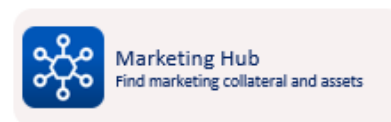


Marketing Hub – The New Marketing Asset Portal



MarcomCentral is being replaced by **Marketing Hub**

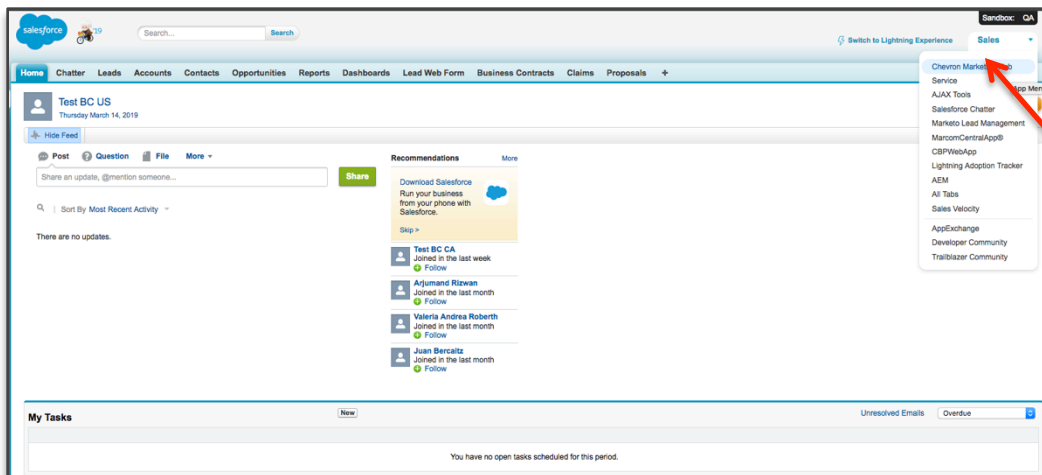
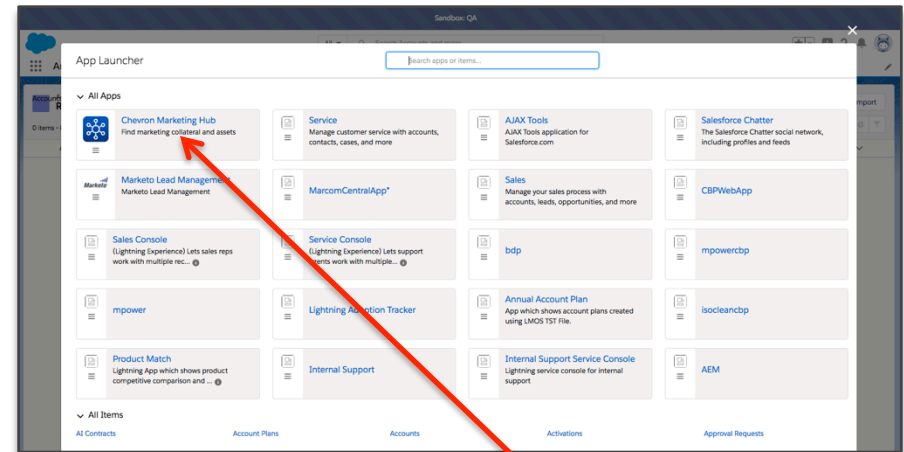
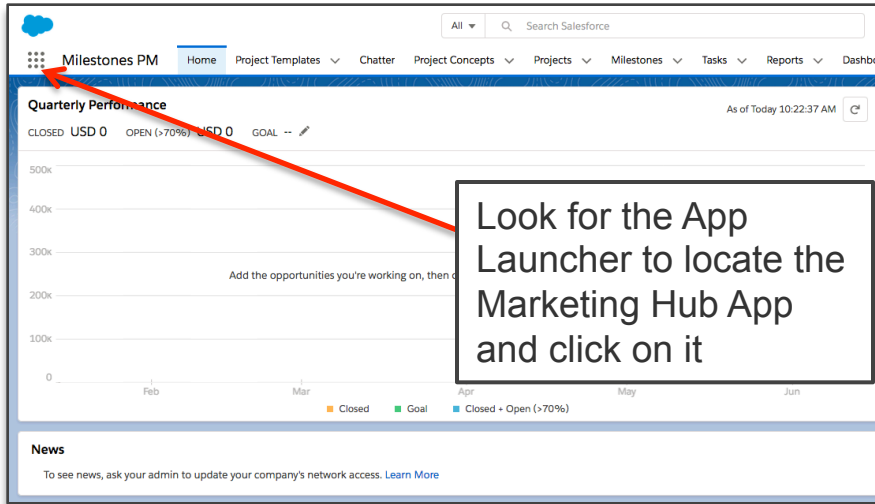
- **When:** March 29th
- **Why:** Easier integration with Salesforce and mobile friendly!
- **How to access:** Simply log into Salesforce and select “Chevron Marketing Hub” from the dropdown menu in “classic mode” or go to the App launcher in “lightning mode” (see examples). Marketers will log in through Chevron Business Point.
- **What’s new and different:**
 - New look and new Icon
 - Better search functionality – find assets quickly
 - More access to product images
 - Mobile friendly – easier to send digital assets to customers while on your phone in the field
 - More user friendly experience for ordering printed materials
- **What’s the same:**
 - Access to hundreds of marketing materials to support your selling efforts (Brochures, Videos, Challenger Materials, Proof of Performance, etc.)
 - Links to support materials (SmartFill Decals, Merchandise Items, PDS/MSDS Database)
 - Ability to download PDF’s or order printed materials
 - Portal serves both U.S. and Canada





