

Vendor Partner News



Top Deals experience launches on BestBuy.ca.

On January 15, we were excited to launch our new **Top Deals** experience on BestBuy.ca. The **Top Deals** experience promotes your hottest offers via a digitally native experience that minimizes customer shopping friction.

Simultaneously, we launched the new **Top Deals** branding on our other advertising channels, such as our digital ads which drive traffic to the Top Deals experience and product experience pages.

It's time to do your 2021 marketing and promotional planning. Reach out to your Merchant now.



Best Buy Marketplace™

Consider adding SKUs to our Best Buy Marketplace™.

Marketplace keeps growing.

One of the first retailers in Canada to introduce a Marketplace, since launch in 2015, revenue has doubled year over year. Best Buy Marketplace™ gives you the opportunity to list your full assortment including open box and refurbished products.

4.5 M | 95%

SKUs created on BestBuy Marketplace™ since launch 5 years ago.

Best Buy Marketplace™ percentage of the total SKU count currently on BestBuy.ca



Do you want to partner on a media pitch or PR idea?

Contact us and let's chat.

Celebrity DJ partnerships promote health and fitness.

In celebration of January's focus on getting back on track with health and fitness, we partnered with three radio shows - in Montreal, Toronto and Vancouver. We provided FitBits to each radio personality pair - and encouraged them to challenge each other through a fitness and wellness journey. Each duo decided how they wanted to measure their progress (# of steps taken, meditation time, sleep tracking exercising and more). The duos tracked their progress over the week with daily check-ins via organic chats mixed with brand integration and mentions of Best Buy on their shows.

Here are links to social media posts for two of them:

- [Roz & Mocha from KISS Radio in Toronto](#)
- [Docc & Nicole from JR Country in Vancouver](#)



Contact your merchant to discuss product placement opportunities that could give your sales a big touch-down!

Superbowl LV: Inspiration for Canadians to elevate home theatre experience.

We just completed a mini PR campaign where we highlighted specific products that can help elevate our customers' home theatre experience. We did a series of TV segments with CTV and sponsored an article in Narcity. The products highlighted included a **75" TCL TV**, **Google Chromecast**, **Sony Sound Bar**, **Sanus TV mount**, **Sengled smart light strip** and a **Soda Stream**.

- CTV Morning Live Calgary [Ultimate sports fan tech](#)
- CTV Morning Live Winnipeg [How to create a home theatre experience](#)
- CTV Morning Live Vancouver [Elevating your sports viewing experience with Best Buy](#)



Jason Abrams
SVP Merchandising

The power of partnership.

We are fully committed to being a digital-first, customer-obsessed company that works with the latest tech products.

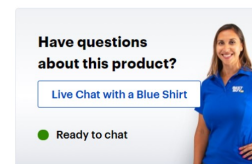
Let's talk about what is possible for your business.

Jason

Innovation Corner.

Best Buy Blue Shirt Chat

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



Early on in the pandemic, we launched **Blue Shirt Chat**. This tool connects online shoppers directly to in-store associates for advice. Customers can ask questions about products, how different devices work together, and more.

This **live chat tool** is accessible from almost any product page on Best Buy's website. When a customer wants to know how a TV will fit in with their gaming setup, or what kind of sound system might work for their living room, Blue Shirt Chat connects them with an in-store associate to answer questions.

Watch this space for more innovation around enhancing digital touchpoints for our customers.

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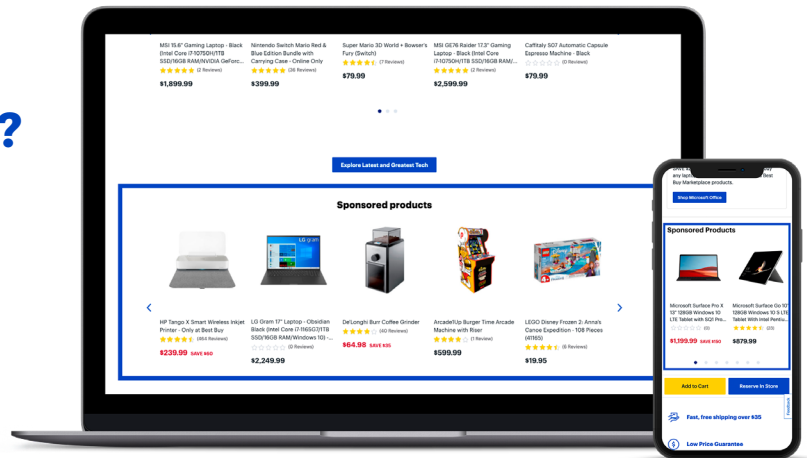


Looking for ways to increase visibility of your products and drive sales on bestbuy.ca?

Sponsored Products offer premium merchandising placements to help customers find and purchase your products. This low funnel conversion tactic shows up on Search Results, Home Page and Product Detail Pages, leveraging customers' individual browsing and shopping behaviors.

Sponsored Products can be purchased by brands of any size and budget and you only pay when customers click on your sponsored product SKUs. This highly effective advertising program works best as a quarterly or always-on campaign where the AI algorithms have time to optimize.

If you don't have a Sponsored Products campaign yet running for Q1, reach out to your Merchant or Marketing Specialist to set it up.



