



LCBO

## Program Update

November 18, 2022

A photograph of the LCBO storefront at night. The building has a brick facade and large glass windows. The LCBO logo is illuminated in white. The interior is visible through the glass, showing shelves of wine and beer. A person is standing on the sidewalk in front of the store.

LCBO

# Welcome and Introduction

George Soleas, President & CEO, LCBO

# Agenda

**George Soleas**  
President & CEO, LCBO

Welcome and Introduction

**Mark Nasr**  
Sr Vice President, Marketing,  
eCommerce & Products,  
Air Canada

Aeroplan update

**Heather Andrew**  
Director, Loyalty, LCBO

Aeroplan results at LCBO


All



## Aeroplan update

Mark Nasr, Sr Vice President Marketing,  
eCommerce & Products, Air Canada

# Industry and consumer recognitions show increased program confidence since relaunch, across program features



**freddie awards**  
Best Redemption Ability

**LOYALTY & AWARDS**  
Best Loyalty Partnership  
Chase Aeroplan Card

**Frequent Traveler Awards**  
Best Earning and Redemption Ability

Canada's Choice 2022 Winners  
**CANADA'S CHOICE**

- Top Airline Loyalty Program
- Top Overall Travel Rewards Credit Card
- Top Airline Credit Card
- Top Ultra Premium Card
- Top No Annual Fee Travel Rewards Credit Card

# Beyond flight, Aeroplan is starting to own the entire travel space

## HotelSavers: Great Rewards Value at 7,000+ hotels

**HotelSavers**  
Category 5



Fairmont Waterfront

Vancouver [Show on map](#)  
3.20 km from Vancouver (city centre)

 Based on 3921 reviews

Taxes included, starting from

35,000 avg/night      105,000 total

Compare at: CA \$463/night

**HotelSavers**  
Category 4



Small Luxury Hotels of the World - Claris Hotel and Spa

Barcelona [Show on map](#)  
0.82 km from Barcelona (city centre)


 Based on 2305 reviews

Taxes included, starting from

24,500 avg/night      73,500 total

Compare at: CA \$541/night


## AvisBudget Group: Status match for Aeroplan Elite members



Sign in to your Aeroplan account now to elevate your Avis Preferred status.

[Sign in](#)


Not an Aeroplan Member? [Enrol now.](#)

Not an Avis Preferred Member? [Enrol now](#) 


**AVIS** | **PREFERRED PLUS**

Complimentary upgrade to Avis Preferred Plus


Avis Preferred Plus membership is now available for all Aeroplan 25K, 35K and 50K Members



Aeroplan 50K Status Member



Aeroplan 35K Status Member




Aeroplan 25K Status Member


**AVIS** | **PRESIDENT'S CLUB**

Complimentary upgrade to Avis President's Club


Avis President's Club membership is now available for all Aeroplan 75K and Super Elite Members as well as the primary cardholder of an Aeroplan Premium Credit Card<sup>1</sup>.



