

HOW TO USE THE FY23 ALCOHOL & CANNABIS PROGRAMS GUIDE

AUGUST 2021



HOW TO USE THE FY23 ALCOHOL & CANNABIS PROGRAMS GUIDE

AGENDA

1. PURPOSE OF GUIDE

What it is and what's inside | [Cyra Belbin](#)

2. NEW APPROACH

What's changed vs last year and why | [Cyra Belbin](#)

Our new bulk Air Miles buy-in program | [Chantelle Percival](#)

3. WORKING WITH OUR ALCOHOL TEAM

Working your plans with us and how we make our selections | [Jenna Briggs and Peter Rockwell](#)

How our marketing team amplifies your programs | [Chantelle Percival](#)

How to apply and use the application form | [Shanna Carpenter](#)

4. WORKING WITH OUR CANNABIS TEAM

Working your plans with us and how we make our selections | [Amy Boyd](#)

How our marketing team amplifies your programs | [Chantelle Percival](#)

How to apply and use the application form | [Shanna Carpenter](#)



PURPOSE OF GUIDE

SHARE INFORMATION AND OPPORTUNITIES



PURPOSE OF GUIDE

IMPORTANT STUFF YOU'LL FIND INSIDE

- ✓ Promotional calendar and application deadlines (page 3)
- ✓ Types of promotions you can apply for each period (pages 5-10)
- ✓ Display programs you can apply for during select periods (pages 11-17)
- ✓ Marketing programs that are executed throughout the year (pages 18-19)
- ✓ How to update your product information and image on myNSLC (page 20)
- ✓ How to get featured on our social media channels (page 20)



	P1	P2	P3	P4	P5	P6	P7	P8	P9
	March 28 - May 1, 2022	May 2 - June 5, 2022	June 6 - July 17, 2022	July 18 - Aug 28, 2022	Aug 29 - Oct 2, 2022	Oct 3 - Nov 13, 2022	Nov 14, 2022 - Jan 8, 2023	Jan 9 - Feb 12, 2023	Feb 13 - Mar 26, 2023
SEASONAL THEME	Spring		Summer		Fall			Winter	
CALENDAR OCCASIONS	Good Friday (Apr 15) Easter Monday (Apr 18) 4/20 (Apr 20 - Wed)	Cinco De Mayo (May 5- Thurs) Mother's Day (May 8) Victoria Day (May 23 - Stores Open)	Father's Day (June 19) Canada Day (July 1 - Fri)	Natal Day (Aug 1 - Some stores reduced hours)	Labour Day (Sept 5)	Thanksgiving (Oct 10) Halloween (Oct 31 - Mon)	Beaujolais Nouveau (Nov 17) Christmas Day (Dec 25 - Sun) Boxing Day (Dec 26 - Mon) New Years Day (Jan 1 - Sun)	Robbie Burns Day (Jan 25 - Wed) Super Bowl (Feb 5)	Valentine's Day (Feb 14 - Tues) Heritage Day (Feb 20) St. Patrick's Day (March 17 - Fri)
MARKETING PROGRAMS		New Arrivals	Summer Program			New Arrivals	Holiday Program		
DISPLAY BUY-IN	Alcohol Hero Alcohol Air Miles Display	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Alcohol Hero Alcohol Air Miles Display	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Cannabis Hero Alcohol Air Miles Display	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Alcohol Hero Alcohol Air Miles Display Cannabis Hero
COMMUNITY BUY-IN	For the Good of our Community Cannabis and Alcohol IWK Support*		For the Good of our Community		For the Good of our Community		Share the Good Cheer For the Good of our Community		For the Good of our Community
ALCOHOL DEADLINE TO APPLY	August 20, 2021		September 24, 2021		November 26, 2021		January 28, 2022	April 9, 2022	
CANNABIS DEADLINE TO APPLY	All Cannabis Hero Buy-In and LT applications are due by February 1, 2022								

NEW APPROACH

WHAT'S NEW OR CHANGED?

