

eCommerce Opportunity

NEW ARRIVALS HERO PACKAGE

How it Works

Customers love to discover new products, with our “New Arrivals” menu option receiving over **95,000** clicks every period. Our New Arrivals Promotional Package is a great way to drive awareness and sales of our biggest product launches. New this year, in some periods with less innovation coming to market, we will offer a multi-brand opportunity to showcase several new products from a specific category – e.g., New Sparkling Wines; New Lighter Choices.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

What’s Included

On lcbo.com:

- Hero Image (Banner) on the New Arrivals Landing Page
- Image Boxes on the Homepage and the Mega Menu Tile
- Mobile App Tile
- A social post on LCBO channels promoting new products, linking to Feature page
- A templated Feature Page for your New Products/Brand (this can include existing LCBO Products on the page if new products are a line or brand extension)

NOTES: For multi-brand features, program components will remain consistent however participating skus will not have guaranteed brand placement in the banner, image box, and social post. These placements will all drive to the Feature Page which will showcase all participating SKUs.

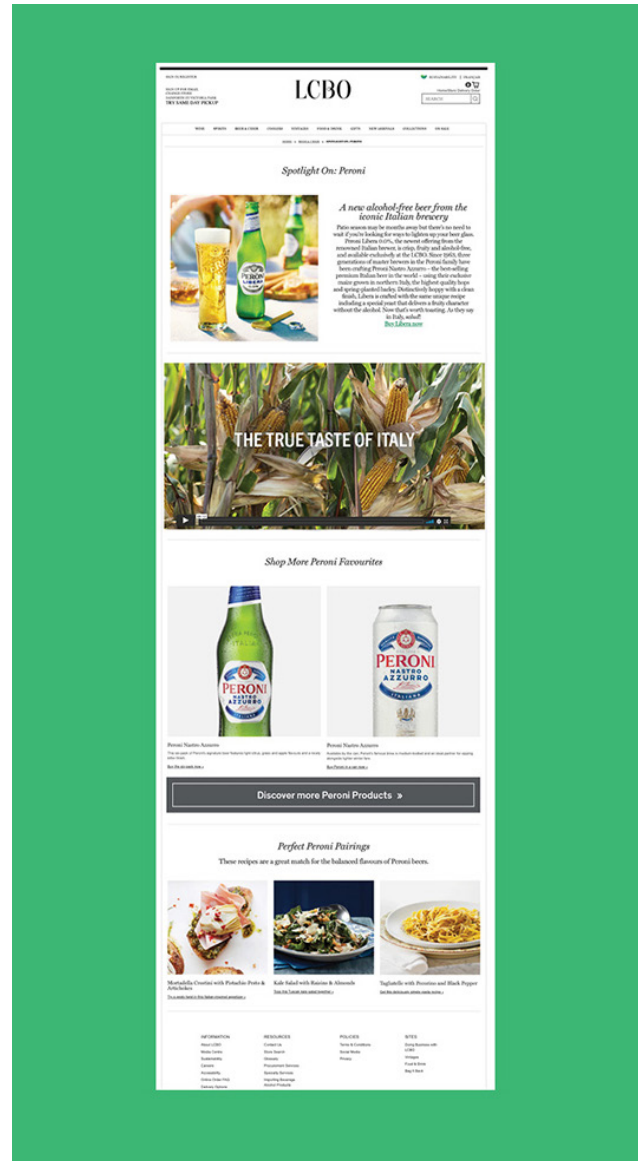
Any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability.

