

Summer Summary

SEASONAL THEMES

Summer is the most highly anticipated season in Ontario. We all look forward to longer days in the sun, long weekends, patios, backyards, the great outdoors, and to memorable moments with family and friends. From special moments like weddings and graduations to every-day moments like making the most of BBQ season, the LCBO is here to help you celebrate Summer. With the best selection of refreshment options and thoughtful gifts, all available in one-stop or one-click – we help customers create unforgettable summer memories.

In P3, we'll kick-off the season by introducing customers to our exciting selection of new summer refreshers that they can enjoy all season long. In P4, we'll shine a light on our homegrown talent and help customers discover local and Canadian made products.

Lead Categories: local wines, craft beers, Canadian spirits, locally made RTD

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P3	CFL Season begins	Lead up to Father's Day	National Indigenous History Month National Indigenous People's History Day (June 21) PRIDE
P4	Canada Day (Saturday, July 1)	Father's Day (June 18) Graduations Wedding Season	St. Jean Baptiste Day (June 24)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS	ECOMMERCE PROMOTIONS	FOOD & DRINK
P3	Pride Campaign + Good Partner Feature Pride Fundraising / Collective Group of Charities Fundraising Campaign	ONLINE & IN-STORE: Celebrate Dad	One-Day Online Double Points Event: Victoria Day (May 22)	Summer Release (June 28)
P4	Lab Integration Campaign	ONLINE & IN-STORE: Celebrate Summer Promotion)		

ALSO HAPPENING IN THE SUMMER:

Summer Gifting Program (Gift Cards and Gift Packaging)

Summer Summary

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Feature Fixture A	Summer Whites	Summer Whites
Feature Fixture B (New & Seasonal)	Seasonal Rosé Wines	Seasonal Rosé Wines
Cocktail of the Month (EA 1)	White Spirits - Rum	Canadian Whisky
Entrance Table	Spirits	Spirits
Mini Thematic A	Brown Spirits for Father's Day	Tequila Gifts for Summer
Mini Thematic B	Give the Gift of Vintages (Father's Day)	Canada Day Celebrations (VOA)
Front Nesting Table	Flight A: Pride (Multi Brand) Spirits Flight B: Spirits Seasonal Story	Flight A: Pride (Multi Brand) Spirits Flight B: Spirits Seasonal Story
Middle Nesting Table	French Rosés	Rosé All Play
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Loyalty Block Pile (C)	Spirits/Wines	Spirits/Wines
Mini Thematic C (EA 10)	Local Beer for Summer	Local Cider
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone D	Beer	RTD
Beer Excitement Zone C	Beer	RTD
Spirits Cold Room	Spirits	Spirits
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	Spirits	Spirits
Front End Merchandiser 2	Impulse Wines	Impulse Wines
Front End Merchandiser 3	Spirits	Spirits
BCRTD Impulse Risers (1-4)	RTD	RTD
Pop Up Shops	Father's Day or Pride	BCRTD Summer (Innovations and/or Favourites)
Enhanced Occasions Package	Father's Day Scotch	BCRTD Summer (Innovations and/or Favourites)

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
End Aisle 1 (COTM)	<i>See info at left.</i>	
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Wines	Wines
End Aisle 4	Brown Spirits	Brown Spirits
End Aisle 5	RTD	RTD
End Aisle 6	RTD	RTD
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 10 (MT C)	Beer	Beer
End Aisle 11	Brown Spirits	Brown Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	White Spirits	White Spirits
End Aisle 14	Brown Spirits	Brown Spirits
End Aisle 15	White Spirits	White Spirits
End Aisle 16	Wines	Wines
End Aisle 17	Beer	Beer
End Aisle 18	White Spirits	White Spirits
End Aisle 19	Wines	Wines
End Aisle 20	Beer	Beer
Vintages End Aisle (EA VL 1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Croatian Statehood Day / National Day of Portugal	German Summer Wines

External Advertising Opportunity

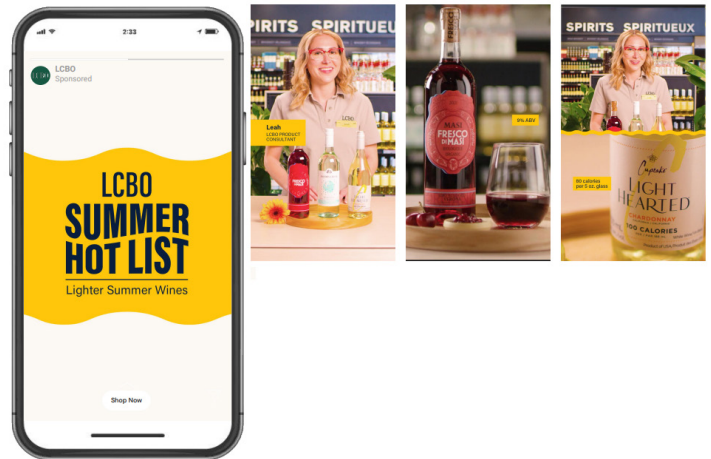
P3-P4 SUMMER REFRESHMENT CAMPAIGN

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. Our media plan will build on the success and learnings from our previous year’s campaign to drive awareness, engagement and purchase intent of all featured products; and will reinforce LCBO as the go-to destination for summer refreshment in Ontario.

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), with the focus and preference being on NEW launches. Seasonally relevant existing SKUs are also welcome to participate.
- 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

MEDIA CHANNEL	MEDIA DETAILS	PARTICIPATION DETAILS	ESTIMATED TOTAL IMPRESSIONS
OOH (STATIC + DIGITAL)	Out of Home takeover in a notable location (e.g., Yonge/ Dundas Square)	TSA will include placement with up to 3 other brands per piece of creative. Products will be curated into relevant themes such as flavours and trends, Estimated 12 placements in key markets across Ontario for 8 weeks.	340,000,000
	Bus Wraps and/or TSA (Transit Shelter Ads Static) Markets TBD but may include: Toronto, Brampton, Orangeville, Windsor, Ottawa, Mississauga, Markham, Newmarket, Richmond Hill, Hamilton, Ancaster, Waterdown, London, Sudbury, Niagara, Ajax, Milton, Barrie, Kitchener, Oshawa, Whitby, Peterborough, St Catharines		
SOCIAL & DIGITAL	Various ad units including in-feed, video, stories across multiple social media platforms (Facebook, Instagram, SnapChat, Pinterest)	Placement within Social/Digital Ads for 1 period (4 weeks) on at least two of the featured social and digital channels.	52,000,000
	Sponsored Content (e.g., BuzzFeed articles; influencer content)	Products will be featured together with at least 3 other skus	
	Digital ContoBox	Content will engage customers with compelling content and drive traffic to LCBO.com to Product Detail Pages or Shoppable Thematic Landing Pages.	

*Media plan subject to minor changes

Post Campaign digital analytics including impressions and clicks available upon request, ~6 weeks post campaign

Pricing Information

\$10,000 per SKU

NOTE: We encourage products approved for participation in our Summer Refreshment Campaign to participate in the in-store tasting program. Participating suppliers may also be eligible to participate in incremental opportunities such as out-of-store tasting events.