

# Customer Loyalty Program

The Aeroplan program is a cost-effective way for our Trade partners to engage and excite LCBO best customers through a variety of bonus points offer types to deliver on your business objectives including sales and customer loyalty.

- Cost effective offers that can deliver a strong ROI
- Post campaign reporting and analytics
- Marketing support for offers through LCBO and Aeroplan Channels

## AEROPLAN CUSTOMER BASE

The Aeroplan member is a valuable LCBO customer:



**2,100,000**  
active user base  
aged 19+ in Ontario

# LCBO

**91%**  
of members live within 5km  
of an LCBO retail store



**86%**  
of Ontario FSAs have  
Aeroplan Members living in  
them

## ADVANTAGES TO AN AEROPLAN BONUS POINT OFFER



### Aeroplan Members:

- Are premium customers with a higher average household income
- Over-index on alcohol spend (volume and price per product)
- Motivated by the value of Aeroplan rewards



### Customer Insights:

- Regular reporting on Aeroplan bonus points offers including results and customer demographics
- Potential for most cost-effective customer insights vs traditional market research rewards



### Unique access to Aeroplan marketing channels:

- Contactable base of over 1.4M members
- Access to multiple owned channels such as the Aeroplan dashboard, which is where members can link to Starbucks and Uber rewards

# LCBO PERFORMANCE TO DATE



**918K**

members have earned points since launch



**218M**

points have been earned on base and product bonus offers



**250M**

points redeemed



**50%**

of all eCommerce transactions are Aeroplan customers



**81K**

new Aeroplan members attributed to LCBO



Penetration of base transactions made by Aeroplan members has grown by over 120% since the launch of the program.



Aeroplan avg. basket size is **57%** higher than a non-loyalty basket size



**36%** more units in the basket for members vs. non-members



**15%** higher price per unit for members vs. non-members

## BONUS OFFER OPPORTUNITIES FOR TRADE PARTNERS

- Price per point - \$0.025
- Signage fee - \$750 per offer (Coupon offers excluded)

For information on Minimum and Maximum bonus point offers please refer to the Aeroplan section on [Doing Business with the LCBO](#).

### BONUS OFFER TYPES

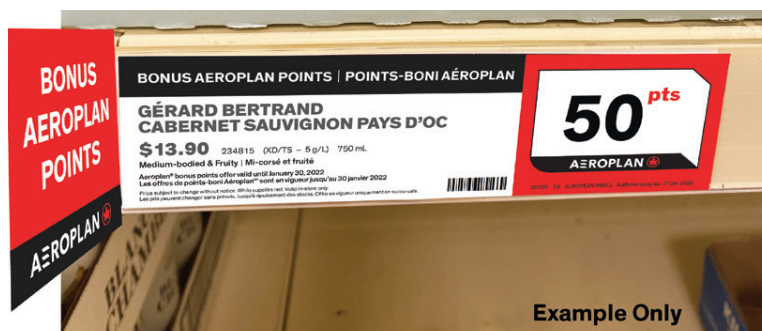
*With the addition of new bonus offer types you have flexibility in how you chose to promote your product(s).*

From the traditional full period, single SKU offer to the ability to provide solutions to customers with bundled offers such as build a bar or build a cocktail, to single SKU offers with flexible start and end dates enabling you to focus on a key time period, such as Black Friday and Cyber Monday, you have more choice over how your products are promoted.

Offer Opportunity	Product Example	Bonus Points Offer	Total Bonus Earned
Single SKU Offer	Buy 1 unit of SKU A Buy 2 units of SKU A	100 points/unit	100 points 200 points
<b>NEW</b> Single SKU offer* (Flexible start & end dates)	Buy 1 unit of SKU A between Nov 24th and 26th	250 points/unit	250 points
<b>NEW</b> Bundled Pairs Offer	Buy 2 units (1 pair) of SKU A Buy 3 units (1 pair) of SKU A Buy 4 units (2 pairs) of SKU A	125 points/pair	125 points 125 points 250 points
Bundled SKU Offers	Bundled promo on 5 different SKUs: Buy 1 Buy 2 different Buy 3 different Buy 4 different Buy 5 different	100 points/SKU, min 2 different SKUs	0 points 200 points 300 points 400 points 500 points
Combination Offer	Buy 1 unit of SKU A	\$1.00 LTO + 50 points/unit	\$1.00 LTO + 50 points
<b>NEW</b> Coupon Offer  Coupons can be distributed at Tastings in-store, external tastings or sent electronically or via mail enabling targeting	Buy 1 unit of SKU A + hand in coupon with bar code	75 points/unit	75 points

\*Available when aligned with seasonal or promotional events, which will be communicated in Promotional Opportunities Package (i.e. Black Friday/Cyber Monday promotions)

**NOTE:** Applications for Single SKU offers with flexible dates and Trade Coupon offers are manual through the Excel Application Form. Please include in your application packages or reach out to your Category partners.



Example Only

## PROPOSED F24 AEROPLAN ACTIVITY CALENDAR

This a calendar of proposed LCBO Aeroplan Customer Loyalty overlay promotions for FY23/24. Trade Partners should apply for regular Aeroplan Bonus Point offers through MPTS for relevant products in the given promotional period (i.e. to be considered in the Celebrate Mom promo you need to apply for a BAP program on a Rosé product). No additional action is required from Trade Partners to buy into the calendar of events below (with the exception of Period 8), other than to have a product on bonus point offers in that period.