Accessing Marketing Hub – Internal Users

SFDC - Lightning Mode



SFDC - Classic Mode



Accessing Marketing Hub – External Users Marketers logging into CBP

The login page features the Chevron logo at the top, followed by the text "business point". Below this is a "welcome, please login" message. A language dropdown menu is set to "English". There are input fields for "Username" and "Password", each with a small icon to its right. A blue "Login" button is positioned below the password field. At the bottom, there are links for "Forgot Password" and "Register".

The dashboard header includes the Chevron logo, "business point", and a user profile icon labeled "Test Mar...". A central banner reads "Use Support App for help" with a headset icon and a "Click to watch a demo" link. Below the banner is a grid of application tiles: "Learning" (This app contains all the functionality related to Learning Activities), "MarcomCentral" (Find marketing collateral and assets), "Marketing Hub" (Find marketing assets or order printed material), "mPower" (View your sales pipeline), "Product Match" (Find Products for Equipment, Compare Competitive Products, Share Product Info), and "Support" (Connect with us to help you). A red arrow points to the Marketing Hub tile.

Click on Marketing Hub logo

What will it look like?



Marketing Hub

HOME
WHAT'S NEW?
FAQ
ADDITIONAL RESOURCES

Search

☰
☰

Hello, Test BC US
[Log Out](#)

