

Vendor Partner News

January 2021.



A massive December to end 2020



Highest Brand Love ever!

December marketing highlights.

We held our longest Boxing Day Event ever – deals started as early as December 4 and extended as late as January 7, giving customers maximum shopping flexibility.

- We significantly increased our digital advertising of retail sales events & promotions, **reaching 74% of Canadians 18-65yrs.**
- Partnering with you, we created **co-op marketing campaigns delivering over 32-million Boxing Day impressions** to generate excitement and demand for your products.
- Our investment in **Paid Search grew significantly** and was a key driver of traffic to BestBuy.ca
- And... our email subscriber base **hit a 2-year high, up 11% YoY.**
- We had our **highest Brand Love score yet.** Brand Love is the % of consumers who select "I love this brand" when asked "How do you feel about Best Buy?"



Jason Abrams
SVP Merchandising

Together we thrived in 2020, thanks to your partnership. The holidays seem a lifetime away, but here are some highlights. What do you think? We'd love to hear from you, so don't hesitate to get in touch,

Jason



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

[Contact us](#) and let's chat.

In the news.

We did it again! We're very proud that Best Buy Canada had the greatest Share of Voice of Canadian retailers in December.

We had a **wide variety of media coverage during the holidays**. Here are some fun 2020 trend stories:

- CTV Toronto - [Electronics big box retailer sees shift in purchases amid COVID-19 pandemic](#)
- CTV Vancouver - [What weird items did we buy during the pandemic?](#)



Ask your Merchant how to make the most of our multi-channel retail opportunities.

More Canadians shop Best Buy online this holiday season.

It will be no surprise that the acceleration of online shopping turned into great results for BestBuy.ca for gift-giving inspiration, browsing and purchasing this year.

65%

Holiday site traffic growth

57%

Time spent shopping on BestBuy.ca

Faster shipping.

When a customer orders a product online, they want it in their hands as soon as possible. So, we used our fulfillment centres and stores to **ship products from the location closest to the customer.**

This **dramatically improved our promise of 2-day shipping nationally and next day delivery** in Montreal, Toronto, and Vancouver.

This helped us to **avoid travel to and from national distribution centres.** In fact, we **saved a whopping 184,563,720 kms travelled** since launching the network – that is more than 4,600 times around the world!



Have you thought about how you can reduce shipping distances too?

Innovation Corner

Text-based Customer Queuing Solution.

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.



Text-based
Customer
Queuing
Solution

We launched our Best Buy check-in app on Nov 2. Customers kept their position in the queues at our store entrances, for mobile activations, returns and for quick & easy pickups.

It was amazing. No line up! I was in & out of the store with the gifts I wanted in no time!

Best Buy Customer

Entrances: Shoppers kept warm in their cars or went for a coffee rather than standing outside in the queue to enter our stores.

In Store Experience: Once in store, customers could self-queue by simply sending a text to a dedicated number that was displayed on signage throughout the store.

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How blue gave back in 2020.

If you are interested in partnering with our community initiatives, please contact your Merchant

or email to [Karen Arsenault](mailto:Karen.Arsenault@bestbuycanada.ca), Manager, Social Impact at socialimpact@bestbuycanada.ca



Geek Squad Academy



Check out our courses at [Geek Squad Academy Online](https://www.bestbuy.com/GeekSquadAcademy).

Geek Squad Academy Online Learning.

2020 drove our Geek Squad Academies online

For the past several months, we've been proud to provide parents, teachers, and kids 10-16 years old across Canada with **free STEM tech courses**. It takes their home learning to the next level!

All courses are free with no registration needed. Simply select the course you're interested in and start learning! **Since launching, we've had over 18,000 visits to the site.**

Courses include: [Digital Photography](#), [Web Know How](#), [Binary Coding](#), [3D Design](#), [Cryptography](#), [Stop Motion Animation and Game Development](#).



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or email to media@bestbuycanada.ca

BC School Teacher Wins Chromebooks for the Class.

Best Buy Canada partners with Breakfast Television and ACER

to recognize a deserving teacher who went above and beyond for their students during this disruptive school year. Teachers from across Canada were nominated, and Jon Morry, from Granisle, BC was the winning teacher. Jon's school, Babine Elementary Secondary School, [received a classroom set of 30 Chromebooks from ACER](#) and a \$2,500 gift card courtesy of Best Buy Canada [during the Breakfast Television broadcast!](#) Segment impressions were 160,000+.

Sportsnet Sports Fan Gets Samsung 8K TV

Best Buy Canada [partnered with Samsung and Sportsnet's Tim and Sid](#) to give one lucky sports fan a Samsung 8K TV. For five weeks, fans answered Tim and Sid's weekly Match Game segment. This partnership helped Best Buy Canada raise awareness of home theatre products during the busy sports season. There's no question this campaign pleased the fans: 4.5 million+ impressions across broadcast and social media were garnered in 5 weeks.



Best Buy Canada's commitment to the environment

Our Mission:

We all have a role to play in preserving our planet. At Best Buy, we are committed to being an environmentally responsible organization.

Best Buy Canada's Sustainability Objectives:

- Adapt and evolve our business to reduce carbon emissions.
- Adopt practices to reduce waste.

We are proud to work with our partners to achieve our enterprise sustainability goals:

75%

Reduce carbon emissions in our operations 75% by 2030 (over 2009 baseline) to be carbon neutral by 2040.

20%

Reduce carbon emissions for our customers 20% by 2030 (over 2017 baseline) saving \$5 billion in energy costs.



Our Initiatives:

Product:

Best Buy Canada is helping to make a positive impact on the planet by offering eco-friendly products that conserve resources such as ENERGY STAR™ certified products.

Circular Economy:

At Best Buy Canada, we aspire to drive forward the circular economy — a system in which nothing is wasted. We keep products in use for as long as possible, extract the maximum value from the products while in use, then recover and regenerate products and materials at the end of life.

Our Green Team

Our Green Team is a cross-functional council that meets regularly to audit what we're doing, assess if we're doing enough, action things that we want to introduce and raise awareness of our environmental efforts with our team members, customers and vendors.



Repair

We want to help customers extend the life of their products, and we do this using the skills of our Geek Squad Agents and repair partners.



Trade-In

We offer a trade-in program where customers can trade in their current working device at a participating Best Buy store and get a gift card to use towards their next purchase.



E-Waste and Battery Recycling

We partner with EPRA and Call2Recycle to help Canadians recycle and sustainably dispose their electronics and batteries across the country. Customers can recycle their tech items at participating Best Buy locations even if they weren't purchased from Best Buy.

In 2019, Best Buy Canada recycled more than seven million pounds of electronics.

Efficiencies:

- We are converting all of our store lighting to LED.
- We have adopted routing logic to reduce fuel consumption across our Geek Squad fleet and delivery service.
- Our Canadian headquarters operates an energy management system.

Affiliations and Recognition:



MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM

