

LCBO

September 26, 2017

To: All Trade Partners

Re: Upcoming One-Day-Only AIR MILES Promotion on September 30th

Dear Trade Partners,

We'd like you to be aware of an upcoming one-day promotion happening in LCBO stores on Saturday, September 30th. The promotion will offer LCBO customers the opportunity to collect 50 AIR MILES Bonus Miles when they spend \$100 or more in a single transaction.

The objectives of this promotion are to:

- Incent additional traffic into LCBO stores for pre-Thanksgiving shopping.
- Encourage customers to include products on Bonus Air Miles (BAM) in their shopping basket.
- Increase the average transaction spend.
- Encourage more AIR MILES collectors to use their AIR MILES card when making purchases at LCBO.

The LCBO ran a similar promotion this past summer on July 15th that resulted in an overall net sales increase over the same day last year and a considerable increase in the average basket value for the day. We expect the one-day promotion on September 30th to once again produce very positive results.

The promotion will feature additional one-day BAM incentives on select brands to further stimulate sales. In addition to in-store display and shelf signage, this offer will be advertised on radio, digital, social and community newspapers in Toronto, Ottawa, Hamilton, London, Kitchener-Waterloo, Kingston and Niagara.

We invite you to help support this effort by building additional awareness of this promotion through your social channels. We have attached ad creative that you can feel free to use in your social posts.

Thank you in advance for your support of this exciting promotion!



Charan Bhogal

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