

Vendor Partner News



Best Buy will celebrate 20 years in Canada this October.

We'll make sure we have fun while we celebrate this huge milestone, and we want you to be part of it.

We'll drive excitement, engagement and traffic to our stores and [BestBuy.ca](https://www.bestbuy.ca), offering tech enthusiasts incredible deals. And since there's no anniversary without a gift, we'll surprise and delight Canadians with a Massive Tech Giveaway.

Our Marketing plan includes influencers, paid digital media, and supporting core channels. We will keep the momentum going with engaging content and use this opportunity to recognize our amazing employees. Contact your Category Leader to develop your promotions and join the party.



Jason Abrams
SVP Merchandising

Q2 FY22 financial results: five things to know Consumer demand for technology products and services drove record results in the second quarter of FY22.

1. We continued to see strong sales growth in Q2.

The increased demand was driven by customers continuing to leverage technology to meet their needs, whether it was to work, learn, entertain, or connect at home.

2. Customers continue to shop at our stores.

Sales at our stores were higher than expected as customers continue to feel more comfortable with in-person shopping. On top of that, services like installation, delivery, and in-store repair were also up.

3. In-Home Advisor is now in Edmonton and Ontario.

In July, we officially launched our In-Home Advisor (IHA) program in Edmonton and Ontario. We have now brought 31 additional In-Home Advisors for a total of 39 to serve our Ontario and Edmonton customers right in their homes, getting our Best Buy Blue Shirts closer to the customer than we have ever been before.

4. We're raising our outlook for the year, again.

We're raising our full-year and back-half outlooks. As we entered this year, we expected enterprise revenue growth to be positive in the first half of the year and negative in the back half, as we lapped the strong comparable growth in FY21 Q3 and Q4. We are feeling more and more confident about the strength of the technology consumer through the holiday season.

5. Our stores are getting the upgrade treatment.

We've continued to invest in our stores during Q2 and as we move into the holiday season. Recently, we kicked off our digital price tag pilot in Canada with plans to begin rolling out to the rest of our stores in September. We also renovated two of our stores in Calgary: Northland and Shawnessy, and officially welcomed Northland to our Experience Store family.

We have lots to celebrate.

As we near our **20th anniversary in Canada...**

We are excited to announce our **new digital price tags** and the **launch of our In-Home Advisor program** in Edmonton and Ontario. We are also pleased to host the **1st Seller Summit for Marketplace**.

That's three ways to grow your business by utilizing our best-in-class omnichannel capabilities.

Jason

Innovation Corner.

At Best Buy, we have a proud history of innovating and we love to be creators and early adopters of the best ideas and initiatives.

Best Buy launches digital price tags.



Digital price tags are now rolling out to our big box stores. They've already been deployed in nine stores with 81 more on the way before the end of the holidays.

Benefits for vendors:

- Customers will have a more accurate experience with more information available.
- "Instant" reaction to market with more dynamic promotional opportunities
- Flexibility to show vendor logos and branding.
- Close integration with website, such as product reviews, brand images, product ratings.
- Customers have more trust in digital displays.
- We will save many trees moving to digital tags.

As one of our largest investments of the year, digital price tags will help us shape the future of the retail journey and provide a seamless experience for customers, vendor partners and our team.

Want to make sure your products make the Top Gift List for Holidays??

With the holidays already less than three months away, it's time to start your marketing planning now.

Our Holiday marketing packages will ensure your brand is top of mind as customers visit [BestBuy.ca](https://www.bestbuy.ca) and our stores for gift inspiration and shopping.

The gift lists that we are curating this year include Gifts for Gamers, Gifts for the Creative, Gifts to Stay Connected and Gifts for the Home.

Contact your Category Leader or Marketing Specialist to reserve your holiday marketing package today.



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BEST BUY Seller Summit

Amplify your business with Best Buy Marketplace.

**Tuesday, September 21, 2021
8am – 1pm PT**


[Register Now](#)

Hear from world-renowned keynote speakers and Best Buy Canada senior leadership.



Scott Galloway
Professor of Marketing at NYU's Stern School of Business and a serial entrepreneur




Adrien Nussenbaum
Co-founder and CEO of Mirakl, the global leader in online marketplace solutions




Ron Wilson
President of Best Buy Canada



Thierry Hay-Sabourin
Senior Vice President eCommerce, Marketplace & Technology



Jason Abrams
Senior Vice President, Merchandising



Sherry Zah
Senior Director, Best Buy Marketplace

Google recognizes Best Buy as best-in-class marketer

Best Buy was recently recognized in Google's Retail Playbook as a best-in-class marketer for optimization practices. By leveraging automation via responsive text ads, Best Buy achieved incredible results - more than doubling clicks, while improving return on advertising spend efficiency by 18%.

