



NEW External Advertising Opportunity DIGITAL VALUE FLYER (MPTS CODE: FSI)

Customers love finding incredible deals at the LCBO, which is why we'll be promoting our best LTO and Aeroplan offers in an always-on digital flyer campaign. This is an opportunity to bring great visibility to strong Aeroplan and LTO offers. This campaign will leverage Flipp – a proven partner - to boost customer awareness (over 15 million estimated impressions each period) and drive the success of these great deals.

This is an MPTS Applied Promotional Program (MPTS Code = FSI). Please apply through MPTS directly before the deadline.



What We're Looking For

- Up to 40 x LTO and Aeroplan Offers

What's Included

- Placement within a ~6-page value digital flyer on the Flipp platform (and/or equivalent digital flyer opportunity) for 4 weeks.
- Post Campaign analytics including impressions, clicks, add to shopping list, and clicks to LCBO.com available upon request, ~6 weeks post-campaign.

Pricing Information

\$2,500 per SKU

External Advertising Opportunity

P3-P4 SUMMER REFRESHMENT CAMPAIGN

Our annual summer campaign is our biggest advertising investment of the year! We are pleased to offer an extensive integrated advertising opportunity to promote discovery of our hottest new summer releases. Additional program details will be confirmed in our Trade Opportunities overview for the summer season.

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

What We're Looking For

- Up to 80 new refreshing products (launching 2023)
- Allocation emphasis will be on RTD, with the opportunities available for Beer, Cider, Wines and Spirits (such as RTD, Radlers, Roses, Flavoured Wines, Sparkling Wines, Flavoured Gins & Vodkas, Summer Liqueurs etc).

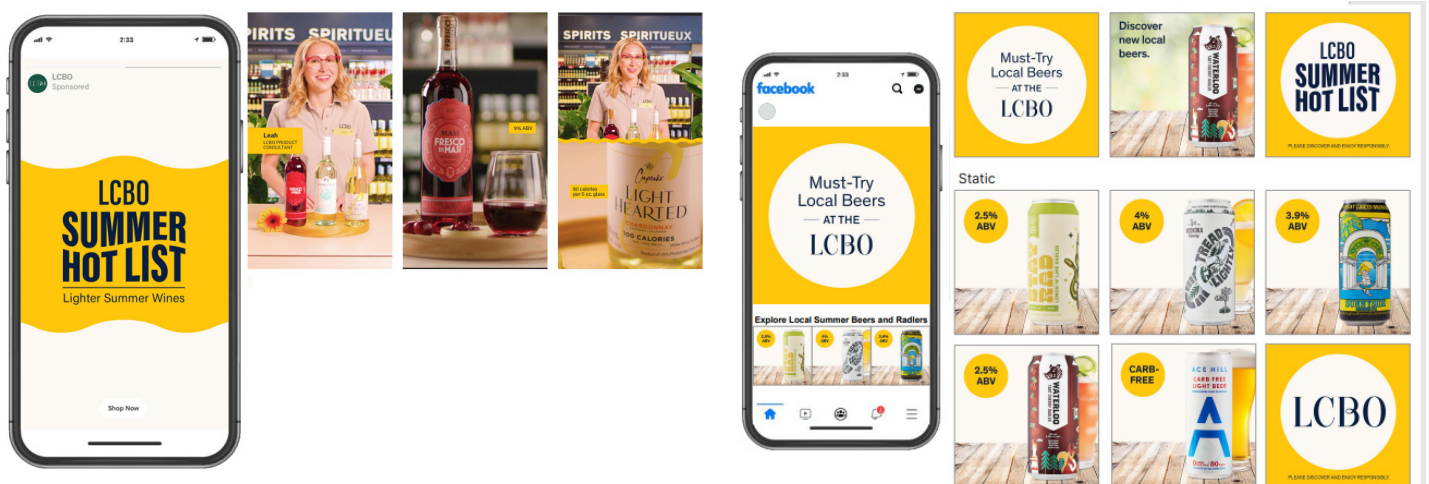
What's Included

- Placement in an extensive out-of-home campaign across Ontario.
- Placement in our product-focused campaign digital ads (e.g., Facebook, Instagram, Pinterest, SnapChat and/or other digital formats.) Content will engage customers with compelling content and drive clicks to LCBO.com to Product Detail Pages or Shoppable Thematic Landing Pages. Products will be curated into relevant themes such as flavours and trends, and will be promoted with up to 10 other SKUs.
- Post Campaign digital analytics including impressions and clicks available upon request, ~6 weeks post-campaign.

Pricing Information

Estimated \$10,000 per SKU

NOTE: We encourage products approved for participation in our Summer Refreshment Campaign to participate in the in-store tasting program.



External Advertising Opportunity

P9-P10 HOLIDAY SEASON CAMPAIGN

Holiday marks another prime season to engage customers and drive sales of incredible holiday gifts from the LCBO. We are pleased to offer a new opportunity to promote discovery of Holiday gift packs and year-round gift-worthy SKUs. Additional program details will be confirmed in our Trade Opportunities overview for the Holiday season.

