

Omni-Commerce Opportunity

FEATURE PAGE

How it Works

We are pleased to amplify in-store programs with prominent placement on lcbo.com.

This opportunity will allow Trade Partners to showcase their products and brands in an LCBO-endorsed collection that will:

- Create a direct touchpoint for products on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;

We have several in-store opportunities that include a Feature Page as part of their package. This opportunity is also available as a stand alone execution, if the Trade Partner is not activating any display promotions in-store.

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

What's Included

- A templated feature page on lcbo.com; this can include existing or new line extensions to the feature brand (see next page for details)
- Feature Image Placement on Category Landing Page.
- Promotion in LCBO owned communications channels

LCBO will consider several factors when reviewing online feature page proposals:

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.
- This opportunity is available to one brand/supplier per Period.
- This page will live for one promotional period.

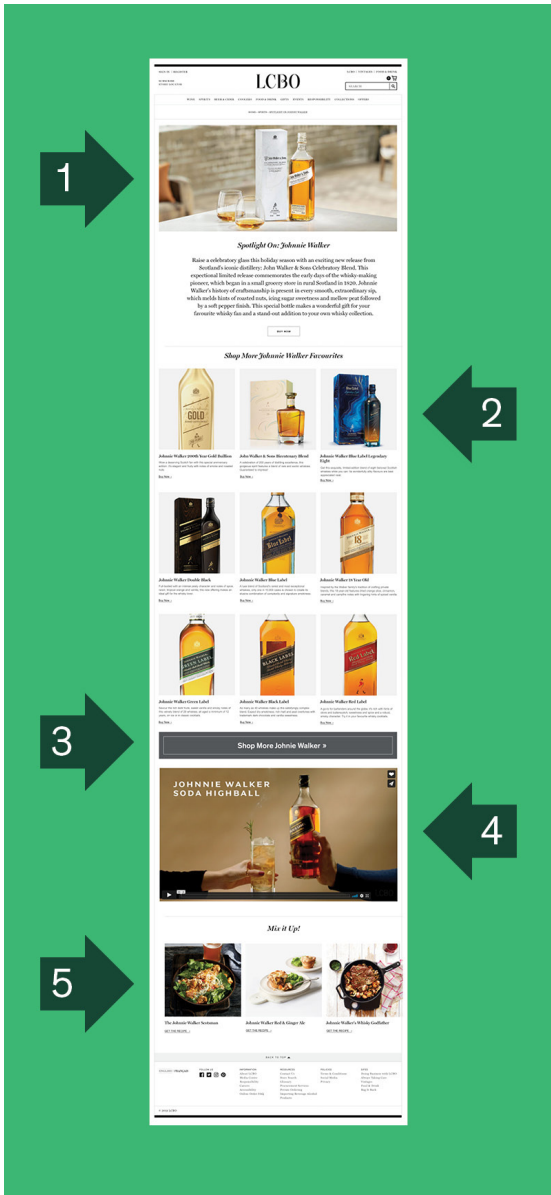
Pricing Information

- **With An In-Store Display:** \$30,000 per period (plus the cost of an approved in-store display)*.
- **Without An In-Store Display:** \$35,000 per period.

*Not available for the following in-store displays where Feature Pages are already associated: Cocktail Of The Month (EA1), Front Nesting Table, Middle Nesting Table.

What's Included & Where it's Located Online

FEATURE PAGE



FEATURE PAGE: SINGLE BRAND

1. Product Introduction

- Written by LCBO.
- Hero image (may be supplied by the participating sponsor brand).

2. Collection

- Up to 12 additional SKUs from brand family (must be unique SKUs rather than different formats of the same product)
- Collection grid will feature product image, brief description and BUY NOW button linking to PIP (Product Information Page)

3. Product Results Page

- Link to a list of selected products

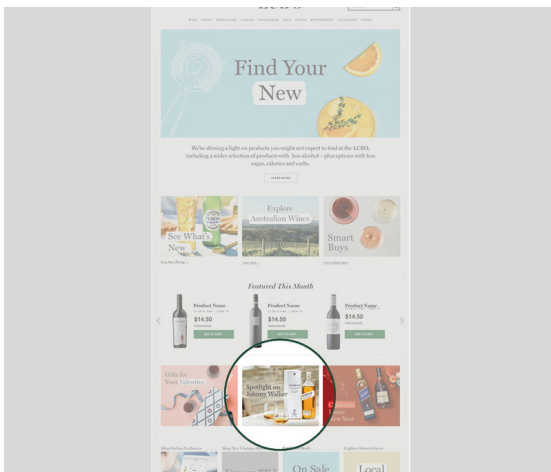
4. Optional: Brand Video

- To be supplied by participating sponsor brand where available.
- Must be AODA compliant and available in English and French
- Maximum length: 30 sec.

5. Related Content

- Three cocktail recipes, food pairings or gift suggestions.

NOTE: Cocktail and food pairing/recipes and image assets will be provided by LCBO from existing LCBO assets. Alternate option, at LCBO discretion, is using simple cocktails recipes (NO food recipes) from participating sponsor brands. Must be vetted and approved by LCBO.



Feature Placement on Icbo.com Category Landing Page
Clicks through to feature page

Please note, based on the promotion in-store, that the feature page the promotion is tied to and the respective product category, LCBO Marketing reserves the right to adjust the content template in order to optimize the customer experience.

Note: Creative for Feature page will be at the discretion of LCBO Marketing.

What's Included & Where it's Located Online

FEATURE PAGE



FEATURE PAGE: MULTI-BRAND

1. Feature Introduction

- Written by LCBO.
- Hero image (may be supplied by the participating sponsor brand).

2. Collection

- Up to 12 SKUs from trade association/brand family (must be unique SKUs rather than different formats of the same product)
- Collection grid will feature product image, brief description and BUY NOW button linking to PIP (Product Information Page)

3. Optional: Curated Box

- eCommerce exclusive SKU featuring an assortment of SKUs from the trade group/brand. Value-adds may be included.

4. Optional: Virtual Event

- Featuring a tasting of discovery box SKUs.
- Event will be developed by LCBO in collaboration with trade partner

NOTE: Virtual Event costs are additional and not included in Feature Page costs.

5. Related Content

- Up to three cocktail recipes, food pairings or gift suggestions.
- NOTE: Cocktail and food pairing/recipes and image assets will be provided by LCBO from existing LCBO assets. Alternate option, at LCBO discretion, is using simple cocktails recipes (NO food recipes) from participating sponsor brands. Must be vetted and approved by LCBO.

6. Link to a list of selected products (product results page)

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.