

NSLC x AIR MILES® SCAN TO WIN SUPPLIER PACKAGE

SETTING UP A SCAN TO WIN PROMOTION

Pre-Promotion:

1. AIR MILES® Scan to Win promotions are applied for in the standard promotional application for each NSLC promotional period and will be approved by the Promotions and Category Teams. Refer to the *NSLC Alcohol and Cannabis Programs Guide* for program details.

2. Once approved, suppliers are responsible for completing the *AIR MILES® Rules and Regulations Form*. In the form suppliers must indicate how an AIR MILES® Collector will earn an entry. Options include:
 - **1 entry per purchased item**
To be used where the entrant receives exactly 1 entry every time they complete a transaction with the retailer during the Contest Period that includes at least one unit of the eligible product, regardless of how many units they purchase in that transaction. For example, if buying 2 units of the product on 1 receipt only gets you 1 entry, use this language.

 - **1 enter per transaction (that includes qualified product(s) on it)**
To be used where the entrant can receive multiple entries within the same transaction by purchasing multiple units of the eligible product. For example, if buying 2 units of the product on 1 receipt gets you 2 entries, use this language.

 - **Limit of 1 entry per Collector account**
To be used where there is a maximum of only 1 entry in the ENTIRE Contest Period (i.e., the entrant cannot get additional entries for additional transactions).

3. Suppliers are responsible for sending completed forms and signage assets to their NSLC Marketing Representative for review, editing, and approval by the **promotional period signage deadline**. Refer to the *NSLC Alcohol and Cannabis Programs Guide* for promotional period deadlines.
 - Signage specs will be indicated as part of your application approval.

4. The NSLC Marketing Representative will work with AIR MILES® to set up the supplier Scan to Win promotion and submit signage for legal review.
5. Once AIR MILES® has reviewed contesting documents and signage, suppliers are responsible for hosting the contest rules and regulations on their website or contesting landing page during the in-market dates.
 - Please ensure your URL is not case sensitive.

WINNER SELECTION

Post-Promotion:

Please note: The AIR MILES® Scan to Win winner selection process takes approximately six (6) weeks at the close of a promotional period. If you are awarding an events-based prize, *e.g. concert tickets*, you will need to take this into consideration. Please connect with your Marketing Representative for more details.

1. After the promotional period ends, the NSLC Marketing Representative will send suppliers a list of AIR MILES® collector #s who earned ballots during the promotion.
 - The list is typically generated within 10 business days post-period.
2. Suppliers are responsible for using a random method (online random number generator, etc.) to draw winner(s).
 - Please draw multiple backup winners in the event that the original winner cannot be contacted. For example: If you have 10 winners, draw 20 and place in order to receive backup winners.
3. Suppliers must send all winners (and backup winners) to their NSLC Marketing Representative.
4. The NSLC Marketing Representative, on behalf of AIR MILES®, will provide suppliers the contact information for winners and backup winners. Suppliers will be responsible for contacting the winners and setting up prize delivery in a timely manner.
 - **Please note:** The contact information of winners can only be used to contact the winner of the contest and cannot be used for marketing purposes (e.g. promotional emails, lead generation).

PRINTED SIGNAGE REQUIREMENTS*

Please be sure to include the below mandatory requirements in your printed assets for any AIR MILES® Scan to Win Promotion:

- ✓ **Include mandatory contesting headline which includes details on how a shopper can enter and prizeing details:**

*Scan your AIR MILES® card with the purchase of [product name] for a chance to win [prize]!**

- If the prize is Reward Miles, it should be referred to as AIR MILES® Reward Miles™
- The phrasing of this headline should always be clear that the collector is entering for a chance to win the prize (i.e., “enter to win”, “scan to win”, etc. should be avoided)
- Headline is mandatory for all signage specs: 22”x17”, 6”x17”, and 4.25”x4.25”

- ✓ **Include mandatory contesting fine print. Required copy length determined by signage specs. Please read carefully:**

Full rules for **22”x17”**, **6”x17”**, **4.25”x4.25”** signage:

No purchase necessary. [Number of prizes] available to be won. Open to legal residents of [Regions]. Contest runs [Date - Date]. The approximate value of the prize is [\$] CAD. Odds of winning depend on the number of eligible entries received. Skill testing question required. See [insert URL] for full rules and entry information.

Short rules can be used for **6”x17”** signage or **4.25”x4.25”** signage *only* when a 22”x17” is also present in-stores*:

No purchase necessary. See [insert URL] for full rules and entry information.

- Develop and add URL link to host contest rules and regulations on your website. Please ensure URL is not case sensitive.

✓ **Include details of bonus or bundle offers if applicable:**

Buy a [6x355mL of product X] and a [473mL of product Y] to receive [15] Bonus AIR MILES® Bonus Miles™

- Headline is mandatory for all signage specs: 22"x17", 6"x17", and 4.25"x4.25"

✓ **Include mandatory fine print for Bonus or Bundle Offers if applicable. Copy length determined by signage spec:**

Bonus Miles™ offers valid until [offer end date] at all [Partner] stores. Get [X] Bonus Miles with a purchase of [list eligible products and SKUs]. AIR MILES® card must be presented at time of purchase. Cannot be combined with any other offer. No coupon required. Limit one offer per collector number. No cash surrender value. Restrictions apply. See store for details. Please allow up to 60-120 days from end of offer period for Bonus Miles™ to be posted to your collector account.

- If an offer only applies to specific/participating locations, please include URL for the list of participating locations.
- If only a few stores are excluded from the offer, include a list of excluded stores in the fine print.

✓ **Include mandatory AIR MILES® Logo. Contact your NSLC Marketing Representative for the latest Logo files and Partner Brand Guidelines.**

✓ **Include mandatory AIR MILES® Logo trademark fine print:**

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- ✓ **List the applicable product SKU #s and price points.**
 - Product SKU#s and price points can be included in the fine print.
- ✓ **Include image of product/package and list its size (e.g. 750mL, 473mL, 12x355mL, etc.).**
- ✓ **Ensure the text AIR MILES®, AIR MILES® card, AIR MILES® Reward Miles™, or AIR MILES® Bonus Miles™ is on one line and not split between multiple lines.**

DIGITAL SIGNAGE REQUIREMENTS*

Please be sure to include the below mandatory requirements in your digital assets for any AIR MILES® Scan to Win digital signage:

- ✓ **Include mandatory AIR MILES® Wordmark and Logomark. Contact your NSLC Marketing Representative for the latest Logo files and Partner Brand Guidelines.**
 - The preferred placement of the AIR MILES® brandmark is to have the wordmark in the top left corner of printed materials and the logomark in the bottom right corner.

- ✓ **Include mandatory AIR MILES® Wordmark and Logomark trademark fine print:**

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- ✓ **Include mandatory contesting fine print:**

No purchase necessary. Contest runs [Date - Date]. See [insert URL] for full rules and entry information.

- Develop and add URL link to host contest rules and regulations on your website. Please ensure URL is not case sensitive.

Please note: All digital and printed creative will undergo an additional legal and brand review by the AIR MILES® team to ensure compliance which averages 5-7 business days. Please contact your

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Marketing Representative with any questions or concerns.