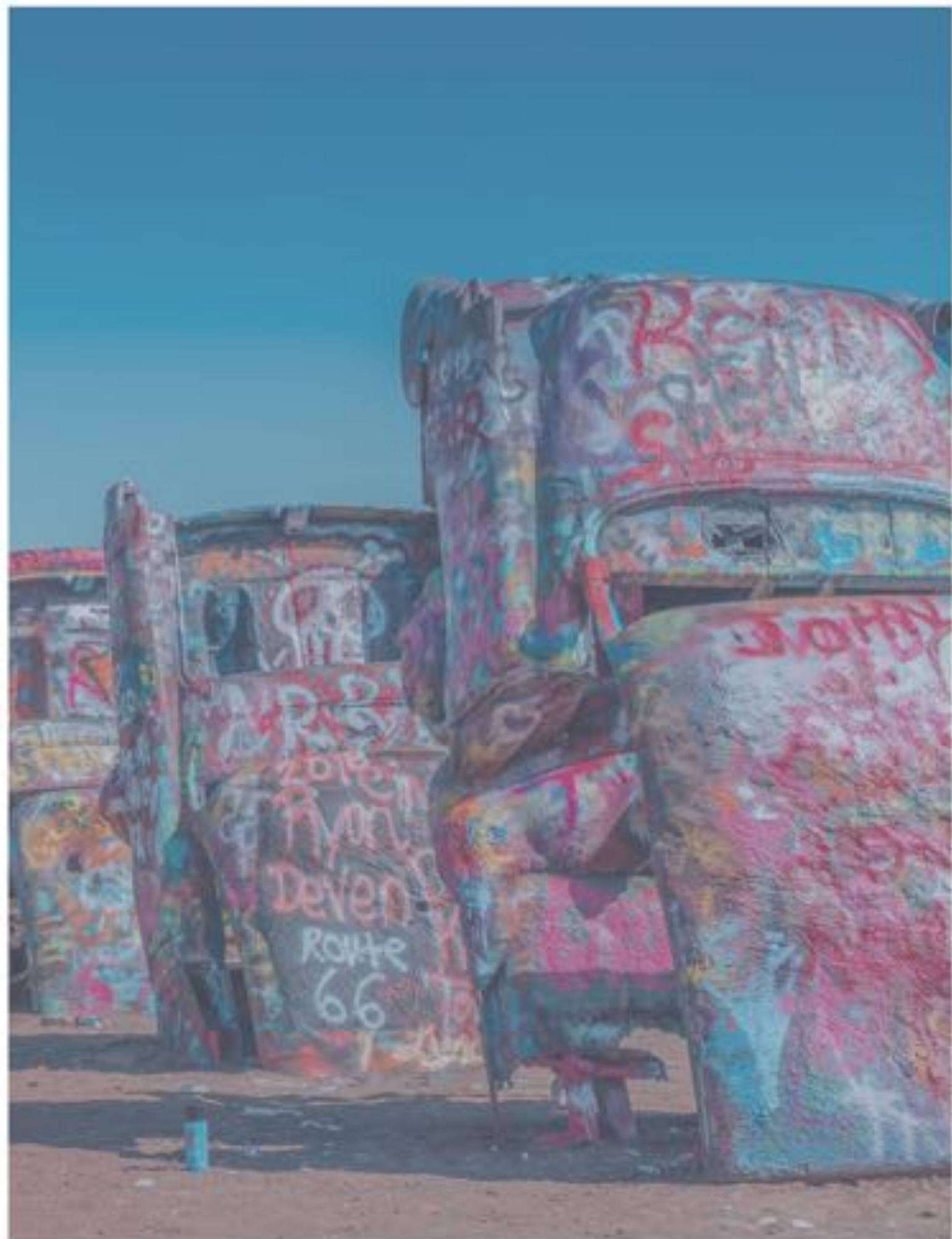
- With a digital campaign, Phillips 66® seems more engaged, community-driven, and culturally relevant. The company utilizes user-generated content (UGC) and social media challenges to engage consumers in its centennial celebrations. As individuals relate to the brand, trust grows.
- People are more likely to trust Phillips 66® when they see others writing about their positive experiences with the brand. Promoting user-generated content through official channels and encouraging people to make their content strengthens peer impact and brand credibility.

### TACTIC #5

## SHARE USER-GENERATED CONTENT

Social media challenges and UGC help strengthen brand trust. According to Social Proof Theory, people are more likely to trust a brand when they see others sharing positive experiences. By showcasing authentic customer content, we can increase engagement and credibility among our audience.







# EVALUATION

### **COMMERCIAL SUCCESS METRICS**

- Track impressions, views, likes, and shares across Instagram, Facebook, X, and the website.
- Use SEO checks and brand sentiment surveys to measure awareness and acceptance.
- Measure app downloads and website traffic connected to the commercial.

### **POP-UP CAR EVENTS**

- Track foot traffic, QR code scans, and promotional redemptions.
- Gather feedback through on-site surveys and social media mentions.
- Compare activation success across different event locations.

### **PASSPORT GAME X FUEL FORWARD® APP**

- Measure app downloads, active user rates, and the number of tasks completed.
- Monitor prize redemptions, session durations, and hashtag activity.
- Evaluate user retention through repeat check-ins and engagement.

