

Online Promotion **ONE-DAY SALES**

How it Works

Everyone loves a good deal. As we restructure our sale strategy, we will leverage our omni-channel vehicles to better inform customers about products on sale in order to drive conversion and basket building.

Our trade partners can now invest in additional placement online and through social channels to enhance LTO and Sale product sell-through in our digital space.

As of P9, these are now MPTS Applied Promotional Programs. Please apply through MPTS directly before the deadline.

What We're Looking For

At this time we are soliciting products to participate in one-day online-only sales for:

- Spring Sale (April 15)
- Victoria Day (May 23)
- Canada Day (July 1)
- Civic Holiday (August 1)
- Labour Day (Sept 5)
- Thanksgiving (October 10)
- Black Friday/Cyber Monday (See Black Friday Summary Page)
- Twelve Days of Holidays (See Aeroplan Summary Page)
- Boxing Day (December 26)
- Family Day (Feb 20)

What's Included

- Icbco.com Homepage Feature on the day of the Sale
- Your product will be shown on the One-Day Sale landing page
- Social and CRM Support: dedicated Promotional email, and Social channel promotion linking to the One-Day Sale landing page

Notes

- These One-Day Sale opportunities are limited to LCBO exclusive products.
- All one-day sale price points must adhere to LCBO's LTO and Pricing Policies.
- One-Day Sales must present consumers with an enticing offer.

Pricing Information

- No Participation Fee (as of P7 FY23)