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

What We're Looking For

- Up to 60 gifts
- Holiday gift packs and year-round gift-worthy SKUs

What's Included

- Placement in our 40-page printed Holiday Gift Guide distributed to 1 million engaged customers across Ontario. Products will be curated into inspirational gifting themes and will be promoted on spreads with up to 10 SKUs.
- Placement within our online Holiday Gift Guide
- Placement in our product-focused campaign digital ads (i.e., may include Facebook, Instagram, Pinterest, SnapChat and/or other digital formats.) Content will engage customers with compelling content and drive clicks to LCBO.com to Product Detail Pages or our online Holiday Gift Guide. Products will be curated into relevant gifting themes such as by category or budget, and will be promoted with up to 10 other SKUs.
- Post Campaign digital analytics including impressions and clicks available upon request, ~6 weeks post-campaign.

Pricing Information

Estimated \$10,000 per SKU



NEW External Advertising Opportunity **GIFTING CAMPAIGN/MEDIA BUY**

A new integrated opportunity for the Mini-Thematic displays tied to key gifting occasions, in Periods 2, 3 and 12 has been created. This opportunity includes integration in our paid external advertising tactics to help customers discover compelling and gift-worthy products within an LCBO curated collection.

- P2: Mothers Day,
- P3: Father's Day
- P12: Valentine's Day

What We're Looking For/How To Participate

- This opportunity is built in to the [Mini-Thematic \(A & B\)](#) Programs for Periods 2, 3 and 12, focusing on key gifting occasions for our customers: Mother's Day, Father's Day and Valentine's Day

What's Included

- Placement in our gifting-focused campaign digital ads (i.e., may include Facebook, Instagram, Pinterest, Influencers, Sponsored Content and/or other digital formats). Content will engage customers with compelling content and drive clicks to LCBO.com to Product Detail Pages or Shoppable Gifting Pages. Products will be curated into relevant themes and will be promoted with up to 10 other SKUs.
- Post Campaign digital analytics including impressions and clicks available upon request, ~6 weeks post-campaign.

Pricing Information

Pricing has been built into the Mini-Thematic Program for the select periods that this opportunity will activate.



NEW Advertising Opportunity SPIRIT OF SUSTAINABILITY “GOOD PARTNERS” FEATURE



How it Works

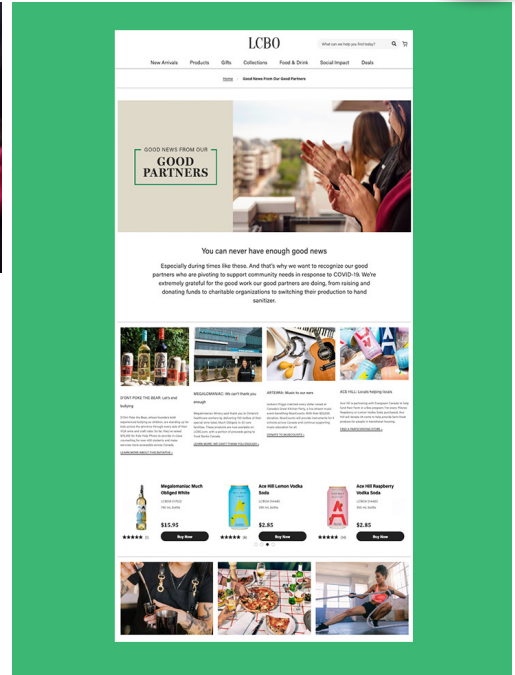
Spirit of Sustainability (SoS) is the LCBO’s enterprise-wide social impact platform designed to create a more sustainable future for Ontario by supporting the province’s social and environmental needs. It’s our bold commitment to drive meaningful change in our communities, be the industry leader in sustainable practices and take better care of our planet – all for the good of Ontario.

This is a new opportunity for brands and products to be featured within our campaigns in support of key LCBO SoS initiatives.

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

What We’re Looking For

- Up to 10 x Good Partners Products or Brands
 - To support key LCBO SoS Initiatives
 - P1/P2 Environmental: Fund raising for Tree Canada to reach our goal of planting 91,000 trees across Ontario. We will look to partner with brands with a variety of environmental sustainability initiatives (i.e., packaging with recycled material).
 - P3 Pride
 - P12 Black History Month
 - P13 Spirit of Inclusion (Women In Beverage Alcohol)



FOOD & DRINK ADVERTORIAL EXAMPLE

What’s Included

- Placement within our *Good Partners* landing page to include image and featured SKU
- Navigation from the Home Page
- Brand placement in digital advertising (may include tactics such as: Facebook, Instagram, Banner Ads, Influencer Marketing)
- Brand placement in *Food & Drink*

Eligibility Criteria

- Fundraising Efforts; Charitable Donations; Impactful Initiatives that drive meaningful social or environmental change for our communities and/or planet.

Pricing Information

- \$5,000 / Product (includes \$1,000 SoS Charity Donation)

NOTE: Incremental opportunities for in-store displays connected to these Spirit of Sustainability efforts will be communicated in the seasonal Promotional Opportunities updates