### **B2B RELATIONSHIP BUILDING**

- Track new business partnerships, event attendance, and referral program participation.
- Analyze LinkedIn engagement, email open rates, and case study downloads.

### **SOCIAL MEDIA AND DIGITAL CAMPAIGNS**

- Monitor hashtag usage, user-generated content, follower growth, and engagement rates.
- Analyze the performance of paid versus organic posts to optimize reach and visibility.

### **OVERALL CAMPAIGN ROI**

- Compare total revenue generated versus campaign costs.
- Conduct brand recall surveys after the campaign to measure the lasting impact on the brand.
- Analyze success through media impressions, app engagement, and new business partnerships.

### **MAIN GOAL**

- Strengthen Phillips 66's® brand loyalty, customer engagement, app usage, and long-term reputation through measurable public relations outcomes.

Route 66 Museum





conoco



# CAMPAIGN CALENDAR

# SOCIAL MEDIA

## JANUARY

- **4th:** "We have had powered travel for almost a century, starting with the dirt of the Mother Road and continuing into modern freeways. We honor 100 years of the journey forward this year. Come celebrate with us as we begin the Phillips 66® Centennial."
- **10th:** "The digital passport that elevates your passion for Route 66 is on the way. Our app enables you to track stops, earn stamps, and refuel along your journey. Prepare to #FuelForward along the most famous road in America."
- **16th:** "Everyone fuels up for a reason, whether it's weekend outings or exploring new places. Your story is what we want to hear. Use #FuelForward to share your experience or leave a comment."
- **23rd:** "Route 66 is a community as much as a road. As we plan our Centennial adventure, we hope to collaborate with Route 66 companies, auto shops, and rest stops. Do you belong to the legacy? Let's get in touch. To find out more, DM us."
- **30th:** "We hope to meet you along the way as we embark on our journey. Which diner, hidden treasure, or Route 66 pit stop is your favorite? Our next fuel stop might be in your town."



# SOCIAL MEDIA

FEBRUARY



- 2nd: "Planning is essential for great adventures, and we're ready to go. The team ensures that every element is perfect. The official launch is closer than you might imagine, so stay tuned."
- 7th: "We're collaborating with creatives who love the open road this February. Who will assist us in narrating the #FuelForward story over Route 66? Hint: They are passionate about horsepower, adventure, and nostalgia."
- 13th: "Points, progress, and pit stops will soon be available on the Phillips 66® app. Get badges. Open up experiences. Compete with other travelers. This drive is a game, not just any drive."
- 21st: "As we complete the list of partners, we are honored to collaborate with famous Route 66 companies. Without the local stories that keep the road alive, this trip wouldn't be complete. Do you want to collaborate with us?"
- 27th: "In preparation for March, we are finalizing the app, locking in permits, and boosting our engines. The Centennial journey's next phase is nearly upon us. Come on, let's ride."

# SOCIAL MEDIA

## MARCH

- **1st:** "You're done waiting! The Phillips 66® app has released the Fuel Forward® Passport again. You can win the ultimate grand prize, a road trip down Route 66, by filling up, checking in, and collecting stamps. Earn your stops right now!"
- **5th:** "Just one app. Just one path. One fantastic reward. Win a Road Trip on Route 66, complete with planned stops, gas coverage, and surprises. To play, simply fill up and log in using the Fuel Forward App®. Are You Prepared to #FuelForward?"
- **12th:** "The highway has been reached. The Phillips 66® passport is being used by our #FuelForward® creators, who are sharing their experiences. To find out what you may win, follow along. To appear in our stories, tag us."
- **20th:** "We're uniting individuals across state lines and screens. Phillips 66® is hosting conversations with the community this month to help shape the future of #FuelForward. Do you want to join the movement? Watch this space for more."
- **28th:** "Something big is coming to you in a nearby town. With Fuel Forward Community Meetups, automobile clubs, raffles, and more, we're getting ready to get on the road. Soon, the first stops will be announced. If you would like us to stop in your city, comment below!"



# SOCIAL MEDIA

APRIL



- **1st: Visual:** "The engines are running. The path is predetermined. We're going all out this spring along Route 66, complete with local legends, car meetings, giveaways, and more. First, where will we see you?"
- **5th:** "Started it off with a full tank. The rides, the people, and the Route 66 pride were all on display during our inaugural #FuelForward event. If you were there, tag yourself!"
- **18th:** "@Influencer took Route 66 by storm after we gave them the keys. Don't miss the next city on the map; read their features to get the entire story."
- **26th:** "Another community and Chrome wave, another week. One meetup at a time, we're connecting Route 66 from [City A] to [City B] to [City C]. What should we do next?"

# SOCIAL MEDIA

## MAY

- **1st:** "Rolling along Route 66, these famous stops are not to be missed. Keep this list handy for your upcoming road trip. Have a secret treasure to share? Put it in the comments section."
- **7th:** "Our crew works to create the magic before the show begins. A little glimpse into our Route 66 tour's backstage operations. Many thanks to you, our vendors, and our crew."
- **14th:** "The ride is already unforgettable halfway through. Community. Cars. Conversation. Celebrating the next section of the journey."
- **20th:** Were you aware? The Fuel Forward® App offers a live check-in area at each Route 66 tour stop. Get points, get rewards, and keep going. Check in now to win."
- **28th:** "There is still more to go. You won't want to miss our last #FuelForward® stops, which are scheduled for June. Your final opportunity to ride with us."