Combined cannabis and alcohol guides >

No pulsed in sale activities >

No marketing buy-in opportunities >

Reduced warm room display buy-ins >

NEW 'For the Good of our Community' display buy-in >

NEW Air Miles Bulk Mile Buy-in >

In-store tastings continue to be paused >

WHY ► WHAT DOES THAT MEAN?

Integration ► Bringing our worlds together as a retailer of both product types

Poor performance ► Only period long promo activity unless an EOI is issued

Focusing on customer ► Category teams to review product offering & select*

Focusing on customer ► Category teams to review & select products*

Helping our community ► We're matching the display fee & giving back to the community

Better value ► Spend less per mile, get more insights

Covid ► enough said ☹️



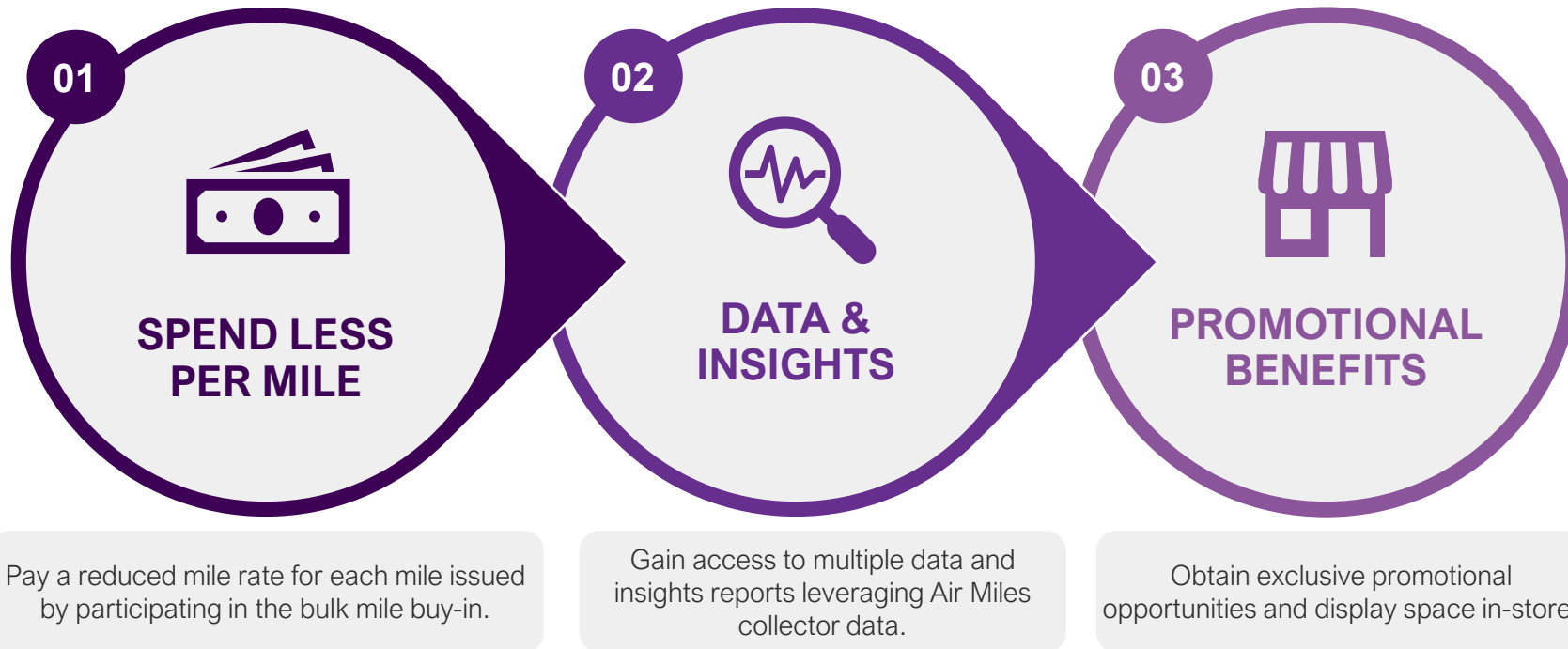
*More important than ever to give ALL your program details in the application form to help us determine where and how we can further support your product(s)

PROGRAM OVERVIEW

NEW AIR MILES® BULK MILE BUY-IN

OVERVIEW: Drive supplier engagement and participation in AIR MILES® programming with the NSLC by developing annual buy-in packages that create better value for our partners.

