

# Vendor Partner News



## Get ready for the Holidays.



Our **Holiday Gift Guide** is launching on November 1 - inspiring consumers to find the perfect gift for their loved ones. Best Buy heavily invests in a robust marketing plan to promote the Holiday Gift Guide. Paid media, influencers, affiliates, newsletters, and navigation banners throughout the website will support.

**Commitments are due September 9, so don't delay in connecting with your Category Leader.**

### Another great and highly limited opportunity during the Holidays is our front of store signage.

Have your brand featured in our bollards and sensormatics right in front of 120 big box stores. There will be five 2-week kits, limited to two vendors per kit.

**Onsite display and sponsored products** continue to be "must-haves" in all marketing plans during the Holidays.

**Make sure you have your plans booked as soon as possible to avoid disappointment as supply is limited.**



### **CTV Edmonton: Hot summer tech**

Mathew Wilson shares how you can get your hands on the hottest tech to add to your summer essentials. Reach: 90,000

### **Breakfast Television: How you can score the ultimate Father's Day gift?**

Dina, Devo, and Sid discuss and test all the best Best Buy gift ideas to make Dad's day! Reach: 112,000

### **CTV Vancouver: Budget-friendly and sustainable travel**

eTransportation is not just a trend – it's here to stay. Best Buy is striving to have the best eTransportation assortment in Canada. Reach: 907,000

### **CTV Ottawa: Buying the right scooter**

Mathew Wilson shares how eTransportation is becoming more widely available and a preferred method of transportation for many Canadians. Reach: 127,000

## Best Buy eTransport featured in tech news across Canada

Now that we have eScooters and eBikes displayed in our stores across Canada, several news media were keen to ride this hot trend.

**Do you want to drive media buzz about a hot new product? Contact your category leader to participate in a broadcast tour.**



## Best Buy is getting better every day: recent progress at a glance

- Hit highest ever NPS for Geek Squad Remote Services.
- Made significant updates to our sales floors, including a new Samsung major appliances vignette, a refreshed Microsoft store-within-a-store and a new Dyson shop experience in select stores.
- Onboarded Raycon, Toshiba, & Sharp to our circular economy.
- Partnered with Asus on our Geek Squad PC Build Challenge and donated 4 gaming computers to BGC (Boys & Girls Club) clubs.
- Introduced new self-service capabilities for clients to initiate Geek Squad Protection plans.
- Performed over 1,300 in-home technology installations.
- Created more efficient planning & shipment status visibility for all.
- Launched Geek Squad in-home appointment confirmation emails.
- Launched Happy Hour, where customers vote on which products go on sale via Instagram & TikTok.
- Added new partners & ad placements to our Top Deals, Latest and Greatest and Outlet Centre digital marketing campaigns.



**Jason Abrams**  
SVP Merchandising

## Summer sales heat up...

I hope you've had time to enjoy your summer with family and friends. If you need any enhancements, I recommend Best Buy for air conditioners, eBikes, and other seasonal SKUs! We're now focused on Back to School and the Holidays and you're all a big part of the plans. I look forward to connecting.

Jason

**We will evolve at speed to address human needs.**

We will innovate for the future, while enhancing our core.

## 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 Student Squad



**Best Buy Canada has assembled our first squad of University and College students to share their favorite tech from Best Buy.**

We've gathered ambitious tech enthusiasts to speak to university students through peer influence and create content on Best Buy digital channels.

Squad members will get the latest tech, resources, and expert advice to gain real-world career experience and take their content to the next level. Student Squad will:

- Get monthly tech drops to help them create social content.
- Earn sales commission through our affiliate program.
- Have their content featured on Best Buy channels.
- Have paid boosting for their content on their channels to help them grow their network.

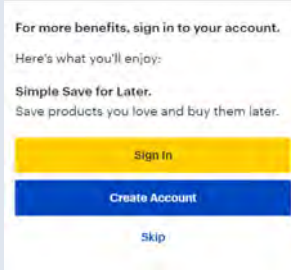
**Talk with your category leader for more info.**

## Save for later...

We've released a new guest user experience with SaveForLater on the cart page.

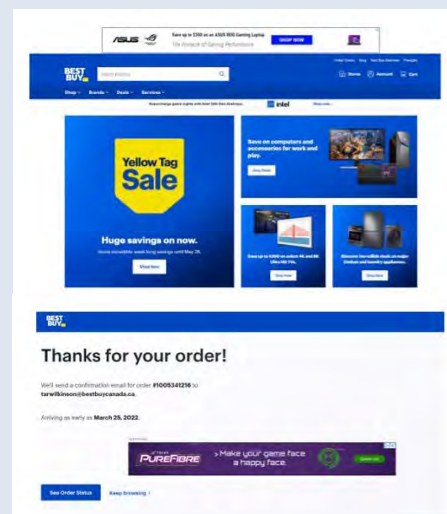
When customers select 'save for later' in the cart, the website prompts guest users to log in or create an account.