# SOCIAL MEDIA

JUNE



- 3rd: "Cars on Route 66? It's YOUR turn to participate now. Redeemable incentives. Check-in stops. Huge rewards. Hit a Phillips 66 station, download the Fuel Forward App, and start earning points this summer."
- 7th: "It's simple: Visit any participating Phillips 66, check in with the Fuel Forward App, and accumulate points for prizes (and perhaps a surprise or two). It just got smarter for your summer road trip."
- 13th: "Who is the #FuelForward challenge winner? As they race along Route 66, @Name vs. @Name is checking in, earning rewards, and bringing YOU along for the adventure. Join the game through the Fuel Forward App and leave a comment sharing who you're rooting for."
- 20th: "What can you get? VIP events, exclusive merchandise, and fuel cuts. On your Route 66 road journey, you can accomplish this by checking in and earning points. Now is the moment to #FuelForward to earn the rewards."
- 28th: "You appeared. You refueled. You engaged in the game. We assure you that July is going to level up soon. New challenges, more rewards, and new stops. Buckle up!"

# SOCIAL MEDIA

## JULY

- **1st:** "Long weekends require longer car trips, but we have perks to make up for it. While traveling Route 66, use the Fuel Forward® App to check in and celebrate the Fourth of July. A fresh look. New deals. All weekend long. Check in, pick up what you need, and #FuelForward wherever you're going."
- **5th:** "How far have you made it this summer? Swipe to see your next passport stop on Route 66, whether you're halfway through or just getting started. There's still time to collect rewards before the season ends."
- **10th:** "The ultimate road trip starter pack: Friends, Caffeine, Good vibes, Phillips 66® fuel stops, and Passport stamps on Route 66. Tag your crew. Summer isn't going away!"
- **17th:** "The heat is coming from our Route 66 creators. The vibes are up, from sun-drenched pit stops to app releases with a July theme. At what stop will you next check in?"
- **28th:** "This month was filled with fuel, friends, and memorable stops from July 4th until mile 2,000. How many passport stamps have you gotten so far this summer? Show us your progress! For a chance to be featured next month, tag us in your road trip photos."

conoco  
JULY



135 likes

conoco Long weekends require longer car trips, but we have perks to make up for it. While traveling Route 66, use the Fuel Forward App to check in and celebrate the Fourth of July. A fresh look. New deals. All weekend long. Check in, pick up what you need, and #FuelForward wherever you're going.

Conoco  
July 15

Long weekends require longer car trips, but we have perks to make up for it. While traveling Route 66, use the Fuel Forward App to check in and celebrate the Fourth of July. A fresh look. New deals. All weekend long. Check in, pick up what you need, and #FuelForward wherever you're going.



Like Comment Share

# SOCIAL MEDIA

AUGUST



- **1st:** "Although summer is coming to an end, the adventures of road trips should not end. Get rewards for your next stop when you fill up at any Phillips 66®, 76®, or Conoco® station. With discounts, drinks, and snacks, your trip is always more fulfilling."
- **5th:** "It's not all early mornings and textbooks! Weekend getaways and last-minute road vacations are still common when school starts. You may get rewards at our convenience stores by filling up at Phillips 66®, 76®, or Conoco®!"
- **10th:** "Your Phillips 66® stop is ideal for a quick road trip or simply getting back on track. In addition to earning rewards at Phillips 66®, 76®, and Conoco®, stock up on road trip necessities, including food, beverages, and gasoline discounts. Where will you next stop?"
- **15th:** "Fill up at Phillips 66®, 76®, and Conoco® for your road trip and school-year preparation! There's more waiting for you at the pump, including back-to-school necessities. Which road trip snack is your favorite?"
- **25th:** "Make sure your trip doesn't end when summer does. When you're earning rewards, road trips are much more enjoyable. For fuel, snacks, and deals to keep you traveling, stop at Phillips 66®, 76®, and Conoco®. Are you prepared for your final summer vacation?"

# SOCIAL MEDIA

## SEPTEMBER

- **1st:** "Things have gotten easier. See how simple it is to plan, fuel, and enjoy the journey using Fuel Forward® as a father and son travel Route 66. After tapping to watch the video, make sure to download the app for your next road trip."
- **5th:** "In what ways did the father and son maximize their journey? They were able to plan their trip, check in for rewards, and unlock special deals using the Fuel Forward App. Use the app to begin your trip right now!"
- **10th:** "Traveling is filled with memories, especially if you use the Fuel Forward App® to fuel your explorations. Take inspiration from this father-son team and submit YOUR road trip memories to be considered for a feature!"
- **September 15:** "Have you yet to use the Fuel Forward App®? If so, inform us: Which feature of the app is your favorite? Do you have any rewards unlocked? Use the app to tag us in your posts or leave a comment below. Tell us how you're maximizing your journey!"
- **20th:** "Fuel Forward® makes every road journey more memorable. We would love to hear about YOUR adventures as we continue to follow this father-son team's journey. Get featured by using the Fuel Forward® App to share your road trip experiences."



