

## 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.**

PROMOTIONAL PERIOD	SPOTS AVAILABLE	PARTICIPATION COST*	217 GIFTING AREA <sup>1</sup>	511 ACTIVATION AREA #1 <sup>2</sup>	FLAGSHIP STORE TABLE DISPLAY <sup>3</sup>	LCBO.COM FEATURE PAGE <sup>5</sup>
Activation Takeover	up to 24 SKUs	\$90,000/Period	●	●	●	●
Multi-Brand Activation	16-24 SKUs	\$4,000/SKU/Period	●	●	●	●

\*Pricing subject to change.

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

<sup>2</sup> 511 Activation Area #1: Feature Fixture Area at the front of Store 511

<sup>3</sup> Flagship Store Table Display: Stores 10, 38, 149, 164, 355, 452, 486

<sup>5</sup> LCBO.com Feature Page: Online LCBO Curated EPP (with opportunity for value-adds), with additional Marketing support through the External Gifting Campaign, in select periods.

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.***

GIFTING STORY		PRODUCT ALLOCATION
Period	Focus	
1	Spring Entertaining/Easter	Premium Wines: 6 Red, 6 White, 6 Sparkling, 6 Rose
2	Mother's Day	9 Rose, 9 Rose Sparkling, 3 Pink Gins, 3 Pink Liqueurs
3	Father's Day	TBC
4	Summer Celebrations (Weddings/Graduation/Etc)	TBC
5	Summer Celebrations (Weddings/Graduation/Etc)	TBC
6	Summer Spritz/Fizz/Spirits (Cocktail All Play)	TBC
7	Thanksgiving Hosting	TBC
8	Fall Reds - Host Gifts	TBC
9	Holiday Gifts	TBC
10	Holiday Gifts	TBC
11	Lunar New Year	TBC
12	Valentine's Day	TBC
13	Host Gifts/Easter	TBC

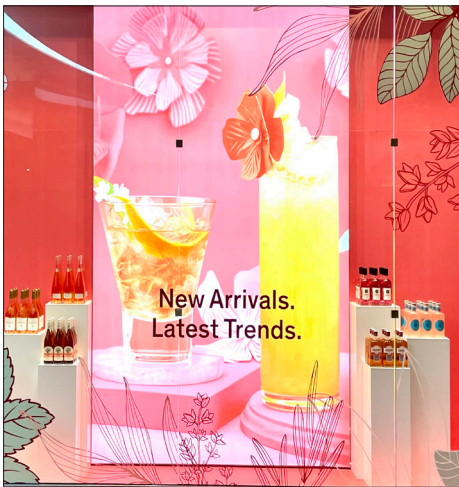
# Enhanced Activation Opportunity

## ENHANCED OCCASIONS PACKAGE

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

### What's Included:

#### 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