Pricing Information

Hero Package: \$28,000/Brand (available to 1 brand per period)

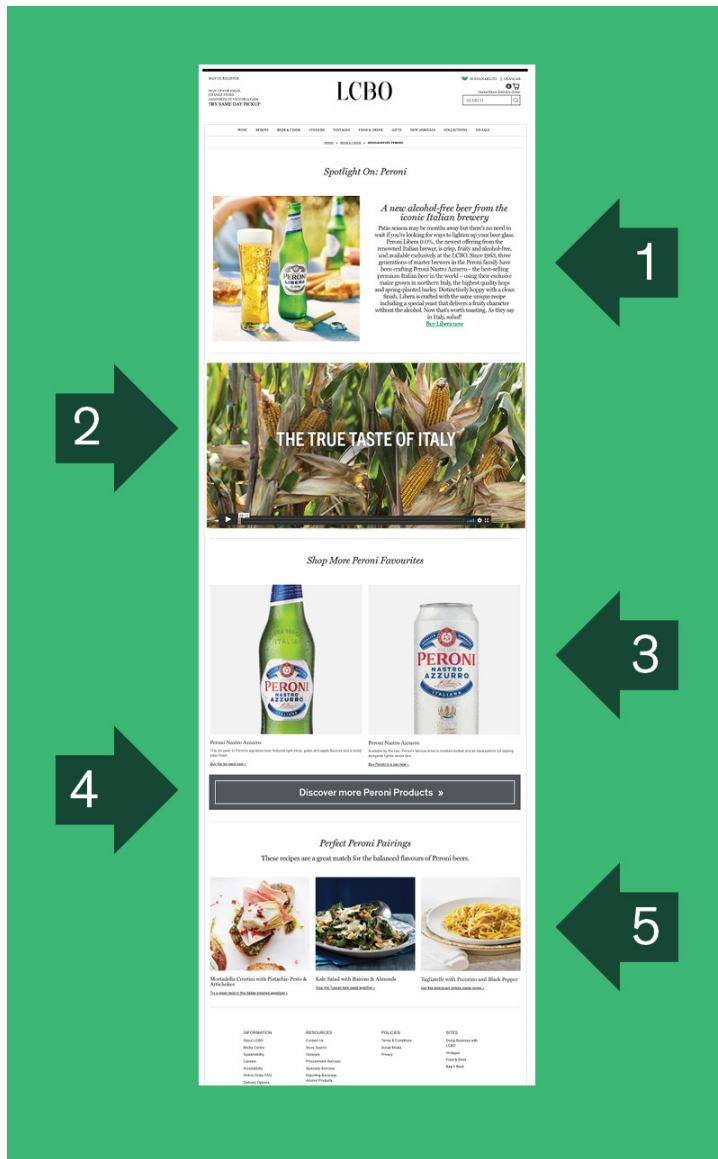
PRODUCT FOCUS		
Period	Period Dates	Focus (Cocktail Base)
1	March 26 - April 22	Wines
2	April 23 - May 20	White Spirits
3	May 21 - June 17	RTD
4	June 18 - July 15	Beer
5	July 16 - August 12	RTD
6	August 13 - September 9	Beer
7	September 10 - October 7	Wines

PRODUCT FOCUS		
Period	Period Dates	Focus (Cocktail Base)
8	October 8 - November 4	Brown Spirits
9	November 5 - November 25	White Spirits
10	November 26 - December 30	Brown Spirits
11	December 31 - January 27	All-Play
12	January 28 - February 24	Brown Spirits
13	February 25 - March 30	Wines



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TEMPLATED FEATURE PAGE

1. Product Introduction

- Written by LCBO.
- Hero image (may be supplied by the participating sponsor brand).

2. Optional: Brand Video

- To be supplied by participating sponsor brand where available)
- Must be AODA compliant and available in English and French.
- Maximum length: 30 sec.

3. Collection

- Six to nine additional SKUs from brand family (must be unique SKUs rather than different formats of same product). Hero product must be new.
- Collection grid will feature product image, brief description and BUY NOW button linking to PIP (product information page)

4. Link to a list of selected products (product results page)

- Note: Products to be selected by LCBO in collaboration with supplier.

5. Related Content

- Three cocktail recipes, food pairings or gift suggestions.

NOTE: Cocktail and food pairing/recipes and image assets will be provided by LCBO from existing LCBO assets. Alternate option, at LCBO discretion, is using simple cocktails recipes (NO food recipes) from participating sponsor brands. Must be vetted and approved by LCBO.

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.

Note: Creative for Feature page will be at the discretion of LCBO Marketing.