# SOCIAL MEDIA

OCTOBER



- **1st:** "The fall road trip adventure is here! We've partnered with @Influencer to take you down the iconic **Route 66**, exploring the fall and making stops along the way. Where are YOU headed this fall?"
- **5th:** "The Fall Road Trip Series's First Part Is Now Available! Follow @InfluencerName as they start on their journey down Route 66. Make sure to watch the video and follow their trip!"
- **12th:** "The adventure goes on! Our Fall Road Trip Part 2 is now available. Watch as @Influencer uses the Fuel Forward @App to fuel up and receive prizes while exploring additional landmarks along Route 66. Along the way, don't miss the beautiful scenery, the necessities for a road trip, and the enjoyable moments. To watch now, tap the link!"
- **19th:** "We've arrived at the last destination! Our Fall Road Trip Series' third episode is now available! @Influencer concludes their Route 66 adventure with some amazing views, memorable moments, and fun pit stops."
- **26th:** "Have you ever wondered what happens on a road trip? Here's a sneak peek at the entertaining moments from our Fall Road Trip Series that you missed. Off-camera, the trip was equally enjoyable, from packing to pit stops to amazing views of Route 66. Tag a friend you would like to travel with!"

# SOCIAL MEDIA

## NOVEMBER

- **1st:** "Get to know our Monthly Top Traveler! The featured road traveler for this month has been busy using Fuel Forward @to earn points and visiting famous locations along Route 66. Explore their adventure through roadside pictures."
- **5th:** "It has been quite the journey! @Influencer takes us on their journey down Route 66. We appreciate you following their journey. It's not finished yet! Watch this for additional stories from recognized travelers."
- **8th:** "The Most Popular Traveler This Week: Introducing [Traveler Name]! This traveler has been collecting miles and rewards from [destination] to [destination]! Continue sharing your road trip experiences and earning stamps on your passport!"
- **15th:** "An amazing journey is now complete! This is @Influencer's last vlog from their road trip. What parts of their adventure appealed to YOU? Tell us about your best road trip experiences in the comments section below!"
- **22nd:** "Leading Traveler Spotlight: We're highlighting [Name] this week for their journey down Route 66! See the highlights of their road trip and remember to track your journey with the Fuel Forward @App! Next week, we'll share more of our favorite travelers, so stay tuned!"



# SOCIAL MEDIA

DECEMBER



- **1st:** "The goal is in sight, and the journey is nearly complete! Road travelers from all over the world have visited famous Route 66 sights thanks to Phillips 66®. Who is prepared to win the greatest prize?"
- **5th:** "These top travelers have been setting the standard for the Fuel Forward® Passport Game, which has been an absolute blast! They have earned their passport stamps, seen the most Route 66 sights, and are getting closer to earning the Next Trip on 66! Who is going to win the reward?"
- **10th:** The winner is... The Next Trip on 66 rewards have been officially won by [Winner's Name]. Congratulations! After visiting most of the Route 66 monuments, this excellent road tripper will now receive a 100% gas usage refund on their Fuel Forward® App for the upcoming year, which they can use throughout 2027! "
- **15th:** "66's Next Trip is Just the Start! 2027 will be a year full of road trip experiences for our winner, [Winner's Name], thanks to Phillips 66®. Are you planning your upcoming journey? "
- **20th:** "Now that the winner has been revealed, what about YOUR upcoming journey? Use the Fuel Forward® App to track your miles, start preparing for 2027, and earn prizes. Get ready for your year of amazing road trips by downloading the app now!"