SEASON	Timing	Offer Proposal
SPRING	P01	<p><b>ONLINE OFFER: Wine Case Sale Promotion</b></p> <ul style="list-style-type: none"> <li><b>Customer offer:</b> Buy a case (12 bottles) of the same wine on Bonus and get an additional 1000 Aeroplan points.</li> <li>This offer is valid for all 750mL bottles of wine with Aeroplan bonus offers</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels</li> </ul> <p><b>HOW TO APPLY:</b> Apply via Excel Application Form before the deadline</p>
	P02	<p><b>ONLINE &amp; IN-STORE: Summer Kickoff Promotion</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy 3 or more bonus products and get 2x points</li> <li>All Regular bonus products are included in the promotion</li> <li><b>Marketing Support:</b> Promotion promoted on Aeroplan banners on lcb.com, in LCBO promotion email and through Aeroplan digital channels</li> </ul> <p><b>ONLINE &amp; IN-STORE: Celebrate Mom</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy any Rosé wine on Aeroplan Bonus and be entered in a chance to win a one of two pairs of Air Canada flight tickets.</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>
EARLY SUMMER	P03	<p><b>ONLINE &amp; IN-STORE: Celebrate Dad</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy any product on Aeroplan Bonus and be entered in a chance to win one of two pairs of Air Canada flight tickets.</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>
	P04	<p><b>ONLINE &amp; IN-STORE: Celebrate Summer</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy 2 or more bonus products and get 2x points</li> <li>All Regular bonus products are included in the promotion</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>
SUMMER	P05	<p><b>ONLINE &amp; IN-STORE: RTD Promotion</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy any 8 RTDs with an Aeroplan bonus offer and get 100 bonus points</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>
	P06	<p><b>ONLINE &amp; IN-STORE: Beer &amp; Cider Promotion</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy any 8 beers or ciders with an Aeroplan bonus offer and get 100 bonus points</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>

SEASON	Timing	Offer Proposal
FALL	P07	<ul style="list-style-type: none"> <li>N/A</li> </ul>
	P08	<p><b>ONLINE &amp; IN-STORE: Partnership Contest Opportunity</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy any participating Whisky products with an Aeroplan Bonus offer and be entered into a contest to win a pair of flights tickets from Air Canada</li> <li>Partner to provide accommodations and distillery tour experience</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul> <p><b>HOW TO APPLY:</b> Apply via Excel Application Form before the deadline</p>
HOLIDAY	P09	<p><b>ONLINE &amp; IN-STORE: Black Friday/Cyber Monday (November 24 - 27)</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Between Nov 21st and Nov 27th, buy 3 or more bonus products and get 3x points</li> <li>All Regular bonus products are included in the promotion</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels</li> </ul> <p><b>ONLINE &amp; IN-STORE: Member Appreciation Contest</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy any product on Aeroplan Bonus and be entered in a chance to win one of four pairs of Air Canada flight tickets.</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>
	P10	<p><b>ONLINE &amp; IN-STORE: Holiday Promotion</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy 3 or more bonus products and get 2x points</li> <li>All Regular bonus products are included in the promotion</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul> <p><b>ONLINE &amp; IN-STORE: New Years Eve Promotion (Dec 18 - 31)</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Promotion details to be confirmed. Offer will focus on sparkling wines and champagnes with the purchase of bonus products from this category receiving an overlay bonus from Uber.</li> <li>Participating products will be featured together on a display</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels</li> </ul>
WINTER	P11	<p><b>ONLINE &amp; IN-STORE: Value &amp; Rewards</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy 2 or more bonus products and get 2x points</li> <li>All Regular bonus products are included in the promotion</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>
	P12	<p><b>ONLINE &amp; IN-STORE: Value &amp; Rewards</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy 2 or more bonus products and get 2x points</li> <li>All Regular bonus products are included in the promotion</li> <li><b>Marketing Support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>
	P13	<p><b>ONLINE &amp; IN-STORE: March Break – Win your next holiday!</b></p> <ul style="list-style-type: none"> <li><b>Customer Offer:</b> Buy any product on Aeroplan Bonus and be entered in a chance to win four Air Canada flight tickets.</li> <li><b>Marketing support:</b> Promotion promoted on lcb.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer</li> </ul>

# YEAR-ROUND AEROPLAN OPPORTUNITIES

## AEROPLAN BLOCK PILE IN-STORE



- Activated each period in a dedicated location in-store for Wines and Spirits
- Offer Option Examples:
  - Single brand takeover with added overlay bundle offer (i.e., stock up for the holidays or build your bar)
  - Each participating product has a bonus offer
  - Multi-brand overlay bundle offer (i.e., purchase one of each and get more points OR buy multiples and get more points)
  - Marketing will support with signage on the block pile to call out overlay offers
- Refer to the [Block Pile C](#) page for details

## ENCOURAGE CASE SALES



- Offer example: Buy a case of wine and get enough points for a \$10 LCBO gift card
  - Each SKU has a bonus offer that add up to 1,000+ points enabling added signage to encourage the up-sell purchase to the full case.
  - Bundled offer: Buy 12 units and get 1,000 bonus points
  - ***Great opportunity for Vintages product promotion!***

## NEW PRODUCT LAUNCH PACKAGES



- Layer on an Aeroplan bonus offer to your new product to encourage customer trial
- Beyond the increase to sales you will receive:
  - Reporting:
    - Standard Aeroplan results reporting
    - Deeper dive reporting including added information on customer demographics, what competitive products the customer bought prior to purchasing your product
    - Post-promotion reporting – what happened over the 3 months post the launch of your product
  - Additional Marketing support in Aeroplan channels
- Refer to the e-commerce [New Arrivals Hero Package](#) pages for more package details

## SPECIAL PROMOTIONS

If you are interested in exploring a different type of offer to support a group of products differently, please reach out to your Merchandising partner to discuss.

- For example: Wines of X Region
  - Objective to encourage customers to try the region or to stock up on wines from the region
  - Offer example: Spend \$x on wines from X region and get Y points