Aeroplan Super Elite Status Member



Aeroplan 75K Status Member



Aeroplan Premium Credit Card

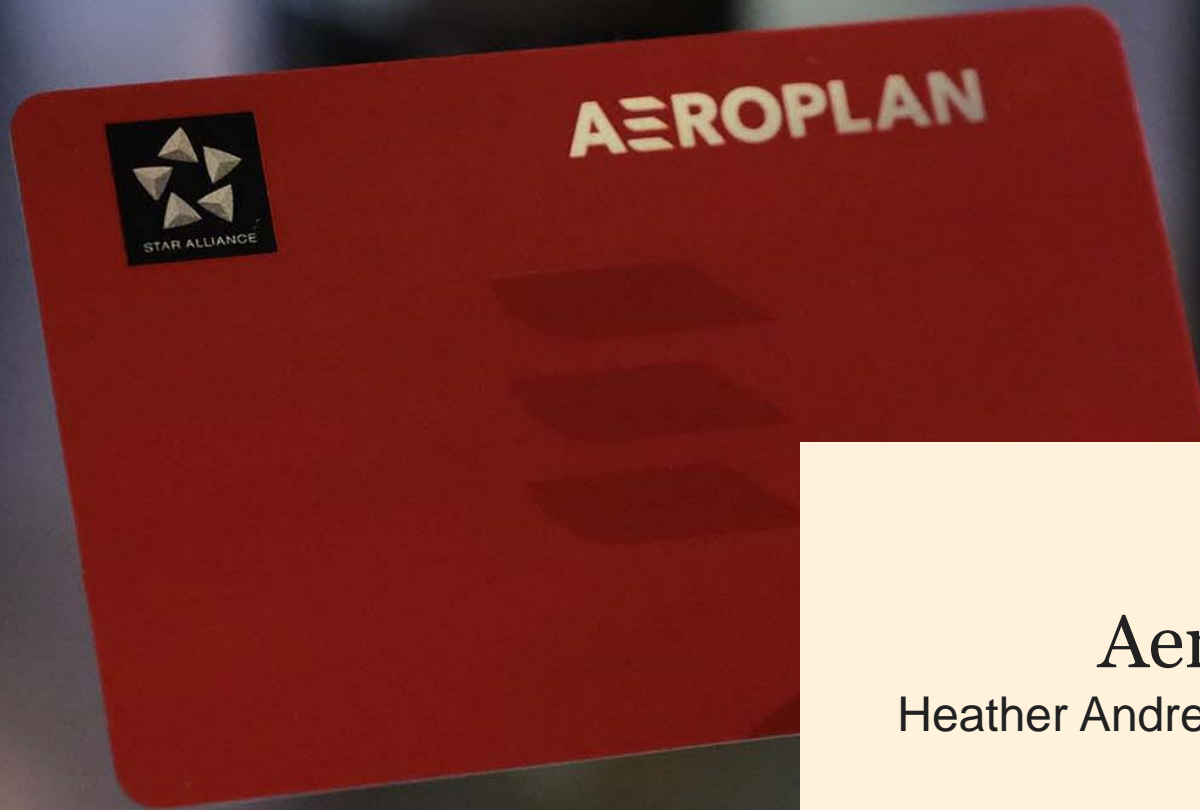
### Plus:

- Members earn points and have access to exclusive deals at 39 hotel brands + Avis & Budget
- Members of major hotel programs (e.g. Marriott, Accor, IHG...) can convert their points to Aeroplan

# Strategic partnership with Emirates

- Air Canada and Emirates customers will have **access to 46 points** across North America, Asia, the Middle East and Africa through codeshare tickets
- Enhanced customer offering implemented with the **issuance of a single ticket** and baggage transfers through to the final destination





