



## THE BEER STORE CONSUMER MARKETING PROGRAMS

## THE BEER STORE | YOUR AUDIENCE, YOUR OPPORTUNITY

---



**40%**  
of Canada's population

North America's  
**5th largest**  
market

**440 locations** across Ontario

**OVER 8M**  
transactions per month

OVER  
**90M**  
TRANSACTIONS  
PER YEAR





# MEDIA OVERVIEW | OUR REACH BY REGION



**70%** of The Beer Store  
shoppers are men ages **19+**

**AFFLUENT**  
**PROFESSIONAL**  
**ACTIVE**

Above average  
household income  
**\$88,088**

Watch / participate in  
**sports**

**ENJOY**  
outdoor activities

LIKE  
ENTERTAINING  
FRIENDS at HOME

Enjoy  
entertainment



# MEDIA OVERVIEW | THE BEER STORE SHOPPER

## The Family Man

35-49



Married with children under 12



Loves to make home improvements



Owns his own home



Loves hockey – over index by 90%



Has travelled both for business and pleasure in the last year



Enjoys to both watch + participate in sports



## The Better Half

35-49



Married with children under 12



Owns her own home



Loves to make home improvements



Enjoys entertaining friends at home



Principal grocery shopper



Does a pick-up at TBS along with the rest of her errands



## The Bachelor

19-34



Frequency of visits to TBS is the highest of all age groups



Single or living with partner with no kids



Enjoys team sports and staying active



Attends concerts and entertainment events



Active in social media



Technology and media savvy



All demographic information regarding The Beer Store was independently collected and verified by the Print Measurement Bureau (PMB) in 2008.

## A HISTORY OF STRONG PARTNERSHIPS

---

A number of fantastic brands have seized the opportunity to advertise and engage with customers in The Beer Store. Below are some of these past partners:



# THE BEER STORE | PROMOTIONAL CALENDAR\*

## 2012

### JULY OH CANADA!

Long weekends, vacations, road trips, BBQs, and pool parties – it's a month to really enjoy this great nation of ours and all the outdoor fun it hosts in July. The Beer Store is the first destination thirsty Ontarians go to before kicking off their big plans – so why not join them and become our promotional partner this month?



### AUGUST HAPPY CAMPERS

There's no better time to enjoy Ontario parks and lakes than August. Our customers are hitting our stores before they take to the road and the wilderness, and along with our products, they're loading up on everything and anything that will make the summer more enjoyable and keep them safe and entertained away from home.



### SEPTEMBER BACK TO BUSY

The kids are back in school, university students are hitting the campus again, and professionals are recovering from their summer vacations. Our customers are loading up on organizational products, new clothes and just about anything that makes this time of the year easier – lend them a hand with your promotion.



### OCTOBER THE BEER LEAGUES

Our unofficial national sport is ramping up again, and not a moment too soon. Hockey is on our brains and in our blood, and The Beer Store is celebrating it with a full-blown salute to hockey and the fans who love it. We're also coming together to celebrate Thanksgiving – and that means lots of great food, drink and company!



### NOVEMBER THE BIG CHILL

The weather is getting cooler but that doesn't mean the fun stops for our customers. In fact, with the holidays coming up, we're hoping to give them more ideas for entertaining, pairings for comfort foods, seasonal decorating, gift giving, and keeping the home cozy.



### DECEMBER TIS THE SEASON

The holidays are here, and with them come the hustle and bustle of travelling, out-of-town guests, gift buying, parties, good food, good drink and the celebratory wrap-up of a good year.



\*Themes are subject to change.



# THE BEER STORE | PROMOTIONAL CALENDAR\*

## 2013

### JANUARY FOOTBALL FRENZY

Held on February 3rd in New Orleans, the Super Bowl is again set to be the event to see. Big food, big TVs, big entertainment: our customers are looking for it all now so they'll be ready to host the game of the year.



### FEBRUARY WINTER ESCAPE

Whether they hit the slopes or hit the beach at an all-inclusive, The Beer Store customers know how to make the winter blues go away. This month, we'll even be showing people how to make the most of a 'staycation' with tips on pairing different beer with gourmet treats.



### MARCH LUCK OF THE IRISH

The Beer Store is one popular place around St. Patrick's Day, especially for those who'd rather beat the crowds of bars and prefer the company of just good friends and family. They'll also learn this month that our stouts and ales aren't just great for cheering St. Paddy with, they're also great in a number of recipes!



### APRIL BATTER UP

Our customers love playing and watching baseball, so who better to help kick off this sporty season than The Beer Store? When the guys and girls are getting together for a quick game in the neighbourhood or to watch their favourite team on TV, make yourself a part of the fun by joining us as a promotional partner.



### MAY SPRING HAS SPRUNG

It's time to get outside to tend the garden, tackle a bit of landscaping, and fire up the BBQ once more! And once the work is done, The Beer Store customers like to relax with patios, pale ales, and pals. Outdoor living and entertainment is definitely in season this month.



### JUNE CHEERS TO DAD

Father's Day is on June 16th (not that anyone needed a reminder!) and it's a great excuse to treat dads and family men right with thoughtful gifts, special night outs or in, or even a boy's trip. Promotional partners who sell what men want have a great opportunity with The Beer Store.



\*Themes are subject to change.

