

## eCommerce Opportunity

# NEW ARRIVALS HERO PACKAGE

### HOW IT WORKS

Our customers love to discover new products!  
Our New Arrivals Promotional Package is a great way to support your new product launch.

The New Arrivals HERO package provides an opportunity for our Trade Partners to invest in a larger opportunity with a significant omni-channel footprint. This opportunity is for larger brands that look to create a big impact for our customers.

**NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.**

### WHAT'S INCLUDED

- **Please see the pages following for mockups and details of each OmniCommerce Program Component**
- On lcbo.com:
- Hero Image (Banner) on the New Arrivals Landing Page
- Image Boxes on the Homepage and the Mega Menu Tile
- Mobile App Tile
- A social post on LCBO channels promoting new products, linking to New Arrivals landing page
- A templated Feature Page for your New Products/Brand (this can include existing LCBO Products on the page if new products are a line or brand extension)
- Inclusion in LCBO's 'New' Shelf Talker Program in stores listing the product(s)

### FINE PRINT

- All New Product Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.
- Creative for Feature page will be at the discretion of LCBO Marketing.
- Note that any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability.

### INTRODUCTORY COST TO PARTICIPATE

**Hero Package:** \$28,000/Brand

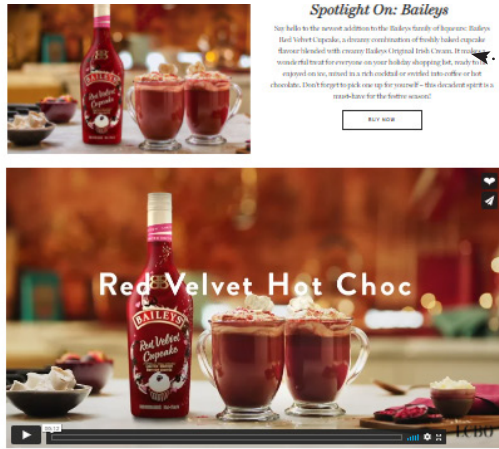
- Available to 1 brand per period

**Partners that have been approved and have committed to programs P4 and earlier will have the first opportunity of adding the omni-commerce components to their current commitments.**

# What's Included

## NEW ARRIVALS HERO PACKAGE

### TEMPLATED FEATURE PAGE



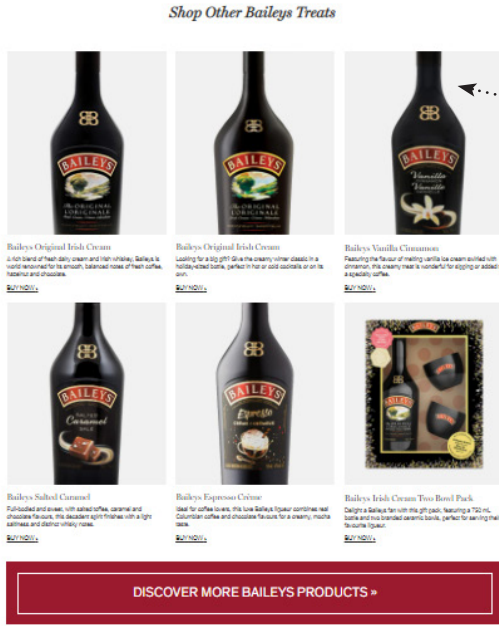
**Optional: Brand Video**  
(to be supplied by participating sponsor brand where available)

Must be AODA compliant and available in English and French.  
Maximum length: 30 sec.

**Product introduction** written by LCBO.

**Hero image**

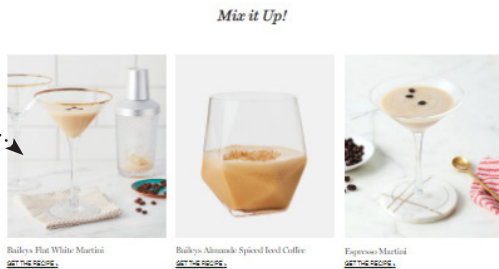
\*Image may be supplied by the participating sponsor brand.