## Aeroplan results

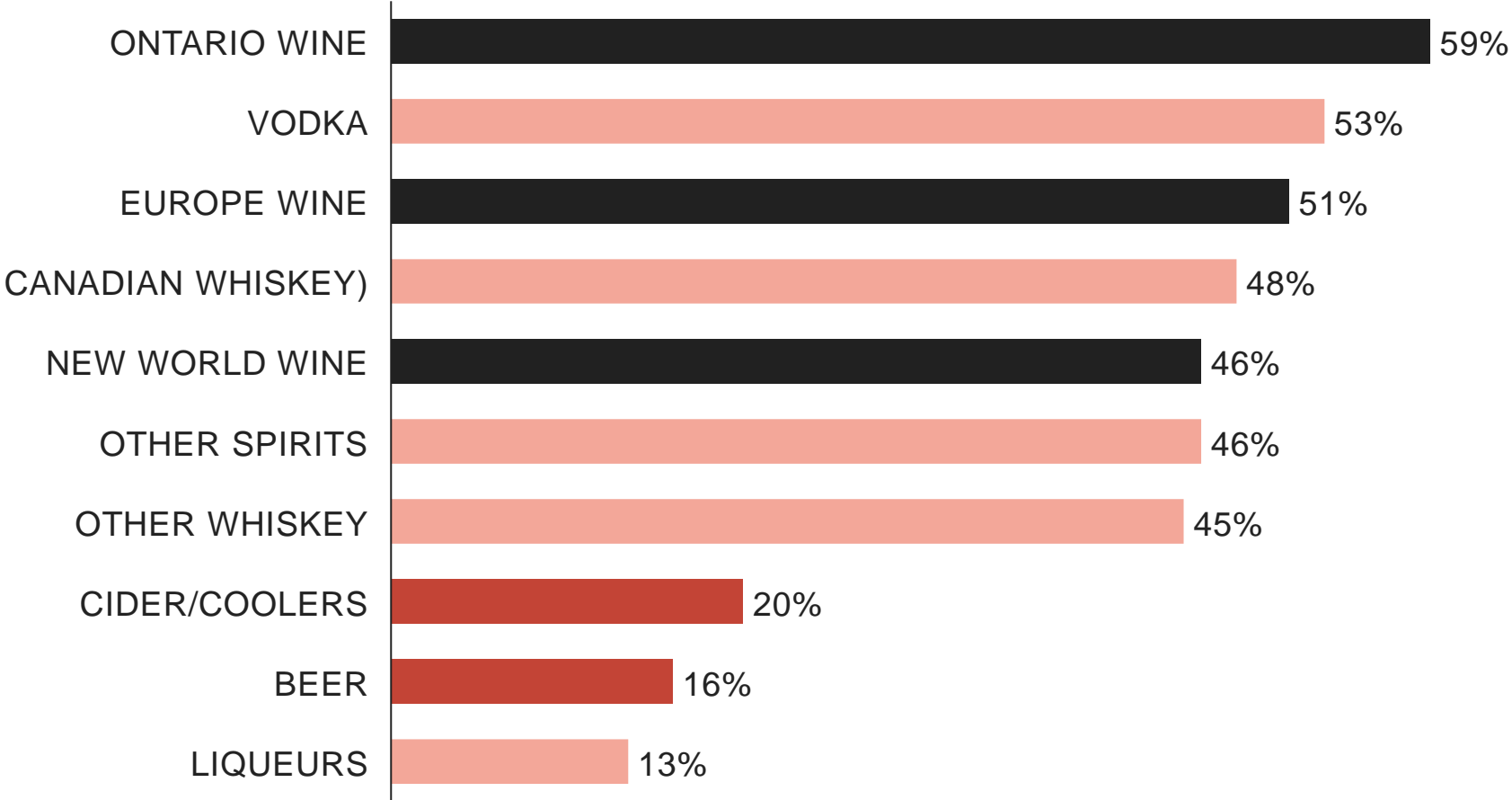
Heather Andrew, Director Loyalty Marketing



# Bonus offer results by category

## Estimated Incremental Aeroplan Market Share Growth by Product Category

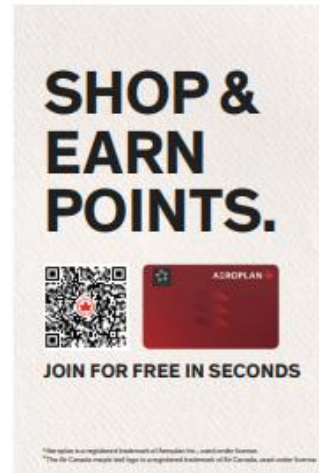
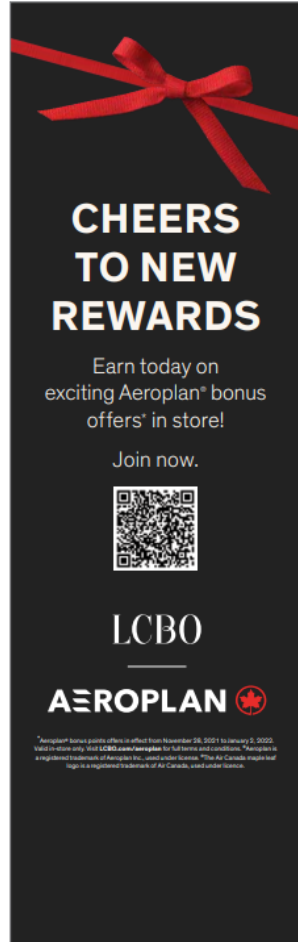
(For all offers through P7, numbers in brackets represent number of promotions since launch)



# Aeroplan Membership Growth LCBO activities

Aeroplan membership growth has been a key focus for the LCBO and Aeroplan

## In-Store signage



## Online banner



Join in Seconds. Earn Today.