0

▼ Last Modified
▼ Descending

Asset Name	SIZE	TYPE	RESOLUTION	Actions
<div style="display: flex; align-items: center;"> <div style="margin-left: 10px;"> <p>registrationitpsheet08182017.cdr</p> <p>2.5 MB PDF</p> <p>Download Share Add To Cart</p> </div> </div>	2.5 MB	PDF		Download Share Add To Cart
<div style="display: flex; align-items: center;"> <div style="margin-left: 10px;"> <p>2018-2019 Medalist and Coolant Loyalty Program Brochure</p> <p>21 MB PDF</p> <p>Download Share Add To Cart</p> </div> </div>	21 MB	PDF		Download Share Add To Cart
<div style="display: flex; align-items: center;"> <div style="margin-left: 10px;"> <p>Havoline_LearnerManagement_SellSheet_US</p> <p>1.8 MB PDF</p> <p>Download Share Add To Cart</p> </div> </div>	1.8 MB	PDF		Download Share Add To Cart
<div style="display: flex; align-items: center;"> <div style="margin-left: 10px;"> <p>PowerPoint Presentation</p> <p>12.7 MB PRESENTATION</p> <p>Download Share Add To Cart</p> </div> </div>	12.7 MB	PRESENTATION		Download Share Add To Cart
<div style="display: flex; justify-content: space-around; font-weight: bold;"> 24 DISPLAYED 100+ TOTAL 38 MILLISECONDS </div>				
<p>If you have any technical issues with Marketing Hub, or you can't find a specific asset, please click here.</p>				
<div style="display: flex; align-items: center;"> <div style="margin-left: 10px;"> <p>Chevron_1stSourceInstalled20108_Brochure_US</p> <p>780.8 KB PDF</p> <p>Download Share Add To Cart</p> </div> </div>	780.8 KB	PDF		Download Share Add To Cart
<div style="display: flex; align-items: center;"> <div style="margin-left: 10px;"> <p>ISOCLEAN Technical Bulletin Particle Count</p> <p>636.9 KB PDF</p> <p>Download Share Add To Cart</p> </div> </div>	636.9 KB	PDF		Download Share Add To Cart
<div style="display: flex; align-items: center;"> <div style="margin-left: 10px;"> <p>ISOCLEAN_AutomotiveSupplier_CaseStudy_US</p> <p>8671 KB PDF</p> <p>Download Share Add To Cart</p> </div> </div>	8671 KB	PDF		Download Share Add To Cart
<div style="display: flex; align-items: center;"> <div style="margin-left: 10px;"> <p>Automotive-Installed-Customer-Setup-Form.xls</p> <p>448.5 KB EXCEL</p> <p>Download Share Add To Cart</p> </div> </div>	448.5 KB	EXCEL		Download Share Add To Cart

How to Navigate



The screenshot displays the Marketing Hub interface. At the top, there is a navigation bar with links for HOME, WHAT'S NEW?, FAQ, and ADDITIONAL RESOURCES. A search bar is located below the navigation bar, with a red arrow pointing to it from the left. The main content area shows a grid of search results, each with a thumbnail, title, size, type, and resolution, and options to download, share, or add to cart. On the right side, there is a filter panel with sections for Brand, Asset Types, Language, and Output. A red arrow points from the filter panel to the right. At the bottom right of the filter panel, there are summary statistics: 24 DISPLAYED, 100+ TOTAL, and 38 MILLISECONDS.

Main Search Bar – enter key words for what you are looking for

Filter your results by Brand, Asset Type, Language. Simply check the boxes and the results will be displayed

Click on **Additional Resources** to access links to external sites

How to Navigate – Additional Resources



Marketing Hub

HOME WHAT'S NEW? FAQ ADDITIONAL RESOURCES

Helpful links

- [Signage and Merchandise](#)
- [Smartfill Label Program](#)
- [Sample Bottle Inventory](#)
- [Events](#)
- [PDS & MSDS](#)

If you have any technical issues with Marketing Hub, or you can't find a specific asset, please email: MarcomSupport@chevron.com

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Use these links to access Signage & Merchandise, SmartFill Labels, Event materials and our PDS/MSDS Library

Click on this link to send an email for any type of support service i.e. can't find an asset, asset not available to be ordered or any other technical issues you have

How to Order Printed Materials



Marketing Hub
Lubricants

HOME WHAT'S NEW? FAQ ADDITIONAL RESOURCES

Hello, Test Marketer
Log Out

Turbine Oils - GST Premium 32

TURBINE OILS
GST PREMIUM 32

CHEVRON LUBRICANTS FORMULATED TO FIGHT SLUDGE AND VARNISH

Asset Tags: Downloadable, English, Internal, Partner, Printable, Send to Asset Share, United States

Asset Description: n/a

SKU#: n/a Keywords: n/a

CREATED: 07 Mar 2019 TYPE: PDF

SIZE: 3.1 MB LAST MODIFIED: 5 days ago

EXPIRED: false

Renditions: Original File, Web Rendition

Actions: Download, Share, Add to Cart










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When you have located the asset that you are looking for, click it and then you can choose to download, share or add to cart. To order printed materials, click on **add to cart**. Then when you have chosen all the assets you want to order, click on the shopping cart icon in the top right corner.

