

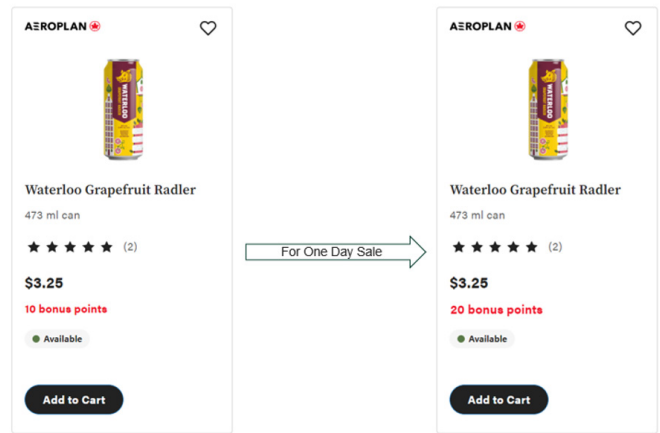
Online Promotion

ONE-DAY AEROPLAN DOUBLE POINT EVENTS

How it Works

During One Day Aeroplan Bonus events, customers will receive 2x Aeroplan points on all the participating Aeroplan offers, within the respective period. This promotion will be featured prominently on LCBO.com with banners, feature pages and a dedicated email blast. These are great incremental sales opportunities for trade partners to offer customers extra value on a select number of products for a short period of time, promoting trial and discovery.

Trade Partners should apply for regular Aeroplan Bonus Point offers through MPTS for relevant products in the given promotional period.



What We're Looking For

At this time we plan to activate this double point event on the following occasions:

- P1 Spring Sale (FRIDAY April 7)
- P2 Victoria Day (MONDAY May 22)
- P4 Canada Day (SATURDAY July 1)
- P5 Civic Holiday (MONDAY August 7)
- P6 Labour Day (MONDAY September 4)
- P8 Thanksgiving (MONDAY October 7)
- P9 Black Friday/Cyber Monday (November 24/November 27)
- P10 Boxing Day (TUESDAY December 26)
- P12 Family Day (MONDAY Feb 19)
- P13 Spring Sale (FRIDAY March 29)

What's Included

- Icbo.com Homepage Feature on the day of the Promotion
- Social and CRM Support: dedicated Promotional email, and Social channel promotion linking to the One-Day Promotion landing page

Pricing Information

- No Participation Fee