Becoming a member is easy and free. Sign up now and start earning points right away.

In-store long weekend acquisition campaigns with dedicated Aeroplan Ambassadors to drive acquisition and engagement

Ghost kits (July)

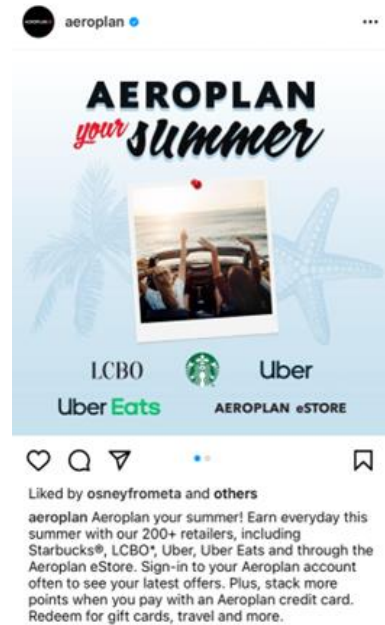
+

Ghost kits (October)



# Aeroplan Membership Growth activities

Aeroplan membership growth has been a key focus for the LCBO and Aeroplan



## Aeroplan Everyday Earn – Summer Campaign

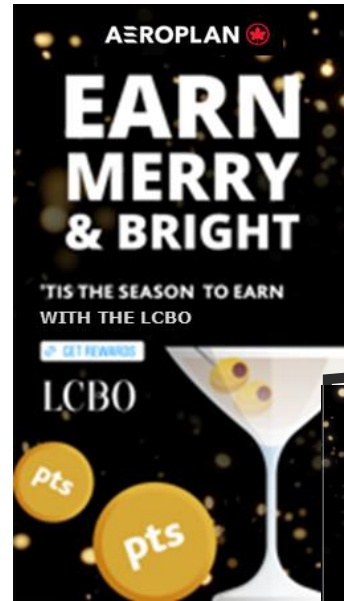
(June 24 – July 20)

- **Tactics:**
  - **DOOH** – Targeted underpenetrated markets (Hamilton, Windsor, London, Orleans, Brampton, Pickering, Oshawa, Peterborough, Kitchener, Brantford, Thunder Bay). Cross-referenced with location specific mapping (LCBOs/Starbucks) Exposure confined to Wed. to Sun.
  - **Paid Social** – Targeted look-a-likes and leveraged interest and location specific data.



# Aeroplan Membership Growth Aeroplan activities

Aeroplan membership growth has been a key focus for the LCBO and Aeroplan partnership



## Aeroplan Everyday Earn – Holiday Campaign (Nov 17 – Dec 31)

- **Objectives:**
  - Drive member acquisition and engagement (earning & redeeming with retail partners).
- **Tactics:**
  - **Paid Social & PR** – Targeted to look-a-likes and specific criteria (interest-based and location specific data).
  - **Unaddressed DM** – eStore gift guide targeted to FSAs with a high propensity of Aeroplan member (Nov 1, 250k).
  - **Activations** –
    - Eaton Centre (Nov 17 – 20)
    - Union Bay Kiosk (Nov 18 – 21)
    - Holiday Market - Out of province (Dec)



# Aeroplan Support of Promotional offers

Aeroplan supports LCBO promotional offers each period through their owned channels

LCBO

## Period Email

Three investments for a trip to Europe or a \$4,000 LCBO gift card (tax-free, offer ends December 31, 2022).