How to Order Printed Materials



Cart

	Turbine Oils - Family of Products	 	REMOVE
	CH2018CIOPE.pdf	 	REMOVE
	CETUS HIPERSYN SYNTHETIC COMPRESSOR OILS BROCHURE	 	REMOVE

Close Clear Cart Share Cart Download Cart Order Cart

Make sure you see the PRINT icon, if you don't then it is a **download only** asset




Once you have selected all the print assets that you want to order, click on the **order cart** button.

How to Order Printed Materials



Order

There are (0) asset(s) in your cart that can't be printed and shipped by the printing agency. Please download, share or print manually, if applicable.

ASSETS (3)	QTY
 Turbine Oils - Family of Products	<input type="text" value="25"/> REMOVE
 CH2018CIOPE.pdf	<input type="text" value="25"/> REMOVE
 CETUS HIPERSYN SYNTHETIC COMPRESSOR OILS BROCHURE	<input type="text" value="25"/> REMOVE

Non-Printable Assets (0)

Before you check out, you have the option of adjusting the quantity you need or removing the asset completely from your order.

Review your order and make any adjustments you need before you click the **“Go to Checkout”** button.

How to Order Printed Materials



Checkout

Shipping Address

Use my default address Use a new address

Test BC US
6001 Bollinger Canyon Rd.
San Ramon, CA 94583
US

If your mailing address is incorrect,
please update your address in your CBP
profile settings in Salesforce.

Shipping Instructions

Shipping Instructions

ASSETS (3)	QTY
Turbine Oils - Family of Products	25 REMOVE
CH2018CIOPE.pdf	25 REMOVE
CETUS HIPERSYN SYNTHETIC COMPRESSOR OILS BROCHURE	25 REMOVE

Cancel Back Complete

Confirm that the shipping address is correct, if you want the assets shipped to a different address, click on the “Use a new address” button and complete the form

If you have any special instructions, i.e. expedited delivery, please fill in the information here

Review the order one last time before you click the “**Complete**” button – You will receive a confirmation email once you click the button

How to Download Assets



The screenshot shows the Chevron Marketing Hub interface. At the top left is the Chevron Lubricants logo and 'Marketing Hub' text. Navigation links include HOME, WHAT'S NEW?, and ADDITIONAL RESOURCES. A user profile for 'Hello, Test Installer' with a 'Log Out' option is visible. A search bar contains the text 'What are you looking for?' with a 'Search' button. Below the search bar, there are filter options for 'Last Modified' and 'Descending'. A grid of asset cards is displayed, each with a thumbnail, title, and metadata (SIZE, TYPE, RESOLUTION). A right-hand sidebar contains filter sections for 'Apply', 'Reset', 'Brand', 'Asset Type', 'Language', 'Output', and 'Last Modified'. A summary table shows 24 DISPLAYED, 100+ TOTAL, and 47 MILLISECONDS. A note at the bottom of the sidebar reads: 'If you have any technical issues with Marketing Hub, or you can't find a specific asset, please click here.'

SIZE	TYPE	RESOLUTION
117 MB	IMAGE	4320 X 5400
2.5 MB	PDF	
6.7 MB	PDF	
60.6 KB	SHEET	
1.4 MB	PDF	
970.5 KB	PDF	
1.6 MB	PDF	
13 MB	PDF	

Start by searching for the asset by entering some words in the main search bar or filter your choices under Brand or Asset Type.

You can quickly download an asset by clicking on the word **download** under an asset. If you want to select **multiple** assets for downloading, use the **Add to Cart** option.

