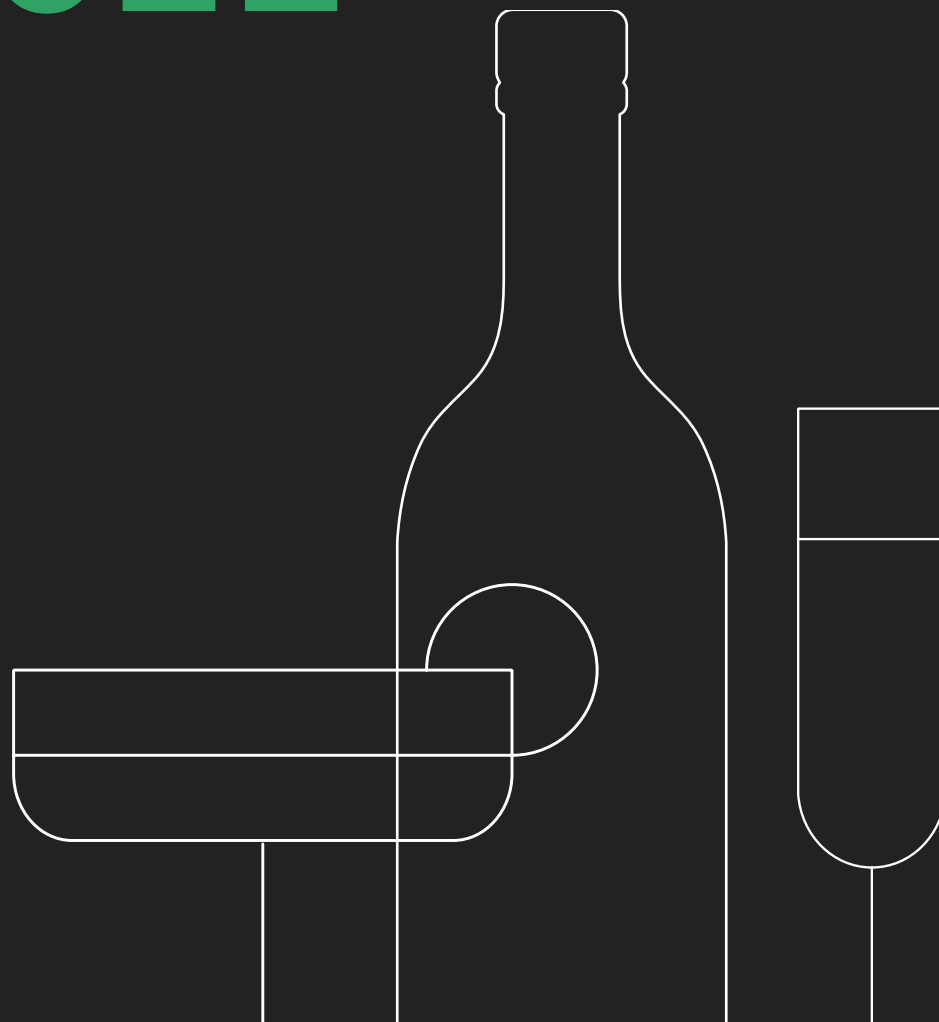


LCBO

TRADE DAY

2022



Online Promotions & Content

Agenda

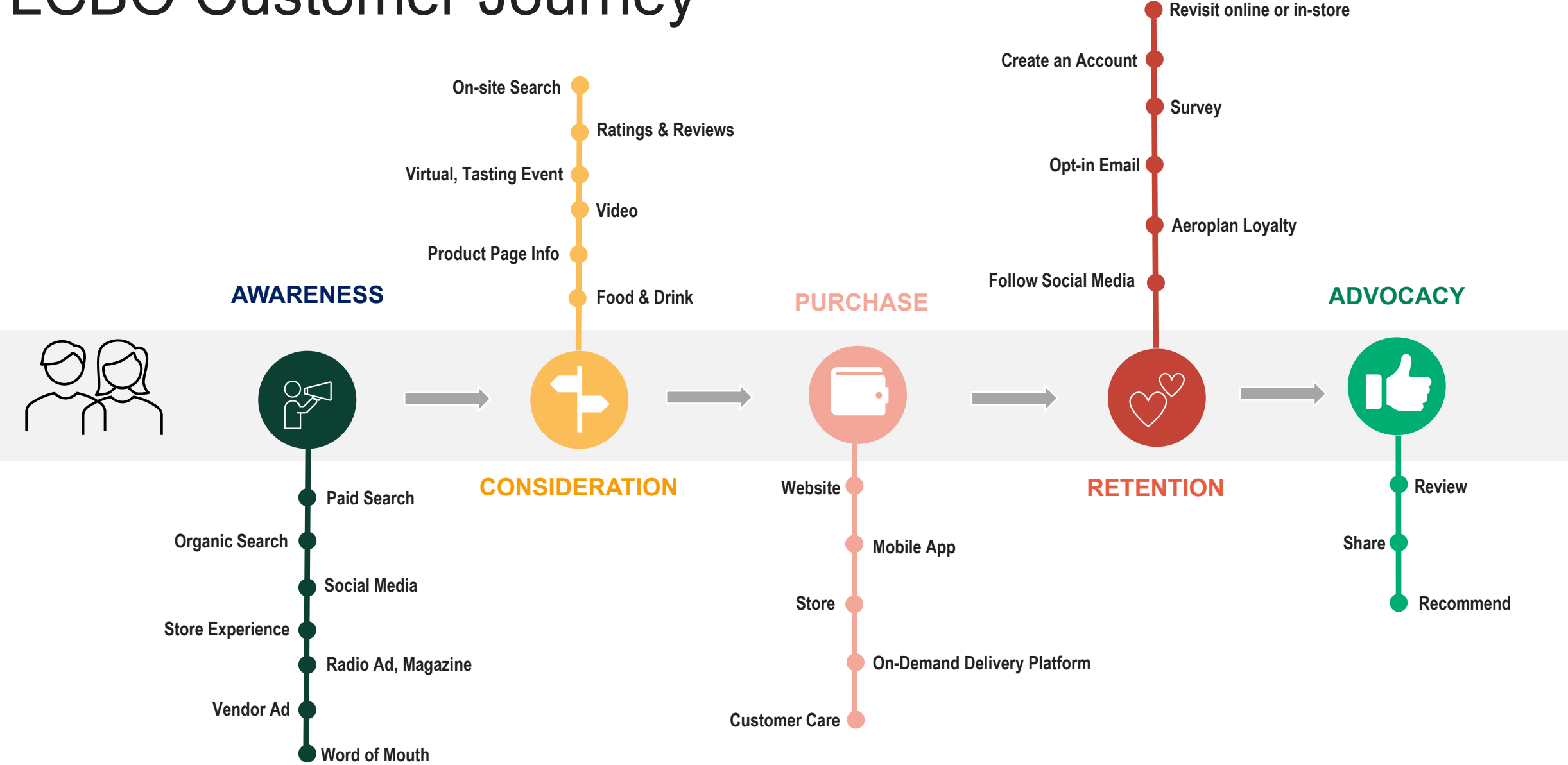
- 1** The Importance of the customer journey
- 2** Improvement of the customer journey
- 3** Impact on online promotional programs
- 4** Summary