Being logged in allows our customers to keep their save for later lists across browsers and devices, ensuring they never lose the items they wanted to save.



## Do you work with an advertising agency for brand awareness media-buy?

We recently added dedicated agency support for you to harness the power of our audiences and drive your brand message on BestBuy.ca with programmatic media buys. It also makes it easier for you to run your TV spots on our in-store TV network. Check out our recent campaigns and some of the vendors who are leveraging this opportunity.



**Everyone is welcome.** **Tout le monde est bienvenu.**

When you enter a store, what's one of the first things that you see? The signage!

At Best Buy Canada, we're always looking for ways to be an inclusive environment. We want our team members and customers to know that when they enter our stores, that this is a place where everyone can be themselves. With this top of mind, all our big box store and SAS locations have received this permanent store entrance signage for their front sliding door.

## Supporting BGC Canada's Anti-Racism Initiative Microgrants (AIM)



For the past two years, Best Buy Canada has provided funding to support BGC Canada's EDI programming which includes their Anti-Racism Initiative Microgrants (AIM).

AIM supports anti-racism initiatives led by club youth across the country.

These initiatives empower youth to work together to dismantle social barriers and create equity through their own ideas and actions.

The first round of AIM projects is now complete, spanning six provinces and a variety of topics.

- **A Walk Through Churchill.** Youth in the East Dartmouth community of Churchill put together an honest and inspiring documentary profiling their community.
- **The BIPOC Library.** BGC youth in Greater Victoria assembled libraries featuring books written by BIPOC authors and artists on the topics of cultural representation, inclusion, diversity and cultural education.
- **Break the Silence.** In Toronto, BGC Eastview youth ran a series of workshops to discuss how racism affects their community.
- **The Anti-Discrimination Art Project.** Youth at the Kawarthas Club (Lindsay, ON) collaborated with a local Elder and other Indigenous young people in the community to design an Indigenous-focused anti-racism mural.
- **Art & Activism.** BGC Winnipeg's initiative empowered youth to study how art and artists connect their craft to social movements, and then invited youth to create their own art to advocate for change.
- **Not All Brown People are the Same.** BGC Albion (Toronto, ON) hosted an informal virtual event in which South Asian guests shared their own experiences as youth. The event touched on myths and truths, stereotypes, privilege, and inequality all through a South Asian lens in an effort to build allyship and understanding.
- **Muslim Girls Anti-Racism Group.** BGC Eastview (Toronto, ON) formed a youth group specifically for Muslim girls to hold discussions, plan fundraisers, go on out-trips and volunteer in the community, all while empowering its members and dispelling fallacies.



## Jason Abrams went "Over the Edge" for BGC South Coast BC

In June, our Senior Vice President of Merchandising, Jason Abrams, went Over the Edge in support of our good friends at BGC South Coast BC. Jason rappelled 359 feet down the Hyatt Regency, one of downtown Vancouver's iconic buildings – all for a good cause to support the over 12,000 children, youth, and families that are served by their Clubs.

# Best Buy Health

## Deep Dive

## Humanity in Health for seniors in Canada

Our objective is to support independent living and quality of life through creative accessible technology services. We'd love to partner with you!



**93%**  
Seniors want  
to age in  
place



And yet, they are faced with...

- Lack of in-home care resources
- Lack of supportive features in home (connection)
- Lack of digital / technology literacy & support
- Lack of age-friendly solution providers

### We are investing in smart solutions for older adults:



**Improve patient care**

Medical devices that will perform health checkups, monitoring and data share

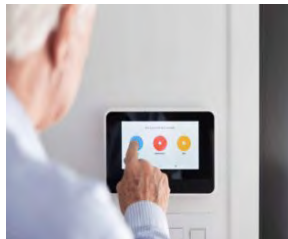
Connect with medical professionals (Telehealth)



**Reduce the need for constant onsite care**

Control essential needs, home appliances

Security with locking systems, cameras, smoke alarms, and voice-commanded devices



**Sara Aghvami**  
Director  
Best Buy Health

**Best Buy's purpose is to help customers pursue their passions and enrich their lives with the help of technology.**

**Imagine empowering older adults to be able to age in place with the power of technology?**

We are working to improve quality of life for older adults and their caregivers. So much is possible with modern tech – and this is a huge untapped market in Canada.

Sara



*"Let us work out the complexity of technology, you sit back and enjoy using what technology offers."*

### Why Health-trained Geek Squad?



Canadians know they can trust us.

- Over 85% of Canadians are within our service areas.
- Highest Net Promoter Score across North America!
- We are your trusted, one-stop shop.
- \$2M services performed annually.
- National support home, in-store, and 24/7 by phone and chat.
- 65 hours in the latest tech training before becoming certified to work with clients.



### Vendor Partnership Opportunities

Partners, what role do you play to support aging in place?

How can we partner to bring benefits to this new customer segment, in meaningful ways?

**To learn more, you can contact your category leader or Best Buy Health at:**

[health@bestbuycanada.ca](mailto:health@bestbuycanada.ca)

[or read more on our website.](#)