How to Download Assets




Marketing Hub

HOME WHAT'S NEW? ADDITIONAL RESOURCES


◀ Havoline Case Study - Pitpack

Case Study: Tire Store Chain

Save Money and Improve Store Efficiency



“Chevron PitPack® saves money, frees up cash and enables us to manage a wide range of product SKUs.”
—Chevrolet Dealer
American Tire Depot



Challenge: American Tire Depot, with more than 100 stores in southern California and Nevada, is a family owned and operated dealer that also provides automotive maintenance services including oil changes. Prior to switching to Chevron, American Tire Depot typically ordered their conventional oil in bulk totes and had premium oil in drums. However, the stores caused a number of challenges, such as scheduling pickups, storage of empty drums, and sufficient product ordering. These challenges resulted in an unacceptable high cost of goods for the business.


Assessment: The Chevron team visited several American Tire Depot locations to assess all inventory and storage requirements. Due to the number of SKUs required to meet customer demand, the team quickly recognized that the current system of purchasing and storing oil in drums was inefficient and expensive (bring up touchless cash from drums inventory that was not being purchased). The team recommended that American Tire Depot implement Chevron PitPack to effectively manage inventory and costs.

Solution: American Tire Depot understood the benefits of Chevron's streamlined and implemented PitPack as a SKU complexity solution in their 100+ stores. As part of streamlining their distribution process, the company now purchases oil once a month and the product is delivered directly to its store locations. As part of the distribution process, the oil is delivered to the store at the same time the tires are installed. This new process enables efficient inventory management and generates significant savings for the business, compared to the previous method of maintaining overstocked drum inventory.

Results: American Tire Depot has reduced their cost of goods by implementing just-in-time inventory management enabled by Chevron PitPack. Inventory freeing up cash, improving distribution of growing full synthetic and high mileage products, and increasing store efficiency. Additionally, the move to PitPack has been environmentally responsible and improved employee safety by avoiding incidents related to handling heavy steel drums. As an added benefit, the American Tire Depot stores are now cleaner, more attractive and better organized.

To find a Chevron Marketer in your area, call 1-800-254-4435 or visit havoline.com/PitPack

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Actions

Original File Web Rendition

Download Share Add to Cart

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When you have selected the asset you want, simply click on the Download button.


How to Download Assets (Product Images)



Chevron Lubricants Marketing Hub

HOME WHAT'S NEW? ADDITIONAL RESOURCES

← Havoline High Mileage Synblend 5W-20 5QT Jug Image



Renditions

Original File 319 x 319 1280 x 1280 1500 x 1500 1500 x 1500 3000 x 3000 3000 x 3000

Actions

Download Share Add to Cart

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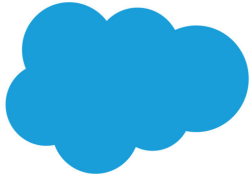
For product images, you can choose the size of the image you want by selecting the rendition size



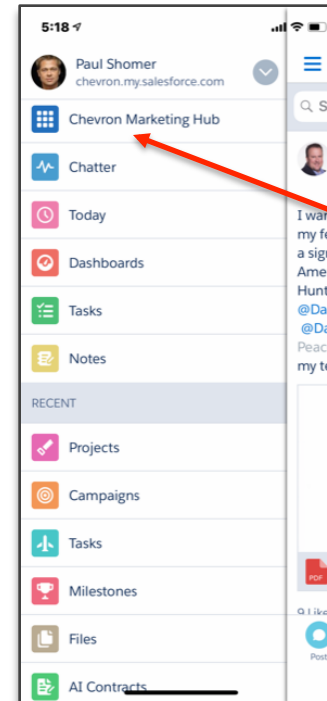
How to Access Marketing Hub on a Mobile Device (iOS Only) iPhone or iPad



Locate the Salesforce App on your device



Click the “hamburger” menu to access the apps in Salesforce



Choose the Chevron Marketing Hub icon and you will then have access to search for all the assets. If the Marketing Hub icon is not visible, simply swipe down to “refresh” the list of icons and it should appear.