The Importance of the Customer Journey



1. Supported by LCBO brand pillars to deliver on our promise
2. Fully understand customer experience through each stage of interacting with LCBO
3. Identify strategic opportunities to optimize customer experience innovatively

LCBO Customer Journey



To drive customer engagement through data

Optimizing Customer Journey Through Insights

Data Driven Business Model



Omni-Channel experience

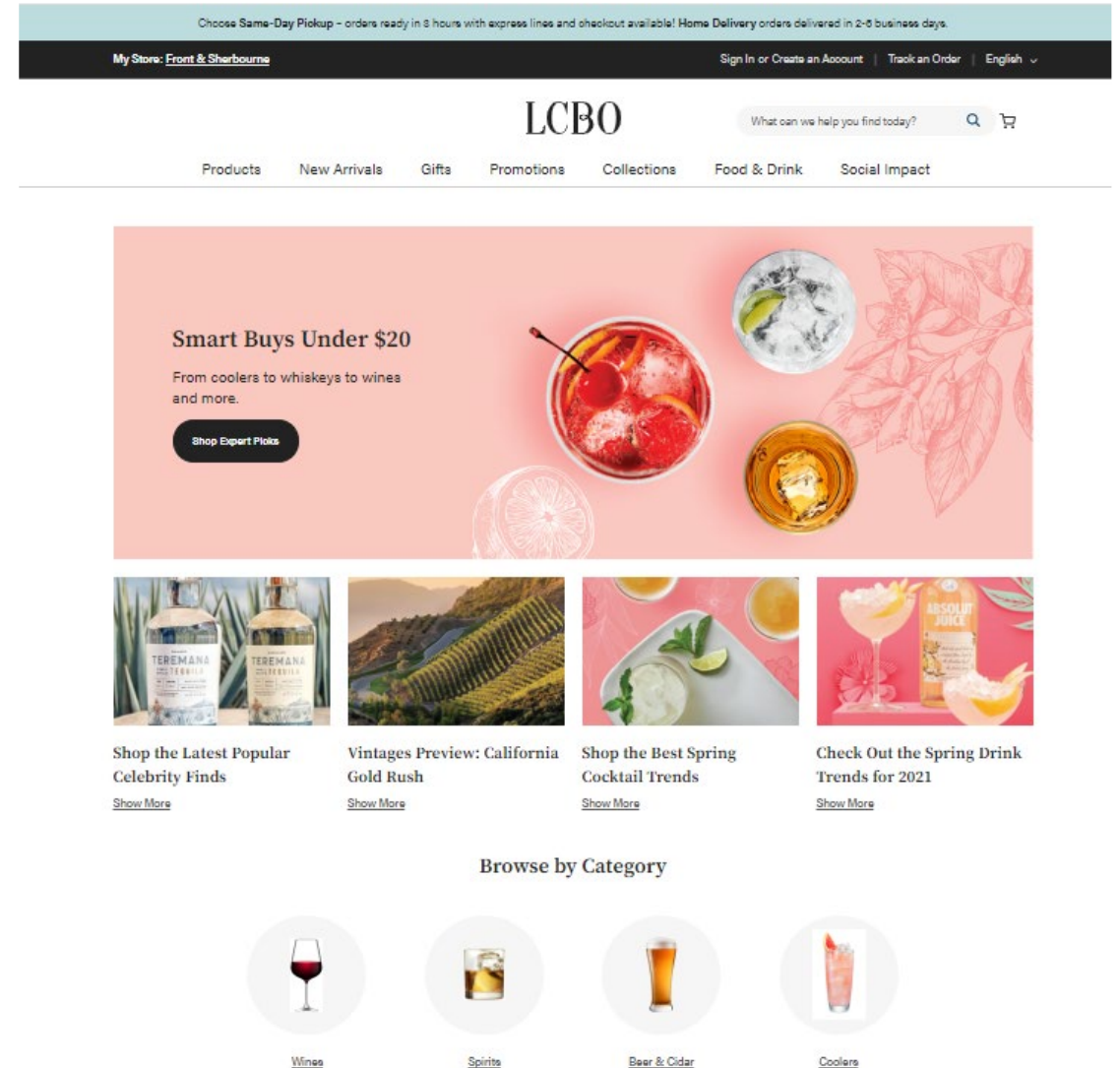


Beyond customer conversion



Post-purchase survey & analysis

Improvement of the customer journey



E-commerce Renewal Phase #1



Key Issues Identified

In phase #1, we focused on the following key areas:



AI-Driven Search



36% of visits use on-site search

New e-commerce Platform offers:

- AI driven search for more relevant results

Opportunities for Trade Partners:

- Accurate product attributes for search engine optimization and easy product findability

LCBO

What can we help you find today?



Ginja Shizuku Divine
Droplets Sake

720 ml bottle

\$92.15



Wines of Substance
Cabernet Sauvignon

750 ml bottle

\$23.95



Ile Four Modern Sake
Junmai Daiginjo
Limited Edition

720 ml bottle

\$56.05

[Explore Food & Drink](#)

ken

natics and complex flavours
indaloo paste can add instant
grilled chicken.



