



Building Loyalty for the Long Haul

Maxol

Leading forecourt and convenience retailer Maxol wanted a way to better engage with consumers, increase brand loyalty, and reinforce its commitment to sustainability in the local communities where it operates. To implement a turnkey solution customized for its unique requirements, Maxol turned to the experts at PDI Sustainability Solutions.

Benefits Enabled by PDI Sustainability Solutions

- Highlight Maxol's commitment to sustainability
- Appeal to consumers who want more eco-friendly purchasing options
- Create greater long-term value for the Maxol brand

Challenge

- Create long-lasting brand affinity with differentiated fuel offerings
- Incentivize eco-conscious non-customers to switch to Maxol Premium Fuel

Solution

- Much higher customer engagement with a carbon offset program
- 100% carbon offsetting for all customer Premium Fuel purchases

Results

- Program-aware consumers choose Maxol for factors such as fuel quality and environmental commitment versus price or location
- 58% of survey respondents are more likely to choose Maxol Premium Fuel
- 20% of survey respondents would visit Maxol more often because of the program



With this program, PDI offsets 100% of carbon emissions for all Premium Fuel purchased at Maxol locations

Engaging with Eco-Conscious Consumers

As Ireland's largest family-owned forecourt and convenience retailer, Maxol has been serving local communities for more than 100 years. With a network of 252 branded service stations, Maxol is also one of the most recognized fuel brands in Ireland. To ensure its leadership position, the company wanted to:

- Create a unique and differentiated offering for its Premium Fuel brand
- Increase customer loyalty by tapping into a community of eco-conscious consumers



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Building a Best-in-Class Carbon Offset Program

To build brand awareness and increase loyalty, Maxol wanted to give its customers a compelling choice that would appeal to both their conscience and their finances. What if customers could offset the carbon emissions generated from their fuel purchases?

Maxol began working with PDI Sustainability Solutions to offer fuel that would be offset 100% without changing the customer's experience. The result is a best-in-class carbon offsetting program to offset 100% of Maxol Premium Fuel (petrol and diesel) purchases at all locations selling Premium Fuel.

To transform the program into a customer engagement tool that promotes Maxol's ongoing commitment to sustainability, PDI:

- Provides a marketing toolkit with guidance on messaging and positioning
- Coordinates and funds local tree planting volunteer events
- Regularly measures program results to validate its performance



4X

Customer awareness of the carbon offsetting program has been 4X higher than anticipated



Customer Results



Improved brand affinity for both existing and non-customers



Differentiated Maxol Premium Fuel with best-in-class carbon offsetting program



Improved reporting and measurement to better track program performance



Created community goodwill by funding volunteer projects and events



We've seen very positive customer response to the sustainability program, with over 30 million litres of Maxol Premium Fuel offset via certified carbon offset projects across the globe.

- Maxol Environmental, Social, and Governance Project Lead

Learn more about PDI Sustainability Solutions.



Contact Us Today

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