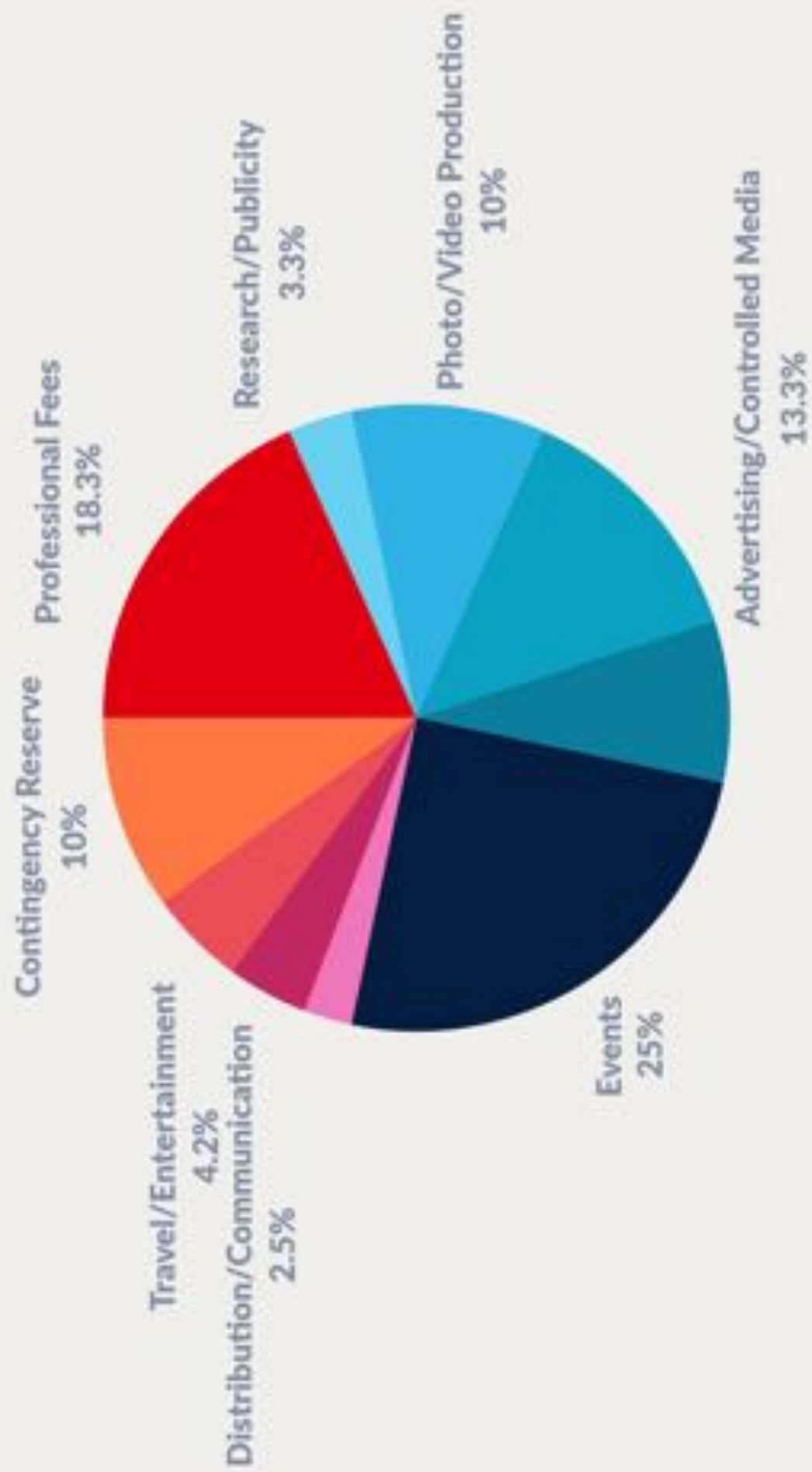




# BUDGET

We have allocated a \$600,000 budget for the Route 66 Centennial campaign to ensure financial stability and a strong execution. This budget is based on research and estimated costs for each tactic. Our focus balances innovation with Phillips 66's® historic roots, featuring initiatives such as the Passport Game, historic car pop-up events, and a new commercial designed to strengthen the brand identity. Through strategic financial planning, we are confident in delivering a meaningful and measurable celebration of Route 66's centennial.

Budget Category	Description	Amount
Professional Fees	Freelancers, creative directors, producers, editors, campaign managers	\$110,000
Direct Program Costs		
• Research & Publicity	Market research, press kits, media outreach	\$20,000
• Photo/Video Production	High-quality production of the commercial, behind-the-scenes content, photography of all events	\$60,000
• Advertising/Controlled Media	National and regional ad placements (TV, print, digital), SEO, boosted social posts	\$80,000
• Interactive Media	Development of the Route 66 Passport Game, web integration, mobile optimization	\$50,000
• Events	Historic Car Pop-Up installations, permits, staff, on-site engagement materials	\$150,000
• Distribution/Communication	Printing, mailing, branded collateral	\$15,000
• Travel/Entertainment	Staff travel for pop-up events, talent accommodations, food/beverage for events	\$25,000
• Equipment/Supply/Software	Audio/visual equipment, editing software, signage, on-site tech needs	\$30,000
Contingency Reserve	10% of budget for unexpected costs	\$60,000







# APPENDIX

# CAR SHOW PRESS RELEASE

**FOR IMMEDIATE RELEASE**  
[Insert Date]

Contact: Lucy Fleming, ACCRA PR  
720-523-5390  
lucyf@accrapr.com

**Phillips 66® Rolls Out Pop-Up Car Show Series Along Historic Route 66**  
*Phillips 66® celebrates the 100 year anniversary of Route 66*

[Insert City, State] — Phillips 66® is hitting the road with a new community-focused initiative celebrating America's love for the open road — and the classic cars that drive it. As part of the brand's ongoing commitment to bringing people together, Phillips 66® will host a series of *Pop-Up Car Shows* at participating Phillips 66® and branded gas stations along historic Route 66.

The event at [Insert Location] will take place on [Insert Date], welcoming car collectors, road trip enthusiasts, and local community members to showcase their rides, share stories, and enjoy a nostalgic celebration of car culture.

Each pop-up features:

- Classic car displays from local collectors
- Family-friendly activities and refreshments
- Exclusive Phillips 66® giveaways
- A chance for attendees to connect with the legacy of Route 66

The Pop-Up Car Show series will continue throughout the year, making stops across multiple Route 66 locations. For more information and future event announcements, visit [phillips66.com](http://phillips66.com).

###

# INTERVIEW CONSENT FORM

## Consent to Participate in Research University of Oklahoma

You are invited to participate in research about Phillips 66®, Conoco®, 76®, and road trips.