**Blackberry Glazed Sunshine Chiffon
Cake**

A close cousin of angel food cake, chiffon
gets its rich tenderness and exceptional
bounce from the inclusion of ead yolks and

Enhanced Product Detail Page (PDP)

60% of LCBO Web purchasers visited PDP first

New e-commerce Platform offers:

- Taste Profile
- Badges (e.g. New, On Sale, Vintages, etc.)

Opportunities for Trade Partners:

- Rich content, including product details, badges, awards, images and video (future)
- Ability to tell the brand story with more information

On Sale

Raymond Family Classic Cabernet Sauvignon

★★★★★ (0) [Write a Review](#)

Taste Profile	
Flavours	floral, berry, herbal
Sweetness	● ○ ○ ○ ○
Body	● ● ● ○ ○
Flavour Intensity	● ● ● ○ ○
Tannins	● ● ● ○ ○
Acidity	● ○ ○ ○ ○

Split Cart Function



55% Same-day Pickup



21% Ship to Store



13% Ship to Home

New e-commerce Platform offers:

- Multiple Fulfillment Options on Cart Page (reducing abandoned carts & cancelled orders)


Opportunities for Trade Partners:


- Ability to create omni-channel campaigns with ease of purchase

Free In-Store Pickup

Available for Same-Day Pickup. Order now and pickup as early as **today**.

 **Upper Middle & 8th Line**

 23 available in store now


 Only 9 remaining to be shipped to store

 [Check Nearby Availability](#)

 [Check Availability in All Stores](#)

Home Delivery

Order now and get it delivered in **3-5 business days** (\$11.95 +tax).

 Only 9 remaining for delivery

Inventory Accuracy



57.3% of visits viewed Product Detail Page

New e-commerce Platform offers:

- No Stock? No problem – Get a Notification

Opportunities for Trade Partners:

- More visibility to where products actually are and visibility to how quickly they are selling

Out of Stock

This item is out of stock at your selected store and online. Please try checking availability in a different store.

Test Queens Quay & Yonge

× Not available in store now

× Not available to be shipped to store

 [Check Nearby Availability](#)

 [Check Availability in All Stores](#)

Notify me when back in stock

Impact on online promotional programs



OFFERS FROM
myLCBO

BRIGHT IDEAS

EARN 100 AEROPLAN® BONUS POINTS ON YOUR ONLINE PURCHASE OF \$100 OR MORE

BEER COLLECTORS, REJOICE!

SAMUEL ADAMS UTOPIAS

It's back! A small-batch brew released every two years, Samuel Adams Utopias is an extraordinary blend of barrel-aged beers. Limit of 2 bottles. Get it while you can!

BUY NOW

GOOSE ISLAND BOURBON COUNTY STOUT
AVAILABLE NOW!

FREE HOME DELIVERY

NOW UNTIL DECEMBER 15*
ON ONLINE ORDERS OF \$250* OR MORE

VINTAGES
NEW HOLIDAY ARRIVALS

THE GIFT OF GOOD-CHEERS
SHOP 300+ GIFTS

Feeling This Month

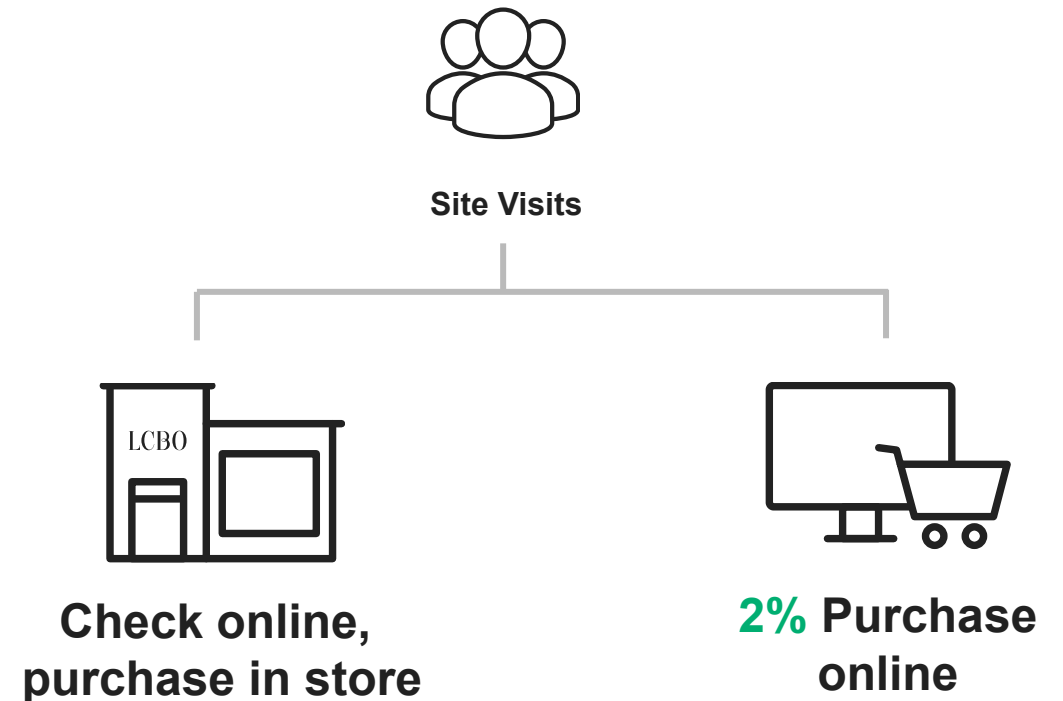
Product Name	Product Name	Product Name
Product Name \$14.50	Product Name \$14.50	Product Name \$14.50

Pivotal role of LCBO e-commerce Platform

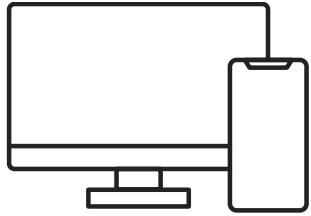
eCommerce plays various roles in the customer journey, with **most customers** browsing online and then shopping in-store.

