

**UPDATED
PROGRAM**

UPDATED External Advertising Opportunity META/DIGITAL VALUE FLYER (MPTS CODE: FSI - FEATURE A)

We know that value continues to be of great importance to many customers this year, especially going into the holiday season. This is an opportunity to bring strong visibility to compelling Aeroplan and LTO offers. This campaign will leverage Meta (Facebook) – a proven media partner - to drive customer conversion on our best deals. The campaign will target an engaged LCBO audience (estimated 2.3 million impressions per period), reaching 40% of 19+ Meta users in Ontario.

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



What We're Looking For

- Up to 8 Wines per period
- Up to 8 Spirits per period
- Up to 8 Beers/Coolers per period

Criteria

- Products must have a strong LTO or Aeroplan Offers
- Products (or offers) should be exclusive to the LCBO

What's Included

- Placement within LCBO's Meta flyer for minimum 3-week duration – this may include placement within the hero video and/or collection tile components. Products will be promoted with up to 8 other skus.
- Ads will drive traffic to LCBO.com Product Information Pages to purchase products and browse store inventory, as well as to the Deals landing page.
- Post-campaign analytics including ad impressions, clicks to LCBO.com and top demographics (upon request)

Pricing Information

\$2,000 per SKU

**UPDATED
PROGRAM**

External Advertising Opportunity **P9-P10 HOLIDAY SEASON CAMPAIGN**

The Holiday campaign marks another prime season to engage consumers and drive sales of incredible holiday gifts from the LCBO. We are pleased to offer a new opportunity to promote discovery of Holiday gift sets and year-round gift-worthy SKUs.

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

What We're Looking For

- New, unique and best-selling gift sets from previous years complimented by an assortment of gift-worthy year-round skus.
- We are looking to sell 10 SKUs into each of the following gifting themes for a total of 60 SKUs.
 - For the Whisky Lover
 - Luxe \$100+
 - Gifts Under \$25
 - Gifts Under \$40
 - Gifts Under \$75
 - Gifts for the Home Bartender (spirits)



What's Included

- Placement in 750k printed copies of the LCBO Holiday Gift Guide distributed direct to home. A targeted approach to distribution will reach qualified consumers.
- Participating products will be featured on spreads with up to 10 SKUS
- Placement in the Holiday Gift Shop on lcbo.com
- LCBO will invest in a robust digital advertising campaign to drive traffic to LCBO.com and the Holiday Gift Shop where consumers can shop our full Holiday gift assortment.
- Post campaign digital analytics, including impressions and clicks, will be available upon request – 6 weeks after the campaign.



Pricing Information

\$10,000 per SKU