If you agree to participate, you will complete a 60-minute interview, which will be video- or audio-recorded.

You may experience these risks by participating in this research:

Data collected online or by a device and transmitted electronically: You will be asked to complete an online interview as part of this research. The organization hosting the data collection platform has its privacy and security policies for keeping your information confidential. There is a risk that the external organization, which is not part of the research team, may gain access to or retain your data or your IP address, which could be used to re-identify you. No assurance can be made about their use of the data you provide for purposes other than this research.

Audio or video recorded data collection: There is a risk of accidental data release if we collect your data using audio and video recordings. If this occurred, your identity and the statements you made could become known to people who are not on the research team. To minimize this risk, the researchers will transfer data to, and store your data on, a secure platform approved by the University's Information Technology Office.

Collection of demographic or geographic location data that could lead to deductive re-identification: You will be asked to provide demographic information that describes you. We may also gather information about your geographic location in this research. Different combinations of personal and geographic information may make it possible for your identity to be guessed by someone who was given or gained access to our research records. To minimize the risk of deductive re-identification, we will not combine identifying variables nor analyze and report results for small groups of people with specific demographic characteristics.

There are no benefits for participating in this research.

Your participation is voluntary, and your responses will be shared with the research team.

Can we include your name with any quotes? ☐ Yes ☐ No

We will not share your data or use it in future research.

I will be asking some questions to find out how you want me to report your ideas. You can refuse any questions you do not like without any penalty.

Do you agree for data records to include identifiable information? ☐ Yes ☐ No

Do you agree to be quoted directly, without the use of your name? ☐ Yes ☐ No

Do you agree to have your name reported with quoted material? ☐ Yes ☐ No

Do you agree that your data will be archived for scholarly and public access? ☐ Yes ☐ No

Do you consent to audio recording? ☐ Yes ☐ No

# CONTINUED

Do you consent to video recording? ☐ Yes ☐ No

I may want to take photos of you to include in my research. Do you agree? ☐ Yes ☐ No

Your photographs and audio or video records may be used in University research reports unless you tell me not to do this.

May I contact you to gather additional data or recruit you for new research? ☐ Yes ☐ No

Even if you choose to participate now, you may stop participating at any time and for any reason.

If you have questions about this research, please contact:

Carla Holmes

Cell: (214) 676-5906

Email: [carla.holmes@ou.edu](mailto:carla.holmes@ou.edu)

You can also contact the University of Oklahoma – Norman Campus Institutional Review Board at 405-325-8110 or [irb@ou.edu](mailto:irb@ou.edu) with questions, concerns, or complaints about your rights as a research participant or if you don't want to talk to the researcher.

*You will be given a copy of this document for your records.*

*I agree to participate in this research.*

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Researcher Obtaining Consent

\_\_\_\_\_  
Date

# QUALTRICS SURVEY QUESTIONS

I am a Public Relations student from the Gaylord College of Journalism and Mass Communication at the University of Oklahoma, and I invite you to participate in this research project for Phillips 66®. This research is being conducted at various locations. You were selected as a possible participant because you are likely someone in the demographic we are interested in. You must be at least 18 years of age to participate in this study. The purpose of this research is to gather information about knowledge, attitudes, and behaviors associated with Phillips 66®; integrated corporate communication; generating awareness among local and non-local residents; unique partnerships; leadership in energy innovation; unifying and amplifying the brand story; and social media use. About 450 people will take part in this research. If you agree to be in this research, you will complete the survey. There will be no follow-up questions after today's participation. Your participation will take approximately 10 minutes. There are no direct benefits to participating. There are no risks associated with this research. The information you provide will be used for a communications campaign examining Phillips 66's® integrated marketing, public relations initiatives, community outreach, and social, earned, and paid media use. No personal identifying information will be shared. Research records will be stored securely, and only approved researchers will have access to the records. In addition, this is an academic, not-for-profit research project. Data are collected via Qualtrics, an online survey system that has its own privacy and security policies for keeping your information confidential. If you have questions, concerns, or complaints about the research or have experienced a research-related injury, contact Professor Carla Holmes at (214) 676-5906 or carla.holmes@ou.edu. By providing information to the researcher(s), I am agreeing to participate in this research.

**This section explores your awareness and perception of Route 66. Please respond based on your knowledge and experiences.**

**When traveling, what attracts you the most?**

- Food destinations
- Historical landmarks
- Photo opportunities
- Hotels/Housing accommodations

**How familiar are you with Route 66?**

- Not familiar at all
- Slightly familiar
- Moderately familiar
- Very familiar
- Extremely familiar

**Where does Route 66 start and end?**

- Chicago, Illinois, and Santa Monica, California
- St. Louis, Missouri, and Los Angeles, California
- New York, New York, and Santa Monica, California

**Have you ever traveled on Route 66?**

- Yes
- No

**What state are you most likely to travel on Route 66 or have traveled before?**

- Illinois
- Missouri
- Kansas
- Oklahoma
- Texas
- New Mexico
- Arizona
- California

**If traveling along Route 66, would you consider stopping in a Route 66-themed museum?**

- Yes
- No

Next, we'd like to understand your thoughts on Route 66 and its role in travel experiences.