AEROPLAN  
180,200 pts+  
180,200 pts+  
ENTER FOR A CHANCE TO WIN 100,000+  
Enter for a chance to win 1 of 4 prizes of 100,000 Aeroplan points with Turky Dime Whisky + 100,000 bonus points for a trip to Europe or a \$4,000 LCBO gift card.  
[ENTER NOW](#)  
**NEW! LCBO BONUS OFFERS**  
**Look for these bonus offers in-store, or shop online now!**  
Keep watching on bonus offers to redeem for great rewards value (3M+ 5,000 points for a \$10 gift card).  
[Shop & earn now](#)

## Air Canada website

### Banner



### Partner Page

A screenshot of the Air Canada website's partner page for LCBO Aeroplan. The page features a red LCBO Aeroplan credit card, a headline "Cheers to earning points at the LCBO", and a section titled "EARN POINTS TWICE" with sub-sections for "SHOP" (earn 2x points on LCBO purchases), "CARD" (earn 2x points on Aeroplan credit card purchases), and "REDEEM" (redeem 1,000 points for a \$10 gift card). The page also includes a "Download your digital card" section and a footer with the question "Did you know you can redeem points for LCBO gift cards?"

Two promotional cards. The first is titled "Earn big on bundled offers" and features an image of various bottles. The second is titled "Get inspired for a trip to Ireland" and features a scenic landscape image.

**Earn big on bundled offers**  
Earn even more bonus points when you shop select bundled offers featuring 100+ food products until Nov. 31, 2022.  
[Shop now](#)

**Get inspired for a trip to Ireland**  
Find inspiration and earn points with the beauty of Ireland at the LCBO. Plus, Aeroplan members can use their points towards a direct non-stop flight to Ireland with Air Canada.  
[Book now](#)

**EARN POINTS TWICE**

**SHOP** for your favourite bonus products in store.

**CARD** your digital or physical Aeroplan membership card is doubled to earn points.

**STACK** even more points by paying with an Aeroplan credit card.

**Redeem 1,000 points for a \$10 LCBO gift card**

With bonus offers in store, redeeming 1,000 points is even easier. Redeem your points for gift cards or take them up for food and more.

[Redeem now](#)

# Aeroplan Routes email – Ireland

Deployed: Oct 14<sup>th</sup>

The screenshot shows an email layout with the following sections:

- AEROPLAN** logo with a price tag of **189,200 pts\***.
- Text: "Dublin's charm, all year long" above a scenic landscape image of a coastline.
- Text: "Turn Aeroplan points into an Irish escape" with a sub-headline "Starting at 12¢ per pt, Aeroplan members can receive for a round-trip flight to Dublin and pay the difference in cash at check-out." and a "Book now" button.
- Section header: "IT'S ALWAYS A GOOD TIME TO VISIT IRELAND" above an image of a castle.
- Text: "Wooded, welcoming, and cozy on the night, getting to know Ireland is great any time. Take to any season with great times all year around. Book." and a "Book now" button.
- Air Canada logo and "Ireland" text above a grid of four images: "Shane League", "Dublin", "St. Colman's Cathedral", and "Giant's Causeway".
- Text: "Explore more" button.
- Section header: "FALL IN LOVE WITH IRELAND'S FLAVOURS BEFORE YOU FLY" above an image of a bar scene with LCBO and AEROPLAN logos.
- Text: "With a tasty selection of fine Irish imports at the LCBO, you'll be toasting 'Sláinte!' in no time." and a "Shop now" button.
- Footer: Social media icons and small text: "Website Privacy Policy Terms and Conditions Contact us Privacy Policy News Center".

## FALL IN LOVE WITH IRELAND'S FLAVOURS BEFORE YOU FLY



With a tasty selection of fine Irish imports at the LCBO, you'll be toasting "Sláinte!" in no time.

