

Enhanced Activation Opportunity

ENHANCED OCCASIONS PACKAGE

Our customers know that LCBO is a place to find gifts year-round. We want to provide gifting options for customers online and in stores through curating large multi branded gifting occasion stories, providing big brand opportunities as well as creating opportunities for premium and elevated products connected to the seasonal theme.

The LCBO has combined and created a tiered-opportunity package that will create an enhanced customer shopping experience for a specific gifting occasion every period/season, that will be a unique and exciting LCBO-curated opportunity.

These activations go beyond displays in store and visibility for products online, and activate for maximum impressions that drive the customer into the store and online, and engage the customer.

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

PACKAGE	SPOTS AVAILABLE	PARTICIPATION COST* (AS OF P9)	217 GIFTING AREA ¹	511 ACTIVATION AREA #1 ²	FLAGSHIP STORE TABLE DISPLAY ³	LCBO.COM FEATURE PAGE ⁵
NEW! Activation Takeover	up to 24 SKUs	\$90,000/Period	●	●	●	●
Omni-Commerce Placement	20 SKUs	\$4,000/SKU/Period	●	●	●	●
Local Product Placement	4 SKUs	\$1,500/SKU/Period	●	●		●
Online Only Placement	12 SKUs	\$1,250/SKU/Period				●

*Pricing subject to change.

¹ 217 Gifting Area: Dominant placement on a large enclosed fixture within Store 217 with LCBO gift packaging

² 511 Activation Area #1: Feature Fixture Area at the front of Store 511

³ Flagship Store Table Display: Stores 10, 38, 149, 164, 355, 452, 486

⁵ LCBO.com Feature Page: Online LCBO Curated EPP (with opportunity for value-adds)

NOTE: Store lists are subject to change pending store renovations and relocations.

This promotional program will be enhanced by LCBO-curated activations and creative featured in Store 483/528 Premium Window Displays, and select Exterior Window Glazings in flagship stores activating the promotion.

PRODUCT FOCUS	
Period	Focus
1	Spring All-Play OR Easter/Mother's Day Gifting
2	Spring All-Play OR Easter/Mother's Day Gifting
3	Pride
4	Canada 155
5	Caribana/Rum OR Summer BBQ Gifts (Aperativos, Aperol Spritz, Wines, etc)
6	Lighter Choices for Summer (All Categories)
7	Local Gifts (VOA Wines & Local Distillers)

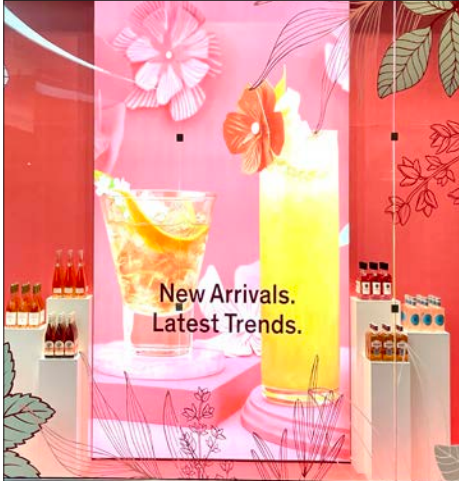
PRODUCT FOCUS	
Period	Focus
8	Whisky OR Halloween
9	Holiday Gifts
10	Holiday Gifts
11	Lunar New Year
12	Lunar New Year / Valentine's Day
13	Women In

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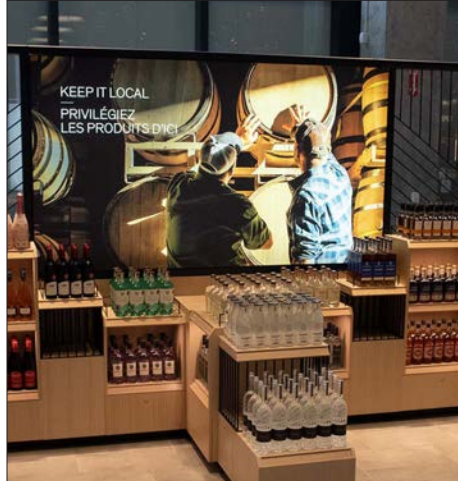
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PREMIUM WINDOW DISPLAYS (STORES 483, 528)



217 GIFTING AREA (NEW FLAGSHIP STORE)



STORE 511 ACTIVATION AREA #1



SELECT WINDOW GLAZINGS



SELECT TABLE ACTIVATIONS



LCBO.COM FEATURE PAGE