LCBO e-commerce platform can help trade partners:

1. Build strong brand awareness
2. Exposure products
3. Seamless omni-channel experience to inspire purchases online or in-store



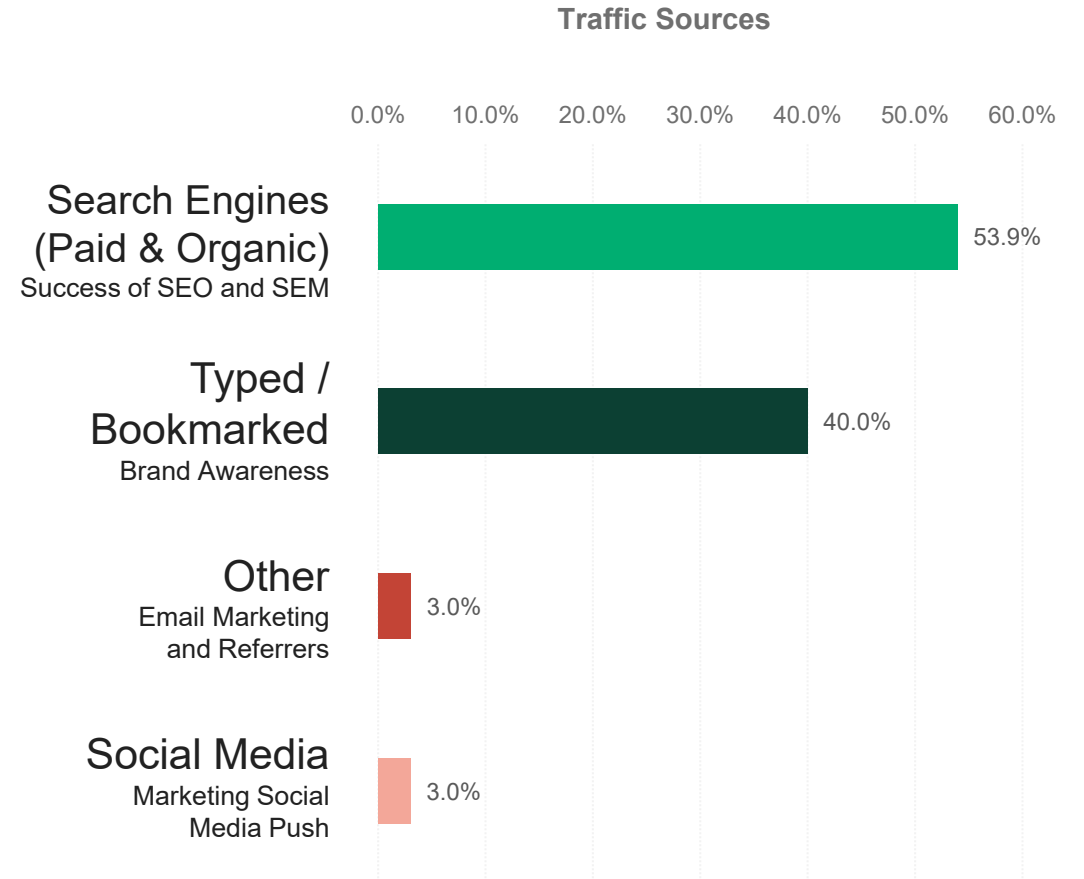
Traffic Opportunities



1M Visits / Week
(Web + Mobile App)

Opportunities for Trade:

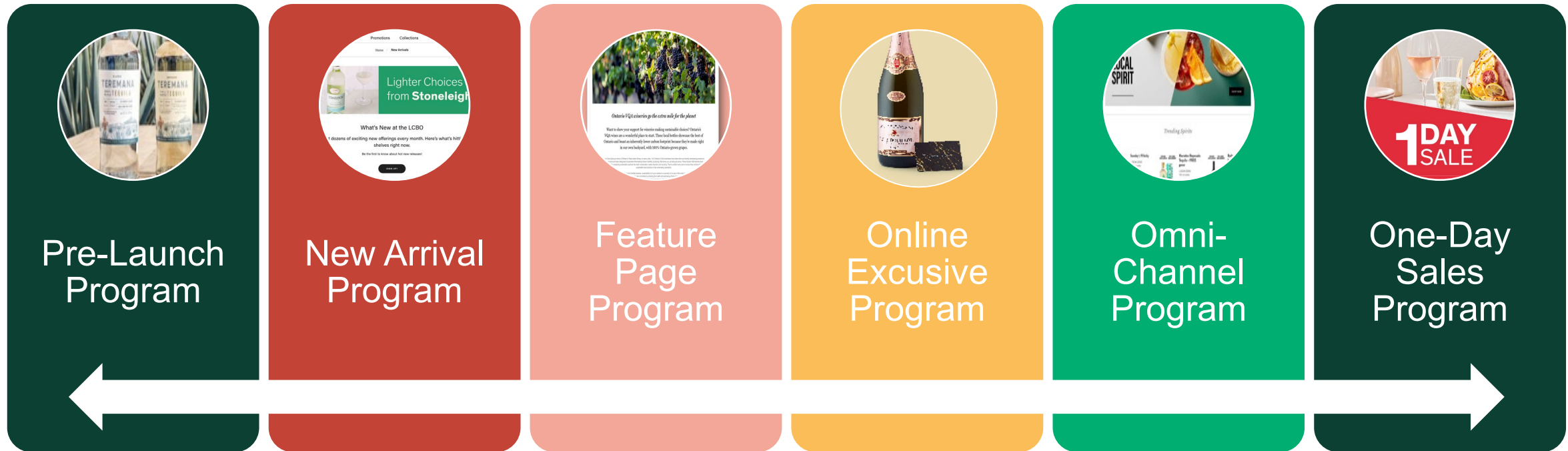
- 1. Tracking campaigns**
 - Drive Traffic to LCBO site
- 2. Promotions**
 - LCBO managed e-commerce programs



LCBO Managed e-Commerce Programs

LCBO offers various e-commerce programs to help our trade partners to build brand awareness and to grow their business, online or in-store