[Shop now](#)

LCBO

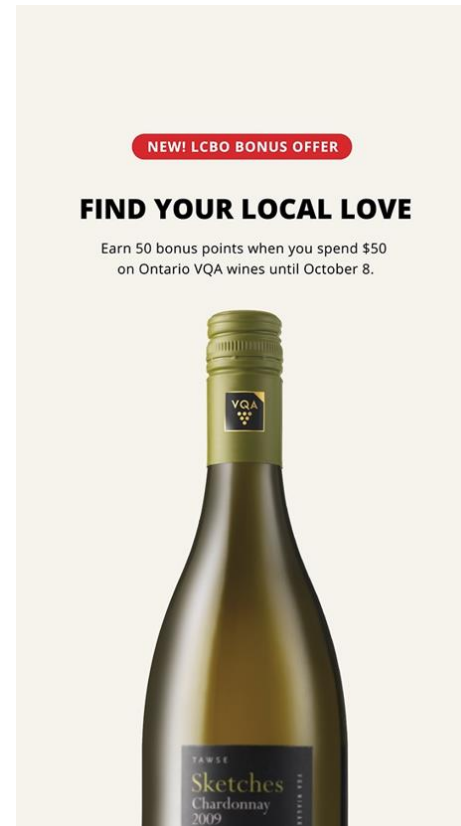
# Aeroplan Support of Promotional offers

## P7 VQA offer

Spend \$50 or more  
on VQA wines and get  
50 bonus points

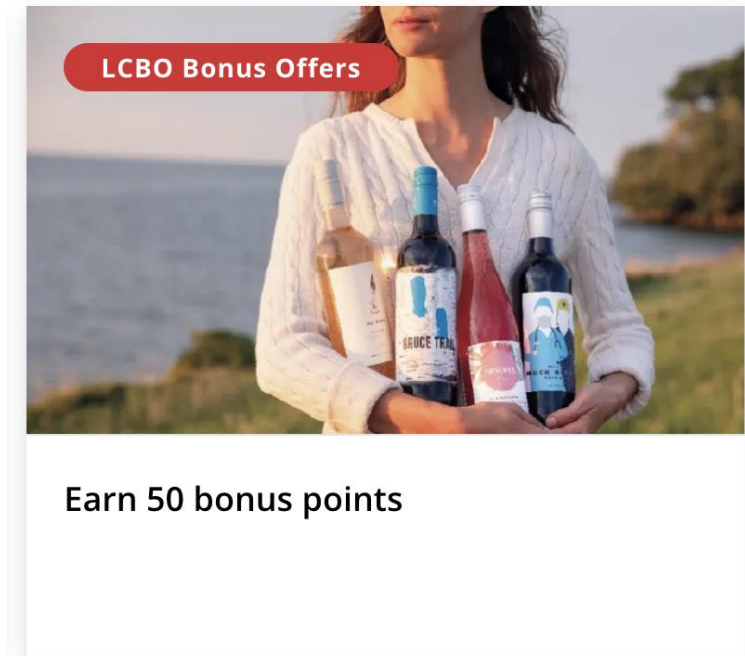
## P7 – Organic social (Instagram Story)

Date: Sept 21



## P7 ac.com carousal banner

Date: Sept 21 - Sept 25



# Aeroplan Support of Promotional offers

## P8 Forty Creek Promotion

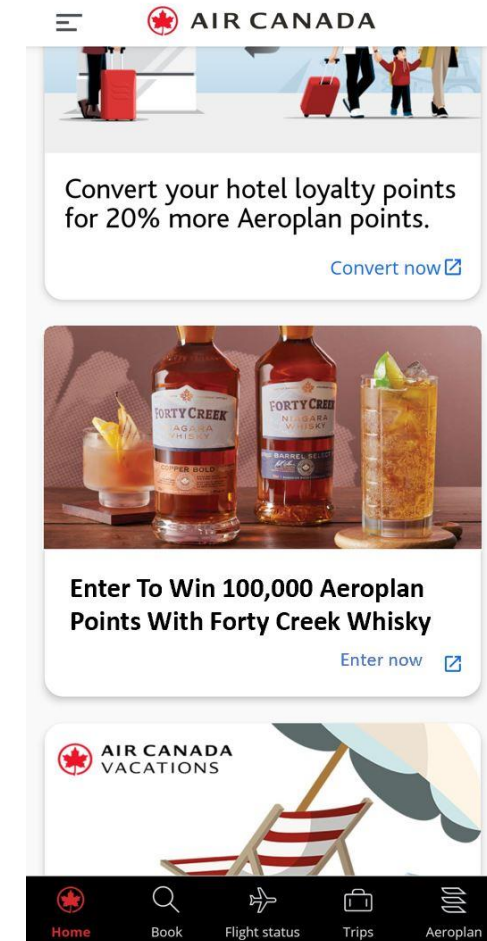
### P8 Organic social (Instagram Story)

Date: w/o Oct 24



### P8 – AC Mobile app banner

Date: Oct 10-16





# Aeroplan Support of Promotional offers

## P8 Forty Creek Promotion



### **Air Canada Lounge tasting**

Dates: Oct 11, 17, 24 and 31

Times: 4 hours per day



# Wines of Germany offer

In Market: P5



Offer Objective: To encourage the trial and purchase of German wines

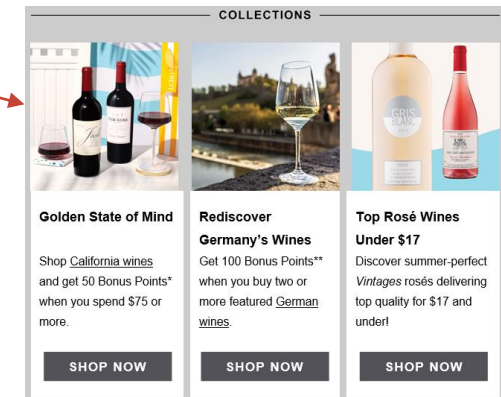
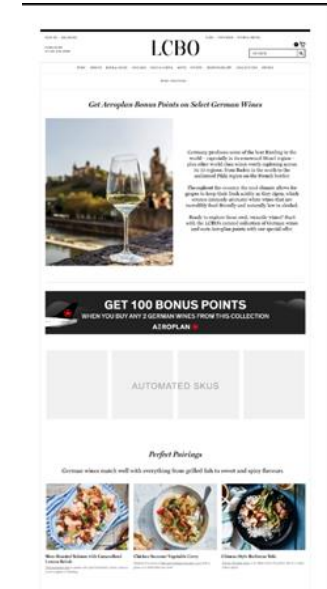
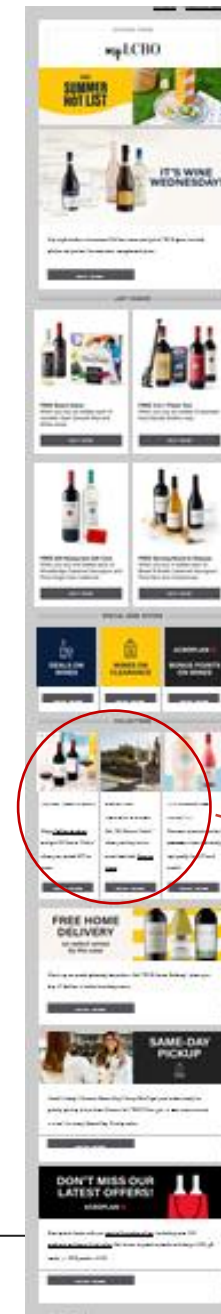
Offer: Buy 2 or more German wines & get 100 bonus points

Support:

- In-store signage
- Promotional email
- Online badging & banners
- Feature page

Results:

- Comprehensive results will be shared with the Trade organization including:
  - Promotion impact
  - New vs Repeat
  - Responder demographics