**Consumer Behavior Questions:** Please answer the following questions about your travel habits and motivations. You can select the response that best describes your experience.

**How often do you take road trips?**

- Once a year
- Multiple times a year
- Every few years
- Never

This section explores your awareness and perception of Route 66. Please respond based on your knowledge and experiences.

**When traveling, what attracts you the most?**

- Food destinations
- Historical landmarks
- Photo opportunities
- Hotels/Housing accommodations

**What motivates you to take a road trip?**

- Exploring new places
- Historical interest
- Visiting family/friends
- Attending events/concerts
- Scenic drives/nature
- Other (please specify)

**Have you ever traveled on Route 66?**

- Yes, multiple times
- Yes, once
- No, but I want to
- No, and I am not interested

**What would make you more likely to take a road trip on Route 66?**

- Special events or promotions
- Recommendations from friends/social media
- Improved road conditions/amenities
- Learning more about its history
- Other (please specify)

**When planning a road trip, how do you choose where to stop for gas?**

- Brand loyalty
- Lowest price available
- Convenience (on my route)
- Amenities (food, restrooms, gift shops, etc.)
- Other (please specify)

Which of the following fuel brands have you used on a road trip? (Select all that apply)

- Phillips 66®
- Conoco®
- 76®
- Chevron®
- Shell®
- Exxon®

What factors would encourage you to choose a Phillips 66® family brand (includes Phillips 66®, Conoco®, & 76®) gas station on a Route 66 road trip?

- Loyalty rewards or discounts
- Convenient locations
- Premium fuel quality
- Promotions tied to the Route 66 Centennial
- Positive past experience
- Other (please specify)

Now that we've gathered information about your travel habits, let's explore your awareness and perception of Phillips 66® family brands (includes Phillips 66®, Conoco®, & 76®).

#### Attitudes Toward Phillips 66® Family Brands Questions

The following questions assess your thoughts, experiences, and perceptions of Phillips 66® family brands (including Phillips 66®, Conoco®, & 76®). Please provide honest answers.

What is most important to you when choosing a gas station?

- Affordability
- Location
- Fuel quality
- Convenience store

Which Phillips 66® family brands (including Phillips 66®, Conoco®, & 76®) do you associate as high quality?

- Phillips 66®
- Conoco®
- 76®

How likely are you to choose a Phillips 66® gas station?

- Scale of 0-10

How likely are you to choose a Conoco® gas station?

- Scale of 0-10

How likely are you to choose a 76® gas station?

- Scale of 0-10

How likely are you to choose a Phillips 66® family brand gas station (includes Phillips 66®, Conoco®, & 76®) over another gas station?

- Scale of 0-10

Brand engagement happens in many ways. In this section, we'll ask about how you interact with brands like Phillips 66® across different platforms.

#### Omni-Channel Engagement Questions

This section will focus on how you interact with brands through different media channels. Please choose the response that best fits your experience.

Which of the following channels do you use to interact with Phillips 66®?

- In-person at the gas station
- Phillips 66® mobile app
- Phillips 66® website
- Social media (Instagram, Facebook, etc.)
- Email
- Ads or promotion
- Other (please specify)

Which of the following channels do you use to interact with Conoco®?

- In-person at the gas station
- Conoco® mobile app
- Conoco® website
- Social media (Instagram, Facebook, etc.)
- Email
- Ads or promotion
- Other (please specify)

Which of the following channels do you use to interact with 76®?

- In-person at the gas station
- 76® mobile app
- 76® website
- Social media (Instagram, Facebook, etc.)
- Email
- Ads or promotion
- Other (please specify)

Have you used the Phillips 66® mobile app for any of the following?

- Paying for gas
- Finding nearby location
- Earning or redeeming rewards
- Viewing promotional offers
- I have never used the app
- Other (please specify)

How often do you engage or interact with Phillips 66®, Conoco®, and/or 76® on social media?

- Rarely
- Never
- Very often

How consistent is your experience with Phillips 66® across different channels?

- Very consistent
- Somewhat consistent
- Neutral
- Somewhat inconsistent
- Very inconsistent

When looking for information about Phillips 66® or Phillips 66® brands (including Phillips 66®, Conoco®, & 76®), which channel do you go to first?

- Mobile app
- Website
- Social media
- In-person at the gas station
- Phone or call
- Other (please specify)

How has your overall experience been when visiting Phillips 66® or Phillips 66® family brands (including Phillips 66®, Conoco®, & 76®)?

- Excellent
- Moderate
- Poor
- Awful

There are a few more questions about you, and then the survey will be over

### Demographic Questions

In this final section, you will be asked sociodemographic and psychographic questions. Please answer truthfully, and keep in mind that your answers are completely confidential.

What is your age?

What gender do you identify with?

- Male
- Female
- Non-Binary
- Prefer not to answer

What is your race?

- Asian
- Black
- Hispanic/Latino
- Native American
- Native Hawaiian/Pacific Islander
- White
- Other (please specify)

What is your religion?

- No religion
- Christianity
- Judaism
- Buddhism
- Hinduism
- Islam
- Other

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Some college but no degree
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)

What is your employment status?

