

Transcript

Link your CAA Membership - 37 seconds

[Music plays throughout]

00:00:00:00 - 00:00:02:17

[Text on screen: Link your CAA Membership]

[Described video: A CAA logo appears underneath the text. A mobile phone slides in from the left side and stops on the right. There is a Shell logo in the centre of the screen.]

00:00:03:02 - 00:00:05:11

[Text on screen: Tap on More at the bottom of the home screen]

[Described video: The mobile phone slides to the left to reveal our text. On the phone screen, we are looking at the Shell mobile app. At the top, we see the name and a greeting, followed by a Shell Go+ clickable section and a Sign In button. Underneath, we see Personal Offers, it's a discount on Car Washes. The bottom menu on the app has five sections from left to right: Home, Stations, Pay, Car Wash and More. A black burst appears around More.]

00:00:05:19 - 00:00:08:10

[Text on screen: Tap on Programs and Membership]

[Described video: Our text from the previous screen slides to the left under our phone and we zoom into the phone screen. On the mobile app screen we can see seven menu items and a Legal callout at the bottom. Menu items from top to bottom are My Account, Payment Methods, Programs & Memberships, Transactions & Receipts, Settings, Tutorials, Help. Programs & Memberships is selected in grey and a red burst appears around it, pulsing.]

00:00:09:07 - 00:00:12:04

[Text on screen: Tap on CAA/AMA/BCAA Membership Benefit]

[Described video: The text transitions and the words Programs & Memberships changes to CAA/AMA/BCAA Membership Benefit. On the mobile phone screen, we are looking at the Programs & Memberships main page. There is a list of items that are available to link to the Shell app. We are being shown a CAA/AMA/BCAA Member Benefit with a plus sign, indicating that can be linked. There is also a callout to Member benefits below for fuel discounts. The Member Benefit section is selected in grey and a black burst appears around the plus sign next to it.]

00:00:12:10 - 00:00:15:04

[Text on screen: Tap on Link Membership]

[Described video: The text transitions and the words CAA/AMA/BCAA Membership Benefit changes to Link Membership. On the mobile phone screen, we are looking at a detailed page of the Member Benefits. The top of the page shows 3 different CAA card types, below there is a description of the Member Benefits available with links out to learn more about the Shell benefits. At the bottom, there is a yellow button that says Link Membership. A red burst appears around the yellow button and it pulses.]

00:00:15:15 - 00:00:21:00

[Text on screen: Enter your Membership number and postal code.]

[Described video: The mobile phone slides from the left to right to reveal our text. The mobile phone app screen has a CAA logo at the top. Instructional copy is prompting the user to enter their Membership number and postal code in two blank fields. There is a Continue button underneath in light blue with a smaller callout for non-members. The first field populates with a Member number. Then the second field populates with a postal code.]

00:00:21:00-00:00:24:21

[Text on screen: Tap Continue.]

[Described video: Once the postal code field is populated, the Continue button transitions from a light blue to a dark blue and our text on screen changes. A red burst appears around the Continue button and three rectangles appear to show the system is processing the information.]

00:00:25:10 - 00:00:27:20

[Text on screen: Tap Start Saving!]

[Described video: The mobile phone slides to the left side of the screen to reveal our text. On the mobile phone app screen a message appears, "Success! Congratulations! Your CAA account is now linked." Underneath this message, there is a blue button that says Start Saving! A red burst appears around the blue button and pulses.]

00:00:27:27 - 00:00:31:13

[Text on screen: "CAA Membership Successfully Added" "You will now enjoy Member-exclusive benefits at Shell."]

[Described video: The mobile phone shifts to the centre of the screen. The text on screen appears within the mobile phone screen indicating the Membership has been added successfully to the Shell app.]

00:00:31:13 - 00:00:34:08

[Text on screen: "CAA Member Offer. Your Membership is linked."]

[Described video: We zoom in on the mobile phone screen app and the screen changes. We see a small box on the home screen where our text is contained, indicating the CAA Membership has been linked to the Shell app and there are Member offers waiting. A red burst appears around this box and pulses.]

00:00:34:20 - 00:00:37:07

[Text on screen: The Shell logo is a trademark of Shell Brands International AG. Used under license.]

[Described video: The mobile phone slides off screen to the right. The Shell logo and CAA logo are at the centre of the screen, side-by-side.]

END OF TRANSCRIPT