

# Marketing

# Our Goal is to Deliver An Engaging, Integrated Customer Experience



It Starts with Our  
New Brand Promise

Perfect Choices Made easy.  
Moments Made Great.

# Brand Health Measures That Matter

CONNECT



DISCOVER



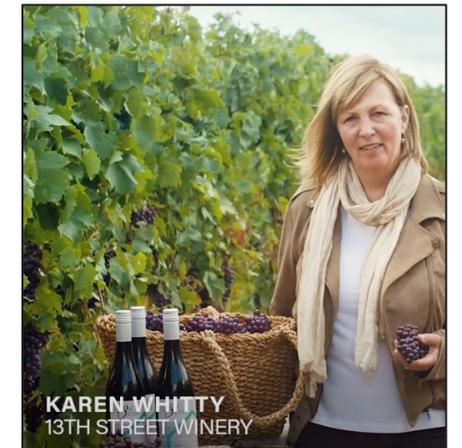
INSPIRE



REWARD



IMPACT



# CONNECT



# DISCOVER



# DISCOVER

## VALUE

**Happy new year deals**

From wines that deliver great quality and value, to convenient large formats and offers on your favourite spirits, we're kicking off your New Year right.



<p><b>BRUNO MAGLI CHARDONNAY</b> 750 mL (25.36 FL OZ) REG \$14.95 NOW \$12.95 SAVE \$2.00</p>	<p><b>MASO BIANCO</b> 750 mL (25.36 FL OZ) REG \$14.95 NOW \$12.95 SAVE \$2.00</p>	<p><b>CHATELAIN CHARDONNAY</b> 750 mL (25.36 FL OZ) REG \$14.95 NOW \$12.95 SAVE \$2.00</p>	<p><b>ROSEHALL RUM</b> 750 mL (25.36 FL OZ) REG \$14.95 NOW \$12.95 SAVE \$2.00</p>
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**LCBO HOUSE WINES - BY THE CASE**  
 24 bottles of house wine at a special price of \$100 for a case of 12. Available while stocks last.

FIND HOUSE WINES ONLINE AT [lcbos.com/housewines](https://lcbos.com/housewines)