Simplified, integrated promotions that motivate



1

Pre-Launch Program

Features of the Program

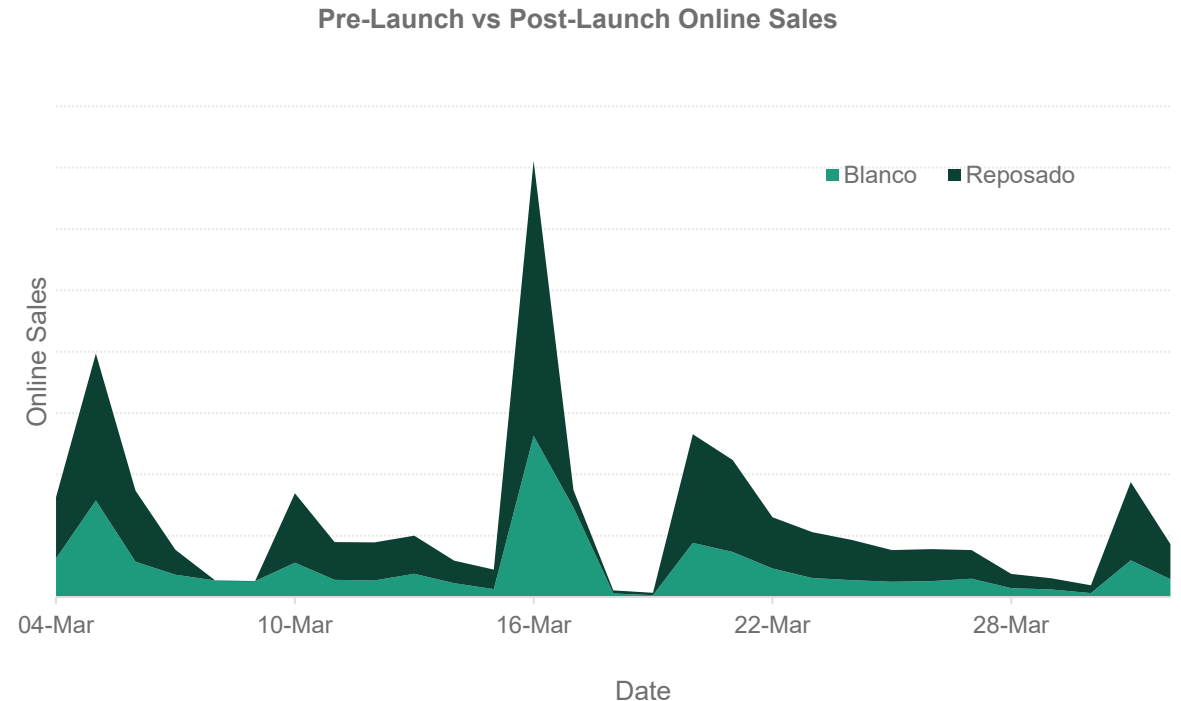
- Two week launch online prior to store release
- Social posts (Instagram, Facebook or Twitter) & Email
- Website feature (on multiple high traffic pages)

Goal of the program

- To generate Buzz and build anticipation

One of our successful stories

- **85%** more sales generated during the Pre-launch period



2

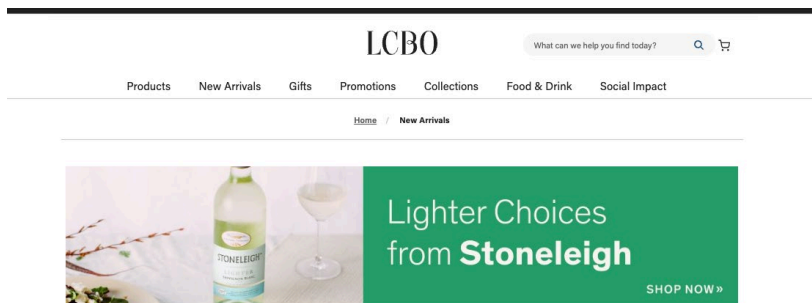
New Arrivals Program

Features of the Program

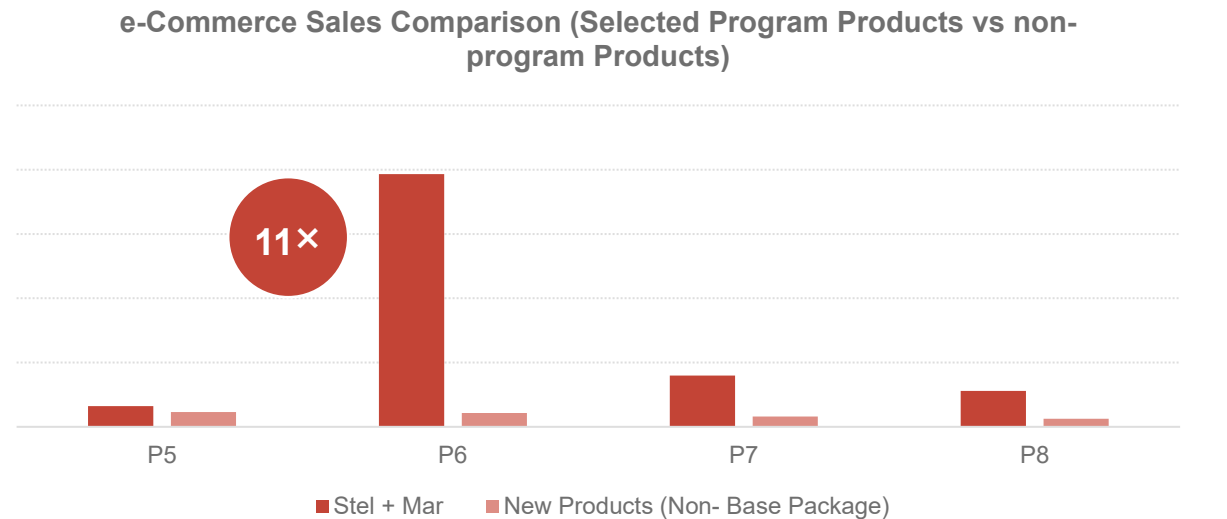
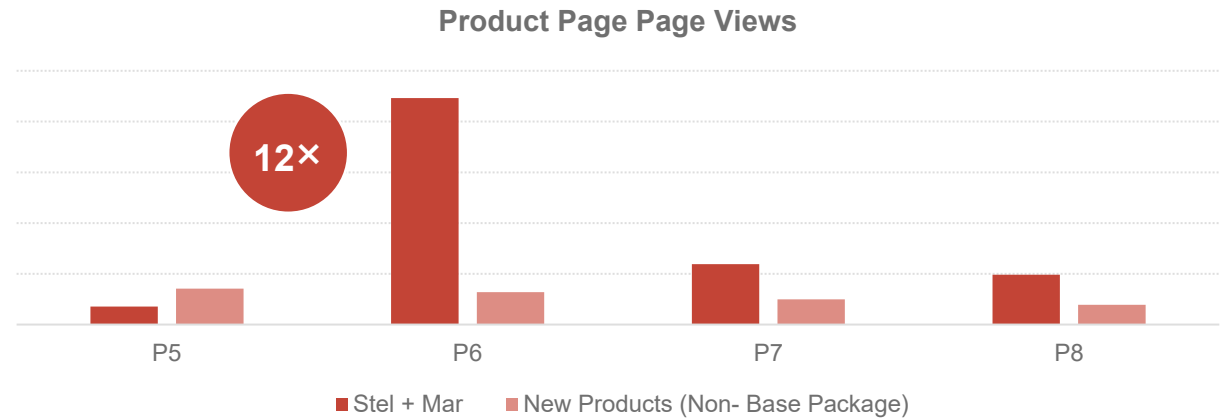
- Featured product placement on site
- Mobile App tile promotion
- CRM program supports