## PROGRAM DETAILS | IN-STORE PROMO PROGRAM

	PRIME POS PROGRAM	EXIT POS PROGRAM	PATH TO PURCHASE PROGRAM
<b>Core in-store</b>	<ul style="list-style-type: none"> <li>• Window/wall poster (G)</li> <li>• POS communication centre (A)</li> <li>• POS dangler (C)</li> <li>• POS counter sign (B)</li> </ul>	<ul style="list-style-type: none"> <li>• Window/wall poster (G)</li> <li>• POS dangler (C)</li> <li>• POS counter sign (B)</li> </ul>	<ul style="list-style-type: none"> <li>• Cart sign (E)</li> <li>• Floor decals (F)</li> </ul>
<b>Sampling</b>	<ul style="list-style-type: none"> <li>• On-counter sampling (D)</li> </ul>	<ul style="list-style-type: none"> <li>• On-counter sampling (D)</li> </ul>	<ul style="list-style-type: none"> <li>• Merchandised sampling (H)</li> </ul>
<b>Digital</b>	◀ • TheBeerStore.ca/contests • Social media and mobile integration (to be developed on a case by case basis) ▶		
<b>Exclusivity</b>	Maximum 1 partner per month	Maximum 1 partner per month	Maximum 2 partners per month

All programs are built and scheduled according to The Beer Store monthly promotional calendar.

# PROGRAM DETAILS | IN-STORE PROMO PROGRAM



**A** POS Communication Centre    **B** POS Counter Sign    **C** POS Dangler    **D** On-counter Sampling    **E** Cart Sign    **F** Floor Decal    **G** Window/Wall Poster

# THE BEER STORE | CO-BRANDED PROMOTIONS

Specially produced items in The Beer Store can showcase your brand, product or a message you want your audience to know. The best part about these opportunities is that they are take-home items, which means your brand goes with the customer!

## 8-PACK SINGLES CARRIER

Customers who wish to mix and match their beer purchase can use these free branded cardboard beer carriers. Both the carrier and the display can feature your logo and a promotional message.



## ICE FREEZER/BAG PROMO

Beer Store customers buying ice can grab multi-ice-pack plastic bags to make their purchase easier. Your brand can be featured on the bags as well as in-store signage promoting ice.



## GIFT/WALLET CARDS

A great promotional opportunity that can deliver measurable impact is the gift card co-brand. Along with your brand's presence on the gift card and display, the gift card sleeve can be customized to include a coupon or actionable message for consumers to further experience or engage with your brand or product.





## PROGRAM DETAILS | INDOOR EXPERIENTIAL ACTIVATION



**B** POS Counter Sign\*

**G** Window/Wall Poster\*

**H** Sampling/Interactive Program

\*B and G purchased with In-Store Promo Program.

### SUMMARY

Be one of four brands to participate in TBS's monthly indoor experiential events, taking place in-store every Thursday to Saturday and to 'online all month!

#### **ON-SITE ACTIVATION**

In-store merchandiser

Sampling team

Swag

Ballots/box

#### **DIGITAL ACTIVATION**

Promotional microsite on thebeerstore.ca

Banner ads on thebeerstore.ca

Display ads on Facebook

Social media posts (20 total across Facebook, Twitter, YouTube, blog)

#### **FOLLOW-UP ASSETS**

Complete entrant database

Prize fulfillment

Customer service database

## PROGRAM DETAILS | OUTDOOR EXPERIENTIAL ACTIVATION



**E** Cart Sign\*

**G** Window/Wall Poster\*

**J** Full Experiential Program

\*E and G purchased with In-Store Promo Program.

### SUMMARY

Be one of four brands to participate in TBS's monthly outdoor experiential events, taking place on-site every Thursday to Saturday and digitally for four full weeks!

#### **ON-SITE ACTIVATION**

Themed display tent

Swag

Banner

Ballots/box

Parking lot decals

Street teams

#### **DIGITAL ACTIVATION**

Promotional microsite on thebeerstore.ca

Banner ads on thebeerstore.ca

Display ads on Facebook

Social media posts (20 total across Facebook, Twitter, YouTube, blog)

#### **FOLLOW-UP ASSETS**

Complete entrant database

Prize fulfillment

Customer service database



## YOUR MARKETING PARTNERS

---

Working with The Beer Store has never been easier thanks to the dedicated and experienced marketing professionals in charge of sales, programming, creative, and execution at 3SP Media.

3SP Media focuses on the development and sales of media and marketing programs at The Beer Store. With over 440 locations across Ontario, The Beer Store offers a selection of regionally targeted in-store, near-store, mobile and digital opportunities to enhance your marketing plans.

The team at 3SP Media has major consumer product and brand experience that we utilize to provide innovative solutions for media planners, buyers and marketing professionals. Our goal is to understand your business and brand needs, then develop programs that surpass them.

Once your media buy is confirmed we work with your agency or marketing department to design creative according to your brand guidelines. After creative approvals we'll handle all production, logistics and post analysis reporting of your in-store, experiential, and digital campaigns.

We strive to be proactive and flexible in creating programs that fit your budget, timing, and objectives – and we do this with attention to detail and a dedication to client service.

**Contact 3SP Media and get started with The Beer Store today.**

Email: [sales@3spmedia.com](mailto:sales@3spmedia.com)

Call: 416.518.4281

[www.3spmedia.com](http://www.3spmedia.com)