- Disabled/Unable to work
- Homemaker
- Retired
- Self-employed
- Veteran
- Student
- Unemployed
- Employed for wage, part time
- Employed for wages, full time

What is your marital status?

- Never married/Single
- Married
- Separated
- Divorced
- Widowed

How many children do you have under the age of 18?

- Zero
- One
- Two
- Three
- Four or more

What city do you reside in?

What city/state are you from originally?

Conclusion

Is there anything else you would like to add? (Text box)

Thank you for your participation in this research. We greatly appreciate your assistance.

# IN-DEPTH INTERVIEW QUESTIONS

## Interview Guide: Road Trips & Fuel Brand Perceptions

### Warm-Up

Hi! Thank you for your time today! We are ACCRA Public Relations and are hoping to get your opinions on a few topics related to Phillips 66®, Conoco®, 76®, and road trips. None of these questions has "right" or "wrong answers," so just answer them to the best of your ability.

At times, some of these may feel repetitive, but please bear with me, and it will all make sense! If at any point we encounter something you'd rather not talk about or a question you don't feel comfortable answering, just let me know! We can skip to the next one. We're just hoping to learn a little bit about you, your preferences, and how you interact with Phillips 66®, Conoco®, and 76®.

### Road Trip Experiences and Motivations:

1. Overall, what would you say is your single favorite road trip memory?
  - a. What happened?
  - b. Where were you?
  - c. What made it so unique?
2. How often do you take road trips?
  - a. Would you say it's a regular habit or more of an occasional experience?
3. What typically motivates you to take a road trip?
  - a. Adventure, nostalgia, relaxation, family bonding, convenience, affordability, or something else?
4. How do you usually plan your road trips?
  - a. Do you map out stops in advance, or do you prefer a more spontaneous approach?
  - b. What apps or tools do you use when planning?

### Fueling Up on the Road:

1. What factors influence your decision on where to stop for gas during a road trip?
  - a. Price, convenience, brand recognition, amenities, rewards programs, cleanliness?
2. Do you have a preferred fuel brand when traveling? Why or why not?
3. How familiar are you with Phillips 66®, Conoco®, and 76®?
  - a. Have you ever intentionally chosen one of these brands?
4. When thinking about a gas station, what makes for a great experience?
  - a. Clean facilities, friendly service, food options, ease of access, etc.?

#### **Perceptions of Phillips 66®, Conoco®, and 76®:**

1. What comes to mind when you think of Phillips 66®, Conoco®, or 76®?
  - a. Do any specific memories or impressions stand out?
2. How do you think these brands compare to competitors like Shell or Exxon?
  - a. What do you feel they do well?
  - b. Where do you think they could improve?
3. Do you associate any of these brands with road trips or travel experiences? Why or why not?
4. Have you ever used a rewards program or mobile app for a fuel brand?
  - a. If yes, which ones, and what did you like or dislike about them?
  - b. Would a rewards program or trip-planning app from Phillips 66®, Conoco®, or 76® make you more likely to stop there?

#### **Brand Engagement and Digital Interaction:**

1. How do you typically interact with brands while traveling?
  - a. Social media, mobile apps, roadside billboards, word of mouth, or other methods?
2. What type of content would make you more likely to engage with Phillips 66®, Conoco®, or 76® online?
  - a. Travel tips, historical Route 66 stories, promotions, user-generated content, or something else?
3. Would you find a digital tool (like a trip-planning app or interactive map) helpful when planning a road trip?
  - a. What features would make it most useful for you?

#### **Conclusion:**

Thank you so much for your time today! I really appreciate your insights. Before we wrap up, I just have a few final questions about you.

1. Can you share your first name, gender, and age?
2. What is your occupation?
3. Is there anything you wish I had asked but didn't?

That's everything! Your feedback has been incredibly valuable, and I truly appreciate you sharing your thoughts. Thank you again for your time, and I hope you have a great rest of your day.

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**HISTORIC**



**ROUTE**





conoco



# CONCLUSION





THIS CAMPAIGN HONORS PHILLIPS 66'S 100-YEAR LEGACY WHILE PAVING THE WAY FOR FUTURE GROWTH. BY BLENDING NOSTALGIA WITH INNOVATION, WE CREATE MEANINGFUL EXPERIENCES THAT RESONATE ACROSS GENERATIONS. THROUGH MULTI-CHANNEL STRATEGIES, IMMERSIVE EVENTS, AND DIGITAL ENGAGEMENT, WE STRENGTHEN BRAND LOYALTY, INCREASE APP USAGE, AND EXPAND PHILLIPS 66'S VISIBILITY NATIONWIDE.

LOOKING AHEAD, THE MOMENTUM BUILT THROUGH THE CENTENNIAL CELEBRATION WILL CONTINUE. LOYALTY PROGRAMS, INFLUENCER PARTNERSHIPS, AND ONGOING COMMUNITY ACTIVATIONS WILL KEEP AUDIENCES ENGAGED BEYOND THE CAMPAIGN. PHILLIPS 66 IS NOT JUST FUELING ROAD TRIPS – IT'S FUELING LASTING MEMORIES AND INSPIRING THE NEXT GENERATION OF TRAVELERS.

PHILLIPS 66: FUELING  
ADVENTURES FOR THE  
NEXT 100 YEARS





