

eCommerce

Summary

01

Changes in customer buying behaviour has resulted in greater focus on eCommerce, including investment in a new platform



02

Opportunities exist for Trade Partners to get more involved in online promotions and eCommerce activities



03

Proactively work with category/eCommerce teams to maximize your potential in driving online sales

eCommerce Strategy, Performance and Trends

eCommerce Channel Strategy

Looking at the eCommerce channel through the lens of the customer's experience and its 2 principal components :

Online Experiences



Improving how customers interact with the LCBO on all its various online properties to drive interaction, sales and profitability

Fulfilment Experiences



Enabling multiple ways for customers to receive their products from the LCBO in ways that matter to them

ECommerce Trends

“COVID-19 drove structural change in E-commerce”
~ Euromonitor

“E-commerce transformation will likely be widespread and permanent.”
~ Euromonitor

“What we’re seeing now is not an anomaly. It is the blueprint for the future of retail.”

~ Harley Finkelstein, Shopify president
(interview with BNN Bloomberg’s Jon Erlichman)



What it means for the LCBO...

New Platform

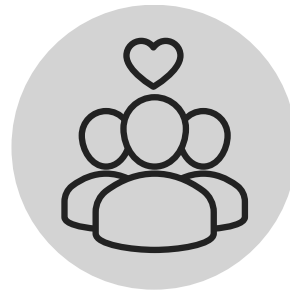


Program Objectives & Outcomes

A best-in-class personalized, easy-to-shop experience with convenient delivery options and seamless digital & physical integration for B2C, B2B, LCO and VSO in a multi-phase approach



**Enhance the online
Customer
Shopping Experience**

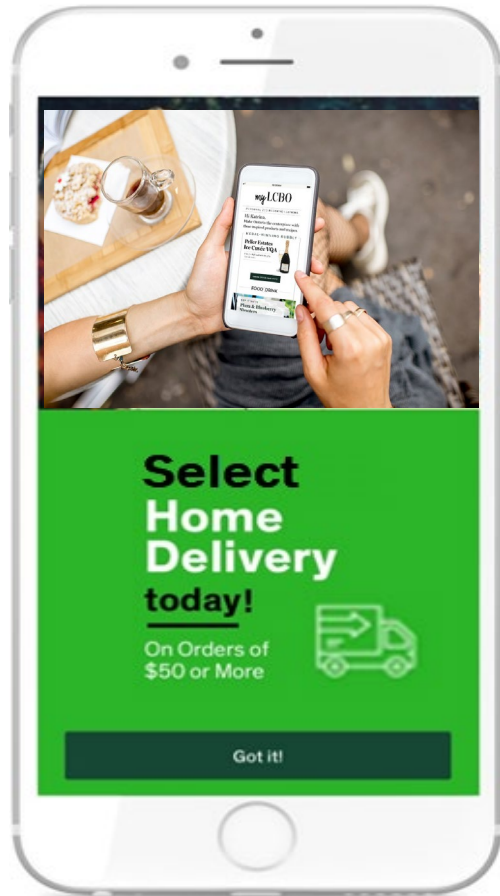


**Customer
Centric Approach**



**World-class
Omni-Commerce Platform**

New Delivery Service



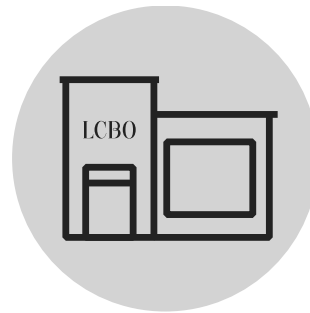
- Re-introduced a new home delivery service
- More functionality available with the partner
- Providing customers with more choices and options



Same-Day Pickup Expansion



Now available at
192 LCBO stores



New Fulfilment Centre

Launch of the new
Toronto Region
Service Centre in
the GTA



Trade opportunities to participate in the growth

Online Exclusives

Bringing the channel to life with exclusives that can only be found online:



Limited Quantities



Specialty Products



Targeted Programs

ONLINE EXCLUSIVE | EN LIGNE SEULEMENT



ONLINE EXCLUSIVE | EN LIGNE SEULEMENT



Pre-launch Activities

Testing new products online ahead of formal launch:

- Gather insights on best performing regions
- Opportunity to tighten up content, images, etc.
- Inject newness into the ecommerce channel
- Allow for tweaking, adaption where required



Content Enhancement



Work is underway with some key partners on:

- Improving search online for key products
- Leverage better search terms, robust content and images
- Tied to other online initiatives, including social media

Curations



**ONLINE
EXCLUSIVE**

**EN LIGNE
SEULEMENT**



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How to engage with eCommerce team

Engaging with the eCommerce Team

1



2



3



4



5

Start with your Category Manager / Category Director – they'll loop in the eCommerce team

Contemplate how your products can be best positioned for online growth, and how you can take full advantage of the channel to test, grow and delight

Use the exclusives to separate your offering from the others

Plan early – 9 months out is ideal as the online assets are limited

Bring as many ideas as you like – open to all ideas

Thank You