Goal of the program

- To support New product launches



Key successes vs. average



3

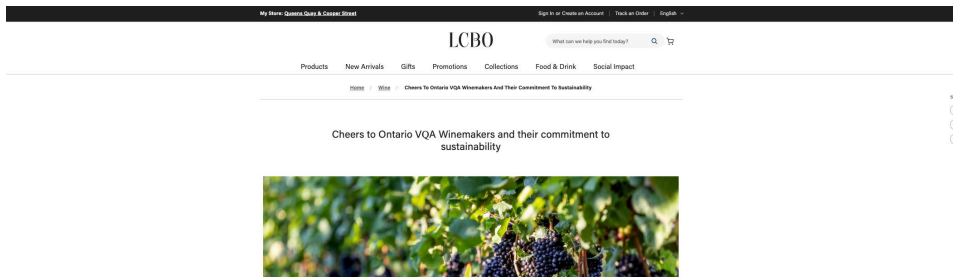
Feature Page Program

Features of the Program

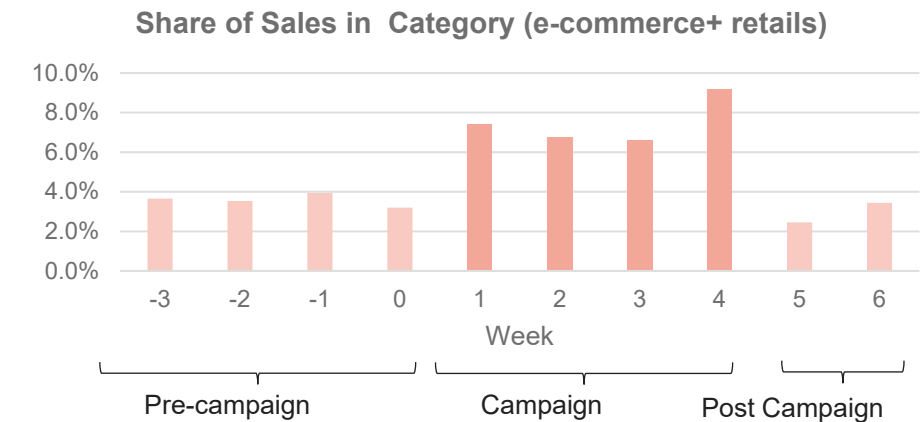
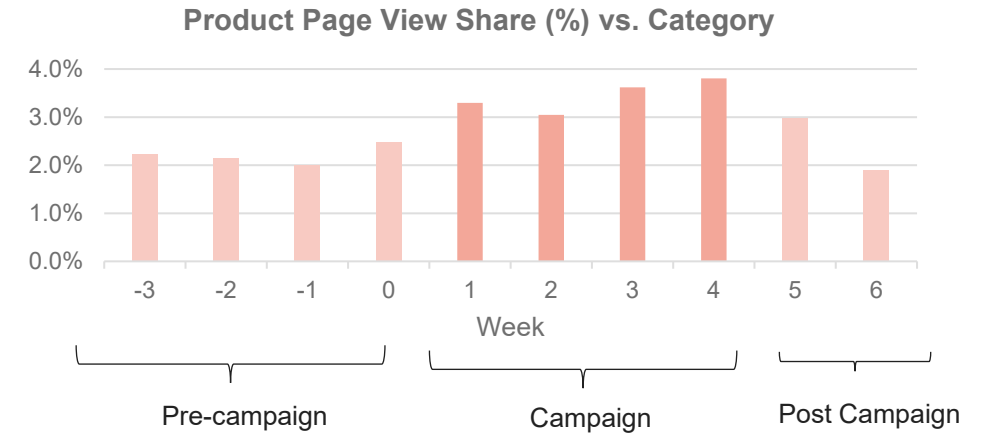
- A templated Feature Page for your Products/Brand
- Image Box on Homepage and Category Page
- Promotion in Social Media and CRM

Goal of the program

- To Showcase your product and brand in an LCBO-endorsed collection



One of our successful stories



4

Online Exclusive Programs

Features of the Program

- eCommerce Exclusive (Value-Adds or Curated boxes)
- Featured on LCBO.com's Collections Page
- Dedicated CRM Email

Goal of the program

- Two types of Online Exclusives driving brand discovery and sales:

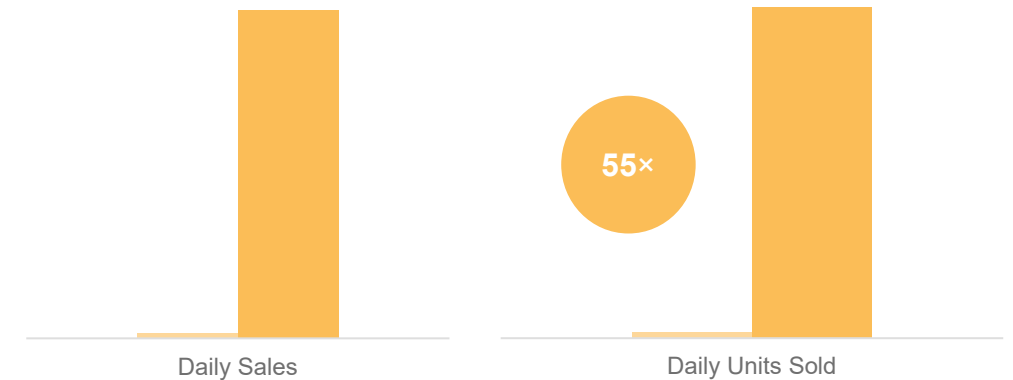
1. Wine Wednesday



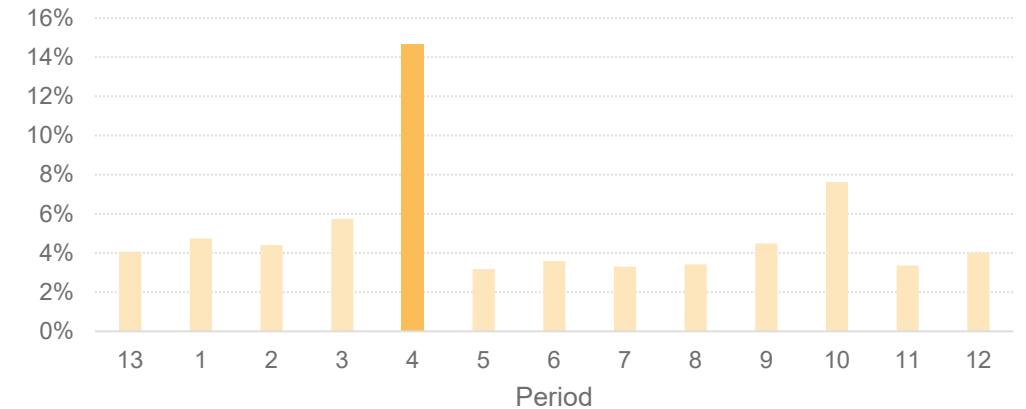
2. Kits / Gift with Purchase



One of our successful stories



Share of Sales in Australia Wines (e-Commerce Order Amount)



5

Omni-Channel Offers

Features of the Program

- Product is available for purchase both in store and online
- Ecommerce allocation
- Social post and web features

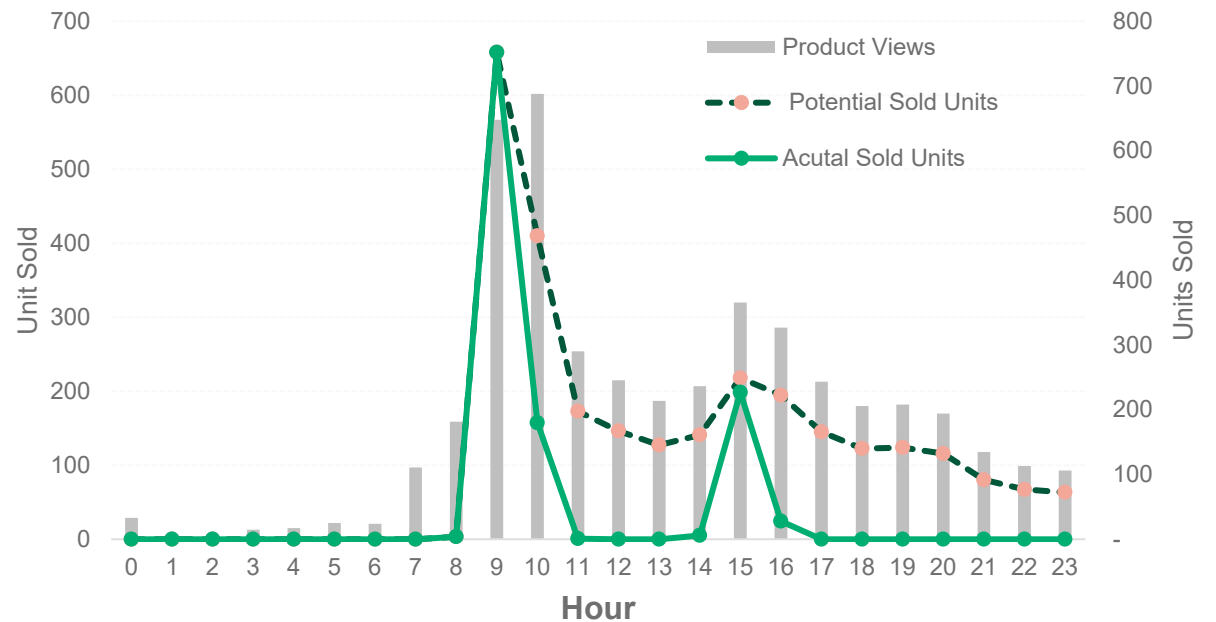
Goal of the program

- Maximize province-wide brand sales



One of our success stories

- Sold out within hours of each online release on one day
- Additional **2,000** units could have been sold online with more e-commerce allocation