THE WHY: Better Value ► Spend less per mile, get more insights



TIERS & INCLUSIONS

NEW AIR MILES® BULK MILE BUY-INS



IMPORTANT: Applications for Bulk Mile Buy-Ins are due Friday, August 20, 2021

REMINDERS



Standard price per mile is \$0.32
Unless supplier has applied for Bulk Buy-in program (see discounted rates by tier)



Suppliers will be billed for miles issued at period end
Quarterly balance updates provided by NSLC



Clause: If you don't spend your miles in full, you will be charged.

HERO

750,000+ miles
\$0.24 per mile



ENHANCED

200,000 – 749,000 miles
\$0.27 per mile



BASE

100,000 – 199,000 miles
\$0.30 per mile



INCLUSIONS	HERO	ENHANCED	BASE
Demographic profiles (brand level)*	3 Brands, Semi-annually	1 Brand, Semi-annually	
Basket interaction data*	10 SKUs, Quarterly	10 SKUs, Semi-annually	
Collectors churn	Quarterly		
Collector interaction data	10 SKUs, Quarterly	10 SKUs, Semi-annually	5 SKUs, Annually
Repeat rates	Quarterly		
Promo effectiveness one-pager	X	X	X
Exclusive Eblast Offer (Opportunity to be featured in 1 of 9 periods based on relevant offers)	X	X	
Eblast performance report	X	X	
In-store Air Miles Display Relevant product with compelling Air Miles offer req'd – fees waived when selected for participation	X		
Product included in Air Miles Digital Flyer on myNSLC.com	X	X	X
Offer included in Air Miles mobile app and AirMiles.ca	X	X	X

*Only available to brands/products that have been on Air Miles promo.

ALCOHOL PROGRAMS

ALCOHOL TEAM: ELEMENTS OF AN APPLICATION



Timing



Market Trends



Scale & Audience



External Activity



Consistency


ALCOHOL TEAM: SELECTION CONSIDERATIONS



Cross
Category



Innovation



Production



Seasonal
Relevance



360°
Approach

HOW WE AMPLIFY YOUR PROGRAMS

OVERVIEW: Throughout the year, NSLC runs several marketing programs and activities in conjunction with our promotional periods. These programs are designed to bring seasonally relevant or new products front and centre for Nova Scotians to discover and enjoy.

THE WHY: Focusing on customer ► Category teams to review product offerings and select based on data and insights to ensure we share the most relevant products our customers are looking for at that time of year.

01



NEW ARRIVALS PROGRAM | P2, P6

Our customers love trying new products, and our New Arrivals program helps Nova Scotians discover the new trends and flavours that they'll find in-store this spring and fall.

02



SUMMER PROGRAM | P3-P4

Summer is our biggest season for new product launches across all categories, so we've created a program to make it easy for customers to discover new favorites in-store and online.

03



HOLIDAY PROGRAM | P7

Our Holiday program showcases great gifting products for our customers to discover.

Products selected by NSLC based on what our customers are looking for and will engage suppliers accordingly

ALCOHOL

HOW WE AMPLIFY YOUR PROGRAMS



**Subject to COVID regulations and retail environment in F23*

HOW WE AMPLIFY YOUR PROGRAMS



DIGITAL CHANNEL REMINDERS

For a chance to be featured on our social and digital channels, keep the following in mind:



Tag us: @theNSLC on Instagram



Adhere to social responsibility guidelines

Outlined in F23 Alcohol & Cannabis Guide (Page 20)



Post content that shows us how to use your products carried by NSLC

Food & drink pairing, video of cocktail recipe, etc.