**Collection** of six to nine additional SKUs from brand family (must be unique SKUs rather than different formats of same product). Hero product must be new.

Collection grid will feature product image, brief description and BUY NOW button linking to PIP (product information page)

**Three product recipes or food pairing suggestions (Recipes/ food pairings information (in English and French))** and image assets will be provided by LCBO from existing LCBO assets. Alternate option is that assets are supplied by participating sponsor brand and tested/approved by LCBO at LCBO discretion.)



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

Note: Products to be selected by LCBO in collaboration with supplier.

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.

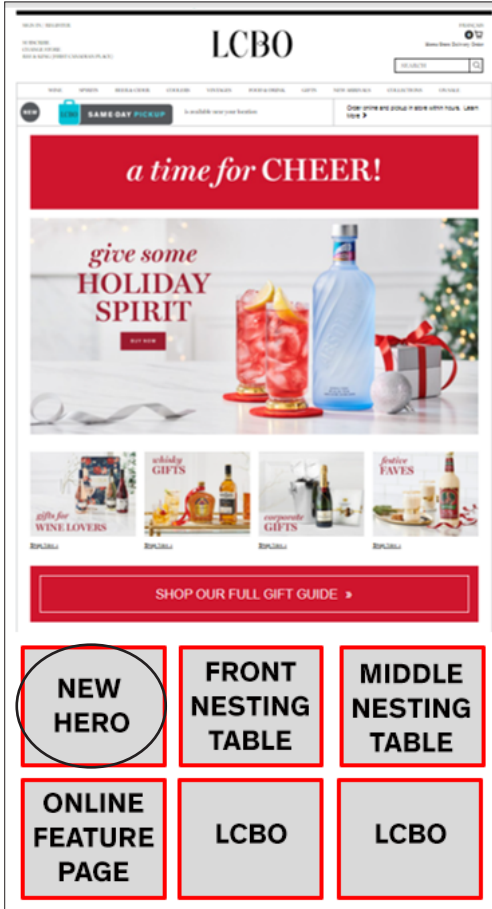
Note: Creative for Feature page will be at the discretion of LCBO Marketing.

# What's Included & Where it's Located Online

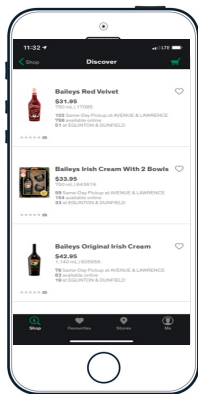
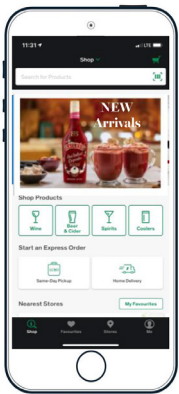
## NEW ARRIVALS HERO PACKAGE

Image Box on Icbo.com Home Page  
 Weekly traffic: 846, 546

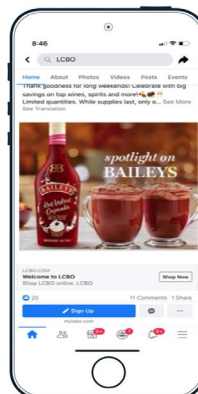
Mega Menu New Arrivals Image Tile  
 Weekly visits: 595, 460



Hero Placement on Icbo.com New Arrivals Landing Page  
 Clicks through to Feature Page



Hero Image (Tile) on  
 "New Arrivals" Hero Card  
 on LCBO Mobile App +  
 Product Listing Page



Hero Placement in a Social  
 Post on LCBO Social Channels  
 linking to New Arrivals Page

Facebook: 225K+ followers  
 Instagram: 68.1K followers  
 Twitter: 21.4K followers

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.