

eCommerce Opportunity

FEATURE PAGE

HOW IT WORKS

We are pleased to extend our online programming opportunities by providing Trade partners prominent placement on lcbo.com.

This opportunity will allow Trade Partners to showcase their product and brand in an LCBO-endorsed collection that will:

- Create a direct touchpoint for your product on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;
- Drive customer engagement through brand-specific content on lcbo.com.

This opportunity is available on a Periodic basis as of P5.

WHAT'S INCLUDED

- A templated Feature Page for your Products/Brand
- This page will live for one promotional period
- **These Feature Pages will have an Image Box on the lcbo.com Homepage, and Feature Placement on Category Landing Page**
- Promotion in Social Media and CRM is contingent on participation in a Virtual Experience

FINE PRINT

LCBO will consider several factors when reviewing online feature page proposals:

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.

Note that any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability.

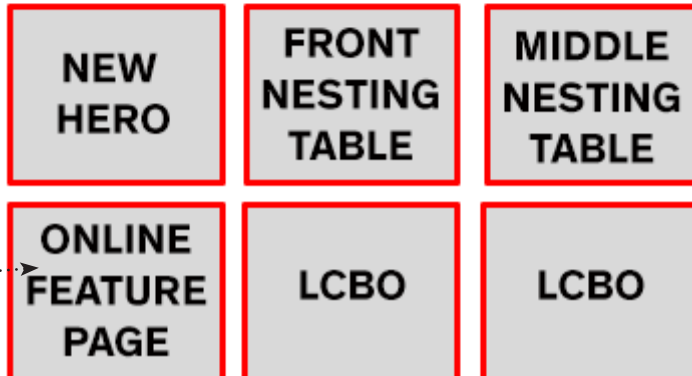
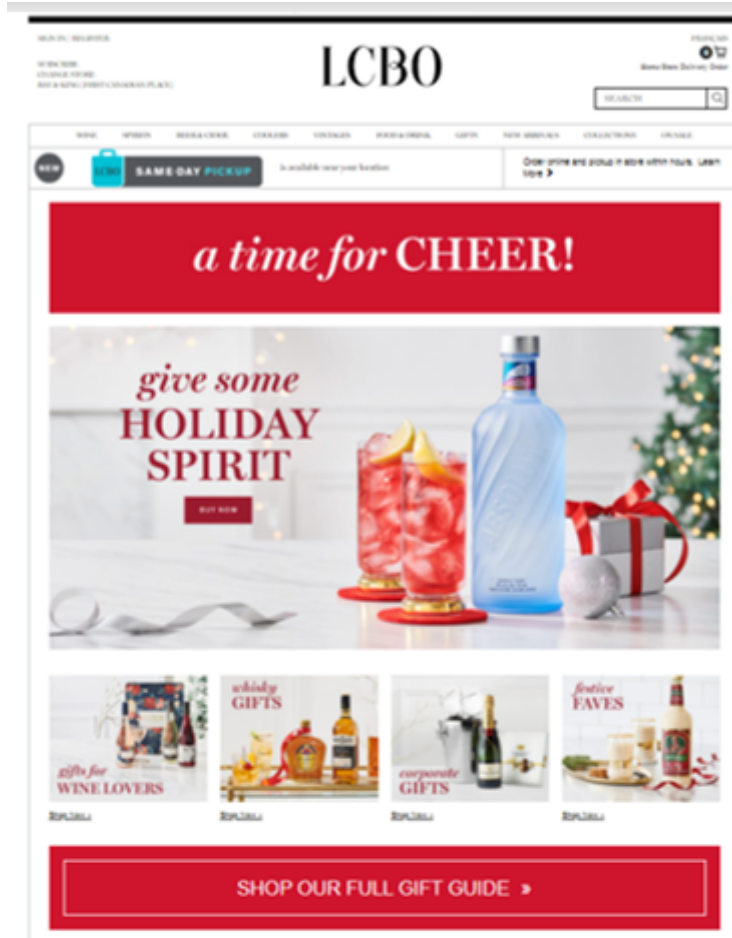
INTRODUCTORY PRICE TO PARTICIPATE

- \$35,000
- **Note:** This is a standalone opportunity available to one brand/supplier per Period.



Where it's Located Online
FEATURE PAGE

**IMAGE BOX
ON LCBO.COM HOME PAGE**



HOMEPAGE: Image Box
of the Feature Page

Weekly Traffic: 846,546