High-quality lifestyle imagery is best

No text, natural/brightly-lit setting, clean backdrops



Alignment with NSLC seasonal themes, promotions & key consumer occasions

HOW TO APPLY



Instructions for this workbook

Please review these instructions carefully.

Any new listings or changes to articles will be captured 3 times per year. When preparing your submissions, please ensure you are using the most recent spreadsheet; the spreadsheet will have the updated date posted. Please do not re-use the same spreadsheet for more than one submission period set as it will **not** contain the most recent information.

Step 1: Choose your company name from the Select Supplier drop down menu

Period	Choose the period you're applying for from the drop down menu.
Article Description	Use the drop down menu to choose the product on promotion. All your products will be listed in the drop down menu alphabetically (if the product you are applying for is not yet listed with us, simply overwrite in the article description field).
Article Number	This field will automatically populate based on the Article Description entered.
Display Location	Use the drop down menu to select the display you're applying for. If you are not applying for a display, leave this field blank.
Promotion / Offer Type fields	Use these fields to indicate the offers that apply to the article in the period by choosing from the drop-down list
AIR MILES Offer	Indicate the number of AIR MILES. Please indicate if it's a mix and match offer with other skus.
LT/Bonus Buy	Indicate the discount amount. Please indicate if it's a mix and match offer with other skus.
Promotion Details	Use this field to indicate any other details we should know about the promotion (link to national programming, launch support, scan & win contest, etc).
AV/NP Description	Provide a description of the added value and size (if liquid).
Added Value Type	Use the drop down menu to choose the type of added value.



CANNABIS PROGRAMS

CANNABIS TEAM: ELEMENTS OF AN APPLICATION



Timing



Detailed Plan



Education
Focused

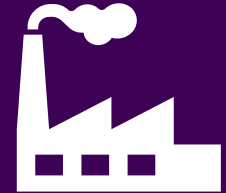
CANNABIS TEAM: SELECTION CONSIDERATIONS



Approved
Listing



Innovation



Continuity
of Supply



Product
Relevance



360°
Approach

HOW WE AMPLIFY YOUR PROGRAMS

OVERVIEW: Bring prominence and awareness of your cannabis products across our largest stores through two new buy-in opportunities: 1) Hero Display Program & 2) Community Giving Program

THE WHY: Focusing on customer ► Category teams to review & select products*
Helping our community ► We're matching the display fee & giving back to the community

01



HERO DISPLAY | P2-P4, P6-P9

\$5,500.00 | Education & display buy-in opportunities featuring two suppliers per period (max two products per supplier) via display and staff engagement opportunity.

02



COMMUNITY GIVING | P2, P7

Focus on raising funds for NSLC's charities of choice in partnership with our suppliers. EOIs will be issued separately from this guide for suppliers to apply.



HOW TO APPLY



Instructions for the Application (second tab)

Period	Select the period you are applying for from the drop-down menu.
Licensed Producer	Select your company name from the drop-down menu.
Hero Buy-In Program	Select the theme and retail education focus for the period you are applying for. Please reference the chart below.
Notes	Please provide as much detail as possible on the program you are proposing.
Period	Themes and Educational Focus
P2	Pre-Rolls and Flower - Unique pre-rolls and dried flower products
P3	Vapes: CO2 and BHO - Contrast vape cartridge extracts
P4	Premium Flower - Highlight premium flower (based on quality and price)
P6	Expert Growing, Curing and Terroir - Focus on expert growing, mediums and curing
P7	Beverages and Edibles - Spotlight on edibles and beverages
P8	Genetics and Lineage: Lagacy Spotlight - Educate on lineage and history of famous legacy strains
P9	Concentrates and Responsible Consumption - Consentrare production and responsible consumption
Submission Instructions	E-mail your application to Maggie Scott at Maggie.Scott@myNSLC.com
Application Deadline	Please submit your applications by February 1st, 2022