## SMART OPTIONS



## LOCAL

**LCBO**

TOGETHER FOR Ontario

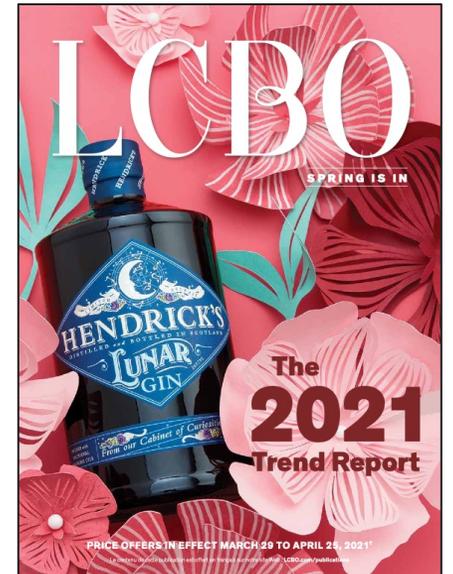


**SHOW YOUR SUPPORT FOR HOME!**  
 Discover Ontario's NEW sparkling wines, best varietals and local craftsmanship.

## NEW

**LCBO**

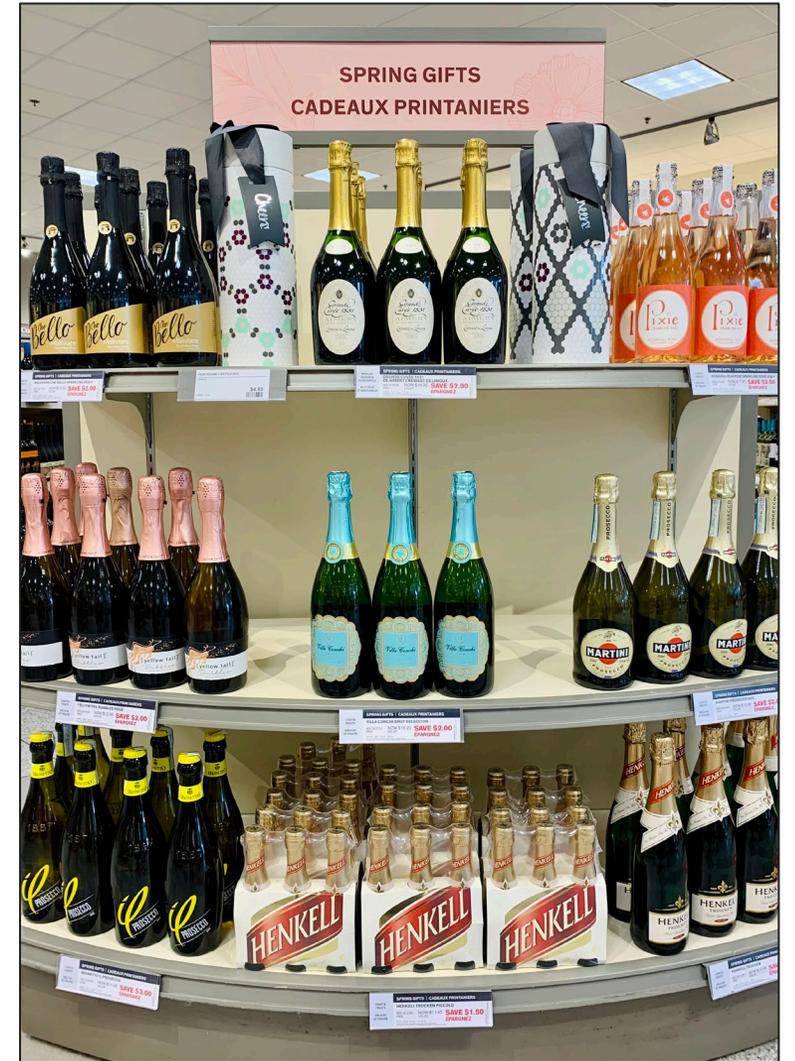
SPRING IS IN



**The 2021 Trend Report**

PRICE OFFERS IN EFFECT MARCH 29 TO APRIL 25, 2021\*

# INSPIRE



# INSPIRE

## Virtual Events Exciting, helpful experiences

VIRTUAL EVENT  
**Resolution-Friendly  
Drinks**  
Choices with Less Sugar,  
Carbs and Alcohol  
THURSDAY, JANUARY 7<sup>TH</sup> AT 7 PM  
LCBO



Pay Chen Charlene Rooke

VIRTUAL EVENT  
**A Staycation  
Rum & Cocktail  
Tasting**  
Kris Bahamondes  
Spirits Expert  
LCBO



VIRTUAL EVENT  
**Tasting Single Malts:**  
Rare Bottles  
from our Whisky Shop  
THURSDAY, FEBRUARY 25<sup>TH</sup> AT 7 PM  
LCBO



Stuart Brown  
National Whisky Consultant  
Diageo Canada

VIRTUAL EVENT  
**Irish Discovery:**  
The Spirits  
and Suds of Ireland  
LCBO



Jack McGarry  
Irish Spirits Expert

VIRTUAL EVENT  
**Ways to Make  
Easy and  
Lighter Cocktails**  
WEDNESDAY, JANUARY 20 - 7 PM  
LCBO



Dante  
Concepcion

VIRTUAL EVENT  
**DRINK  
TRENDS**  
FOR 2021  
LCBO



Ren Navarro  
Drink Expert  
Evelyn Chick  
Drink Expert

# REWARD



# New Loyalty Program



- Exciting and innovative
- Relevant and rewarding
- More personalized customer experiences and promotions to deliver better ROI

# IMPACT

**Here's to infusing  
Ontario with opportunity.**

Illustration by Rachel Joanis



**We raised nearly \$2.1 million for  
Women's College Hospital**



Supporting Ontario.  
One pairing at a time.

#PairItForward

[lcbocanada.com/PairItForward](https://lcbocanada.com/PairItForward)



# LCBO BRAND PRIORITY MEASURES

**Brand  
promise**

**Perfect Choices Made Easy. Moments Made Great.**

**Brand  
pillars**

**Connect**

**Reward**

**Discover**

**Impact**

**Inspire**

**Brand  
measures**

**Has friendly,  
helpful,  
knowledgeable  
staff that I can  
trust**

**Offers a loyalty  
program that  
meets my needs**

**Offers the best  
selection of  
products  
available and  
makes it easy  
to discover new**

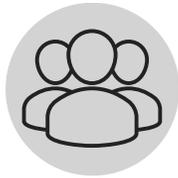
**Has a positive  
impact on the  
province/supports  
local producers  
and sells  
responsibly**

**Is always an  
exciting  
shopping  
experience**

**Brand  
personality**

**Your friendly and helpful go-to expert.**

# Powerful Customer Promotions Expanded Trade Opportunities



Customer insight led



Seasonal approach



Integrated across all channels



VINTAGES



# Seasonal Campaigns for the Year Ahead

<b>SPRING</b>	<b>SUMMER</b>	<b>FALL</b>	<b>HOLIDAY</b>	<b>WINTER</b>
<b>P1, P2</b>	<b>P3, P4, P5, P6</b>	<b>P7,P8</b>	<b>P9, P10</b>	<b>P11, P12, P13</b>
<b>Spring Is In</b>	<b>Summer Hot List</b>	<b>P7- Support Ontario P8 - Fall Trends</b>	<b>Holiday Gifting &amp; Entertaining</b>	<b>New Year, Smart Choices</b>

**Perfect Choices Made Easy. Moments Made Great.**