6

One-Day Sales Promotion Program

Features of the Program

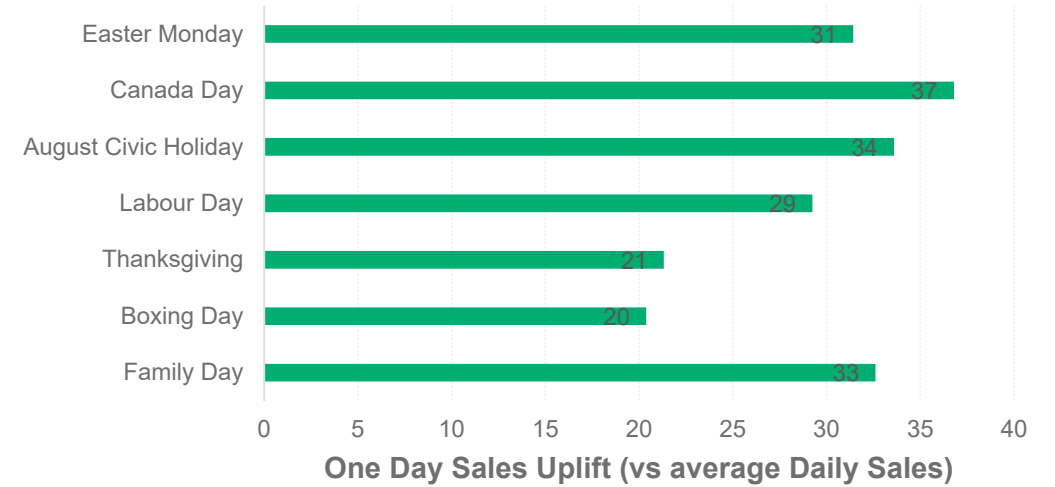
- Additional sales day (Stores are closed)
- Separate feature page, banners, category page
- Targeted Marketing Email

Goal of the program

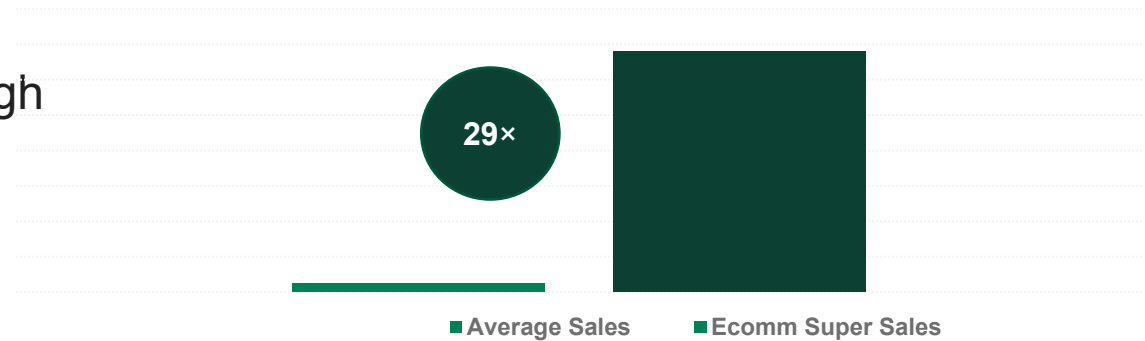
- To drive incremental LTO and Product sell-through



One of our successful stories

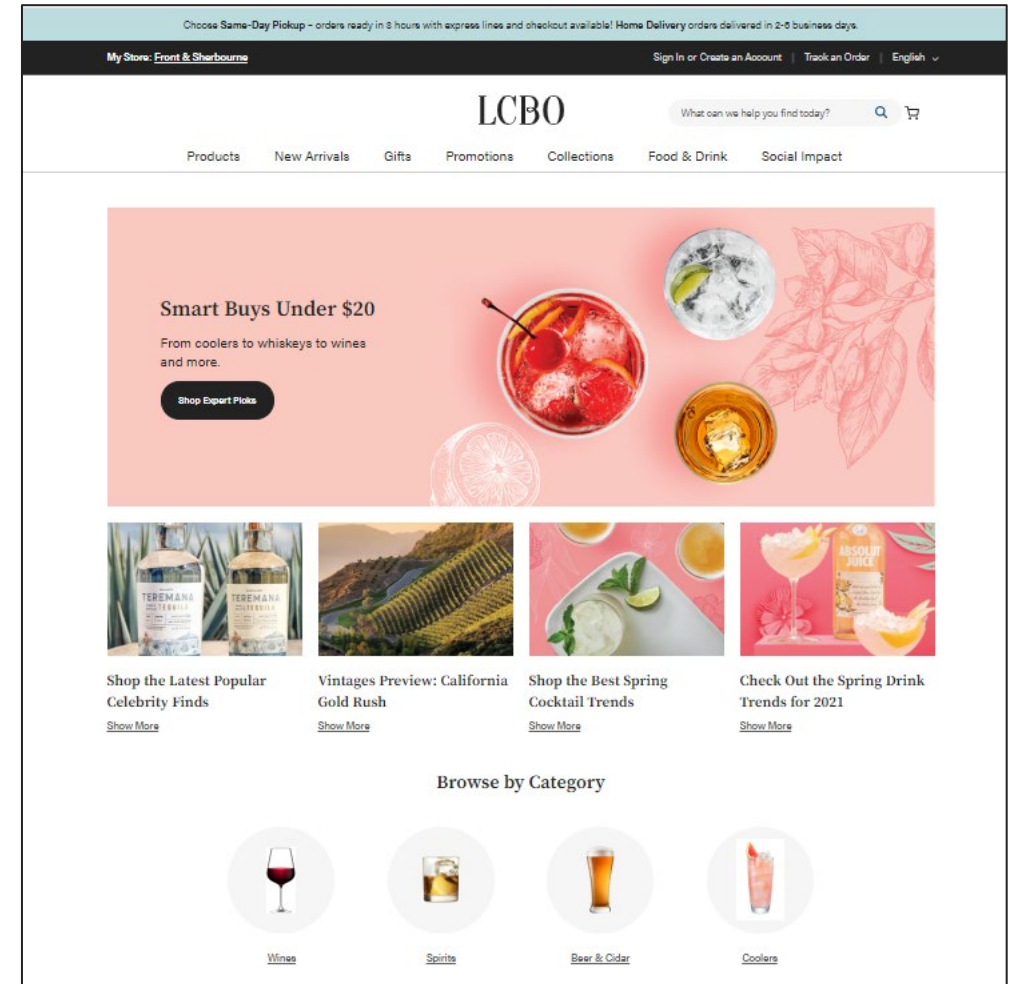


One Day Super Sales vs Avg Sales**



Summary

- New ecommerce website will increase customer engagement, retention and conversion to both online and retail store sales
- Enhanced online analytics will maximize marketing execution and performance
- Participation in any of the online promotional programs boosts overall product sales
- Online exclusive product launches increases product exposure while driving sales



Thank You!