TRADE SITE

MYNSLC.COM/TRADEMYNSLC/



BAYERS LAKE PARK
Open today at 10:00am

 SIGN IN  MY CART (0)

NEW OFFERS WINE SPIRITS BEER CIDER COOLERS LOCAL

All ▾



[Home](#) / [Trade MyNSLC](#)

Trade MyNSLC

Advertising & Logo Usage

Policies

Program Information and Applications

Results and Reporting

Pricing



FAQS

PROGRAMS

AIR MILES PROGRAMS

- 1. Is P1 still an Air Miles only period for alcohol?**
 - Yes, P1 is Air Miles only.
- 2. Do I need to apply for the Air Miles display if I am approved for the Bulk Buy-In program?**
 - Yes, you must still apply for the display.
- 3. Do I automatically get approved for the Air Miles display I applied for if I am approved for the Bulk Buy-In program?**
 - No, you will be considered with all other applications.
- 4. How do I apply for the Air Miles Bulk Buy-In program in the application?**
 - To apply for the Air Miles Bulk Buy-in use the alcohol application form, simply choose your company name on the first tab and on one of the lines in the excel file select the Air Miles Bulk Buy-In but do not select a sku. We'll know based on the line in your application that your company wants to apply for the program. This application is due on August 20th, 2021.

RETAIL-TAINMENT

- 1. How can I activate a display enhancer without a display to apply for?**
 - When you apply for a display enhancer (ex. BBQ, large standee, dumpbin) these promotional requests will be reviewed with activation requirements considered. If your program is approved and a display is required to activate, a display will be secured for the activity.
- 2. Why are you putting a limit on the number of contests, added values, neck tags, etc?**
 - We received many applications for programs that required different tactics to activate in store. When we approve too many, no one's program gets the opportunity to shine. Instead, the store becomes noisy and the customer experience isn't maximized. We want to reduce the noise in store and include only the best customer programs to ensure the best customer experience.

DISPLAYS

HERO DISPLAY

- 1. Can I only have one product on the hero display?**
 - You can have up to 4 products on the hero display, but they must all be a part of the main program. For example, all skus must have the same offer or be a part of the same contest.
- 2. How do I apply for the hero display with the 4 skus I want to included on the display?**
 - In the application form, please select the dominant brand you are applying for and add the three other products in the description field along with the details of your program.
- 3. Will you approve other supplier products to share this display with my products?**
 - No, only your products will be on this display.

FOR THE GOOD OF OUR COMMUNITY DISPLAY

- 1. Do I need to pick the charity for this program or work with a charity organization to make any arrangements?**
 - No, we will be selecting the charities through an application process later this year.
- 2. Can I have an existing charity program or different program running at the same time on this display?**
 - Yes, you may be limited in the amount of promotional material you can include (ex. a dumpbin will likely not be approved with the display) due to size of the space.
- 3. Will you approve other supplier products to share this display with my products?**
 - Yes, there may be 4 products from 4 different suppliers on the display.

DISPLAYS CONT'D

AIR MILES DISPLAY

- 1. Will you approve other supplier products to share this display with my products?**
 - Yes, there may be 4 products from 4 different suppliers on the display.
- 2. If I am approved for the Air Miles Bulk Buy-In, will I automatically get selected for this display if I apply?**
 - No, you must have a relevant product with a compelling offer, but if you are approved the fee will be waived for the display.

NON-BUY-IN WARM ROOM DISPLAYS

- 1. How will you pick the displays?**
 - Based on all applications submitted for promotional programming or new listings, Category teams will review all submissions and make final selections based on what is most relevant and meaningful for the customer. Please see all considerations listed in guide on page 11.
- 2. Will I be notified if a product is selected for a display?**
 - Yes, we will inform you if a product is selected for a display. Please note that these display selections will not be sent with the promotional program approvals. Instead, they will follow in the coming weeks.
- 3. Will you select other supplier products to share a display location?**
 - Yes, there may be 4 products from 4 different suppliers on the display.