# Wines of California offer

In Market: P5



Offer Objective: To encourage the trial and purchase of wines from California

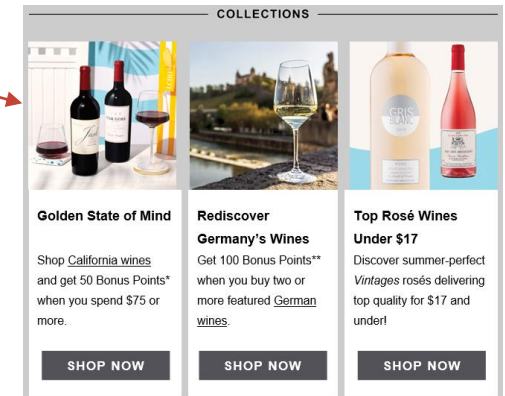
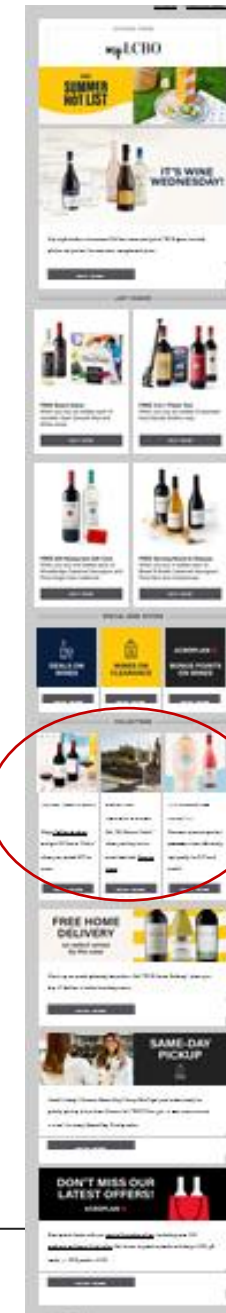
Offer: Spend \$75 or more on wines from California & get 50 bonus points

Support:

- In-store signage
- Promotional email
- Online badging & banners
- Feature page

Results:

- Comprehensive results will be shared with the Trade organization including:
  - Promotion impact
  - New vs Repeat
  - Responder demographics



# RTD Promotion

In Market: P5

Offer Objective: To encourage the trial and purchase and increase in basket of select RTDs

Offer: Buy any 8 of the RTDs on Aeroplan bonus and get 100 bonus points

Support:

- In-store signage
- Promotional email
- Online banners

Results:

- The offer promoted trial and encouraged AE customers to buy more featured RTDs



[\\*Terms & Conditions](#)

# Aeroplan Promotional Opportunities

## Aeroplan Block Pile In-Store



Activated each period in dedicated location in-store for Wines and Spirits

## Encourage Case Sales



Offer example: buy a case of wine and get enough points for a \$10 LCBO Gift Card

## New Product Launch Packages



Add an Aeroplan bonus offer to your new product to encourage customer trial and get added reporting

## Special Promotions

Work with your Merchandising partner to discuss opportunities such as offers for wines from a specific region

## Aeroplan Channel Activations

Support large promotions with activations in Aeroplan and Air Canada channels such as:

- Tastings in lounge, featured products
- Features in Aeroplan activations
- In lounge/on plane give aways

# FY23/24 Aeroplan Promotional Calendar

Period	Aeroplan Trade Opportunity
P1	Online Offer: Wine Case promotion
P2	Buy 3 or more bonus products & get 2x points Buy any Rosé and be entered in a chance to win flights
P3	Buy any bonus product and be entered in a chance to win flights
P4	Buy 2 or more bonus products & get 2x points
P5	Buy any 8 RTDs on bonus and get 100 points
P6	Buy any 8 Beers or Ciders on bonus and get 100 points
P7	Available for Ontario wines/VQA focused offer
P8	Buy any participating bonus Whisky products and be entered in a contest to win flights
P9	BF/CM - Buy 3 or more bonus products and get 3X bonus points Buy any bonus product and be entered in a chance to win flights
P10	Buy 3 or more bonus products & get 2x points NYE: Offer focused on wines and champagnes - tbc
P11	Buy 2 or more bonus products & get 2x points
P12	Buy 3 or more bonus products & get 2x points
P13	Buy any bonus product and be entered in a chance to win flights

# Summary

- The Aeroplan member is a valuable LCBO customer and Trade partners have a unique opportunity to leverage Aeroplan bonus offers to target this customer group.
- With the available demographic and shopping behavior information the Trade can identify the products that would benefit from targeting these customers with special offers
- Test and learn – test different offers in different periods to better understand which offer is the most effective to drive your business objectives
- Remember to submit applications to participate in these great promotional opportunities – in particular the deadline for P5 and P6 is fast approaching.
- AND reach out to your Category partner to talk about where Aeroplan can fit into new product launches, rebrands or focus times for your products