Partner with us to celebrate Earth Day.

We want to hear about your environmental efforts so we can incorporate them into our Earth Day plans to drive awareness of in-home technology solutions, recycling programs and the circular economy. Can you offer money savings on your earth-saving products through Best Buy Canada? Do you have a story to tell that we can share through PR? We'd love to hear from you.

Additionally, our Green Team is seeking Sustainability experts from vendor partners to speak at our quarterly, cross-functional sustainability meetings. We want to collaborate and advance our long-term sustainability programs together.



If you are interested in partnering with our community initiatives, please contact your Merchant or email to Karen Arsenault, Manager, Social Impact at socialimpact@bestbuycanada.ca

Best Buy Canada partners with Samsung to provide technology grants for schools.

We're proud to announce the 13 elementary and secondary schools, selected from more than 730 applications, to receive a combined \$128,000 in funding for tech-based curricula through the [Best Buy School Tech Grant program](#). Through these grants, students will be able to access the latest technology to stay motivated and focused as they move towards university.

Best Buy Canada was excited to team up with [Samsung's Solve for Tomorrow program](#), which provides technology to boost interest and proficiency in Science, Technology, Engineering or Math (STEM) learning among teachers and students. Through this partnership, Samsung has selected two schools to provide custom curated technology packages to enhance their STEM programs.

The schools receiving a Best Buy School Tech Grant are:

- Terry Fox Secondary – Port Coquitlam, BC
- South Rutland Elementary – Kelowna, BC
- Lildili Kue Elementary School – Fort Simpson, NT
- Brightview School – Edmonton, AB
- St. Gregory School – Regina, SK
- Heydon Park Secondary School – Toronto, ON
- Roger Neilson Public School – Peterborough, ON
- Carson Grove Elementary School – Gloucester, ON

- Jean-Nicolet - Montréal-Nord, QC
- École du Campanile – Québec, QC
- Edith Cavell – Moncton, NB

The schools receiving a Samsung Solve for Tomorrow Technology Grant are:

- Stride Avenue Community School – Burnaby, BC
- Catholic Central High School – Windsor, ON



[Learn about the Call2Recycle program.](#)

Best Buy Canada is a 2020 Leader in Sustainability.

Best Buy Canada has recently been named by Call2Recycle Canada as a 2020 Leader in Sustainability. The Leader in Sustainability Award is granted each year to organizations that display exceptional commitment to battery recycling.

In 2020, we collected 6,087 kilograms of household batteries through the Call2Recycle program. Through this partnership, we have helped protect and preserve wildlife, the environment and our communities by diverting batteries and toxic metals from the waste stream for reuse in new products. To date, the [Call2Recycle program](#) has collected and recycled more than 26 million kilograms of batteries from across Canada.

We're proud to be recognized by Call2Recycle as one of the program's top-performing partners.

Tech Wonderland

Deep Dive



During a holiday season like no other, Best Buy created a **magical drive-through event** in Vancouver, BC designed to give our guests a way to safely recreate and celebrate their favourite holiday traditions. We partnered with key vendors to do so, crafting incredible Memory Boxes to showcase amazing tech that would allow guests to check out the top gifts of the season in a fun and exciting way.

After a successful opening night, where both media and employees enjoyed the Tech Wonderland event, sudden changes in provincial restrictions meant the in-person portion of our drive-through event was no longer possible. To keep the holiday festivities going, we immediately pivoted our concept with the aim of preserving our setups and reaching an even wider audience. To that end, **we recreated the entire experience and hosted it as a virtual drive-through event.** We diverted our digital marketing materials to pre-promote the virtual event which was then held through Facebook Video Premiere on Saturday, December 12. The pre-promote generated a lot of immediate interest and, because our event was now held online, it attracted a **national audience.**



Angela Scardillo
SVP Marketing, Customer & Store Experience, and Health

Thanks to all the partners that collaborated with us for Tech Wonderland, helping us exceed our KPIs and bring magic to families all over Canada.

Angela

Through this platform, online visitors from all over the country were able to marvel at our displays, giving them the chance to take in the sights and sounds of exciting tech from our partners. In all, over 20 vendor partners had products prominently featured within our memory boxes, with Sony, Google, and Xbox featuring as premiere vendors who had huge stand-alone showcases. Our premiere vendor partners were highlighted in all marketing material including social media, digital media, influencer articles, emails, blogs, and print booklets, giving them and their products **incredible exposure and recognition** as part of a holiday celebration like no other.

National Video

36.2M Impressions.
8.4M Completed Views.

Public Relations

7.6M
Earned Impressions.

7.3M
Contracted Impressions.

Influencers

36.6K
Contracted Impressions.

284K
Potential Earned Impressions.

Event Partners

- + Three premium retail vendors.
- + Another twenty retails vendors.
- + A charity, a media and several execution partners.

Pre-Promote Digital Plan

12M
Impressions.

Virtual Experience Digital Plan

24M
Impressions.

Virtual Experience Event

22.2K Views.
807K Reached.
10K Responded.

Emails

- + 293K pre-promote emails delivered.
- + 2.6M virtual experience pre-promote emails delivered.

Blog and Contests

- + 36.7K Visits to the event's blog page.
- + 3K Contest entries.

Organic Social Media

Over **618K** Reach.