What is the [2021 Google Retail Playbook](#)?

This is an external guide that Google develops each year showcasing useful tools, insights, product recommendations and client success stories to help marketers meet their business and marketing objectives.



Shaw and Freedom Mobile now available at Best Buy Canada

This August, customers in BC, Alberta and Ontario can select [Shaw Mobile](#) and [Freedom Mobile](#) data plans at almost all local Best Buy stores. With this major launch, we've strengthened our position as the multi-carrier retailer that supports the highest number of wireless carriers in the Canadian market.

Please reach out to your Category Leader to explore how you can provide mobile accessories at Best Buy.

Best Buy Canada launches Mentorship & Acceleration Program (MAP) for Black & Indigenous Entrepreneurs

In an effort to support the development of technology businesses with black or indigenous ownership, Best Buy Canada has launched a MAP to search for Canada's technology entrepreneurs.

Those selected to take part will benefit from mentorship and guidance for all areas of their business, a suite of tools plus marketing packages including in-store visibility of their products.



Uplifting Indigenous communities with Actua

As part of our Bold Commitments to address diversity, equity and inclusion, we have been continuing to work within our social impact programs to support BIPOC youth.

We are proud to support Actua's Indigenous Youth InSTEM program. It is an Indigenous-led, culturally based program that incorporates Indigenous approaches to education and community engagement to build STEM skills.

Thank you to Microsoft for providing laptops with Microsoft Office Home & Student software to the InSTEM Indigenous high school internship program. These devices will be donated to chosen Indigenous high school students across Canada to help them to fully participate in the internship and allow them to continue to build their networks among the InSTEM community.

Better education through better technology.

Since 2008, our Best Buy School Tech Grant program has been equipping Canadian public schools in need with the right technology to keep students inspired, motivated, and empowered as they learn and grow. Best Buy School Tech Grants are offered as a way for schools to improve or integrate technology in their classrooms to advance student learning.

This year we are excited to team up with Samsung Solve for Tomorrow and Google to expand our program and impact more students across the country. Through this partnership, Samsung and Google will select two schools to provide Samsung Chromebook packages to boost interest and proficiency in STEM learning among teachers and students. Our School Tech Grant application period runs from September 7 to October 14 and is open to all Canadian public and FNMI schools with any grade range from Kindergarten to Grade 12. Over the past 12 years, we have provided more than \$2.2 million to 225 Canadian schools in need and we look forward to impacting many more schools in the future.



In-Home Advisor

Deep Dive

In-Home Advisor grows

Best Buy's IHA program expanded to all of Ontario and Edmonton this August.



In-Home Advisors are career sales professionals

- Our IHAs are highly trained, with over 200 hours of customer relationship management, selling, custom solution integration, installation, and product knowledge skills.

The client home or small business

- We go where clients want us: home, office...
- We understand and respect the sanctity of the home and the significance of a small business.

Backed by a solution-oriented network

- IHAs have access to products not sold at the core retail level.** Prosumer integration to deliver the experience.
- IHAs are supported by a team of operation experts to ensure fulfillment and post-sale client satisfaction.

Security & comfort

- All IHAs complete a mandatory background check and have years of Best Buy experience.
- COVID-19 safety protocols.

Customer relationships

- IHAs leverage CRM and relationship selling to maintain strong connections.
- A single point of contact means the client always has a connection to Best Buy sales and services.

Some of the most popular products and services:

- Televisions
- Networking
- Laptops/Tablets
- Refrigerators
- Receivers
- Soundbars
- Dishwashers
- Special Order Product (Non-Core Retail)
- Wireless Multi-Room Audio
- Home Audio Speakers
- Smart Home Control
- Washers/Dryers
- Cooking (Ranges, cooktops, ovens)
- Home Theatre Installation Services

BEST BUY In-Home Advisor

To learn more about participating in the IHA program, please contact your Category Leader.

Tom Myers

National Manager In-Home Consultation and On Line Blue Shirt Chat



Sitting at the kitchen table, we are closer to the customer than ever before.

This August, we expanded our In-Home Advisor (IHA) program into the **Edmonton and Ontario markets**.

Did you know that we can do custom installations, with **special order products** (non-core retail)? Pool table in the basement? Future proof networking in your business? Multi-room audio system with top of the line flat screens? No problem.

See your Category Leader to find out how to be part of the IHA program.

Tom

Client Journey

