



Vendor Partner News

December 2020

Black Friday Sale

Our best Black Friday month online ever.

Thanks to our great partnerships with vendors like you, **we broke some big records online this Black Friday period.**

We had our biggest ever three-day period for traffic to our website, which translated into our biggest single day for the Best Buy Marketplace, and it was our biggest day ever for direct-to-home orders too.

As a company, we reported **strong quarterly results** as the pandemic drove customer demand and we started the holiday season earlier. [Here's a quick look at some highlights.](#)

For more details, visit [Corporate.BestBuy.com](https://corporate.bestbuy.com)

97%

% of customers surveyed said we made them feel safe.

Making it easy to shop during Covid (and all year 'round).

This year Best Buy Canada has been focused on how to help customers shop safely and confidently:

- **Quick & Easy Store Pickup** online orders in as little as an hour.
- **Free shipping** on orders over \$35.
- **Lower Price Guarantee** – we won't be beaten on price.
- **Extended Holiday Returns** – accepted thru January 16, 2021.
- **Safe Vendor visits** [check out how to do your next store visit.](#)

Why Best Buy? *Speak with your Merchant to explore marketing partnership opportunities for 2021.*

Have a great [PR or Media Relations](#) idea? Share it with us at media@bestbuycanada.ca

Promote your products through our marketing.

This holiday we have built a **robust early-to-market campaign with multiple touchpoints** in November & December to increase ad recall and brand recognition among our target audience:

- Our 30 TV campaigns will reach over **80% of our target audience, for an average of 22.9 times** during the holidays.
- Digital outdoor advertising (such as billboards and transit shelters) will generate **more than 78M impressions** in our major markets across Canada.
- And we have radio live tags airing on key stations across the country, with an **average of 785 spots per week** over 4 weeks.

Did you know?

- In November, our holiday campaigns reached almost 24M unique users, that is **77% of Canadians**, 40 times each.
- During Black Friday week (November 21-29), we reached 18M unique users – or **59% of Canadians** an average of 26 times.
- Best Buy Canada had the highest **share of voice*** among our competitors in earned media this November. That is – we were mentioned more often than any of the other places that customers can buy your products! *Source: Agility PR Solutions

Happy Holidays from Best Buy.

It's been an incredible holiday season so far, I'm so proud of what we've achieved together. Here are some highlights.

Jason



Jason Abrams
SVP Merchandising

A holiday season like no other.

More deals, more solutions, more ways to **shop safely and conveniently** this season.



#ShopEarly

An [early start to holiday shopping...](#)

We launched our first Black Friday deals earlier than ever (mid-October) and spread out our sales events to help create a safer experience by avoiding overly crowded days in our stores.



No gifts, please...

Your partnership is our present.

We thank you for your valued and trusted partnership with Best Buy through this extraordinary and unparalleled year. Together, we remain committed to our purpose to enrich lives through technology.

Here is our [Gift & Vendor Relations Policy](#).



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Giving Back



If you are interested in partnering with us for our community initiatives, please contact your Merchant. Or email [Karen Arsenault](mailto:Karen.Arsenault@socialimpact@bestbuycanada.ca), Community Manager at socialimpact@bestbuycanada.ca

Enriching lives through technology – now more than ever.

Here are a few highlights from this year. We will share other examples of great community partnerships with you in upcoming editions.

As part of our Social Impact COVID-19 relief plan, we partnered with **Samsung to provide 400 tablets to hospitals** across Canada. These tablets allowed patients in isolation to not only communicate with healthcare workers, but also to connect with their loved ones. We were thrilled to work with **Conquer COVID-19**, a volunteer-driven organization that has been facilitating access to essential products for the healthcare community.

Best Buy Health joined with **Google to support nearly 40,000 Canadian seniors** to connect with loved ones. We set up over 1,000 connection stations with Google Nest Hub Max and Google Pixel 4a phones, plus Geek Squad membership and 1-year subscriptions to Netflix and YouTube Premium for seniors in homes and residences.

We partnered with **Lenovo to deliver 650 100E Chromebooks to families-in-need through 61 Boys & Girls Clubs of Canada**. With closures of schools and community programming, students were forced to turn to technology and to complete their studies.



'Tis the season for giving.

Despite the hustle and bustle of the holidays, our employees are always eager to give back to their communities. Since 2006, Best Buy stores across the country have participated in toy drives through **CTV's Toy Mountain**, **Santa's Anonymous** and the **Women's Centre of Calgary**.

We're proud to have gathered thousands of toys for these causes, so children and their families can wake up to something special on Christmas morning. Thank you to the generosity of our employees and customers for making this program such a success year after year.

Thank you to **Roybi for partnering with us and donating \$5,000 in Roybi STEM robots** to the **Toronto Firefighters Toy Drive**.

Save Our Climate



Take a leadership position on climate change for your company, sign **The Climate Pledge** today.

Zero Carbon Emissions by 2040

Sustainability has been at the core of what we do at Best Buy for decades, and now we're making our biggest commitment yet to positively impact the planet.

Best Buy has signed **The Climate Pledge**, a commitment to be carbon neutral across our business by 2040 — a decade faster than our previous goal of 2050. We are doing our part to address climate change by setting an aggressive, science-based goal to reduce carbon emissions within our operations 75% by 2030.

Carbon Disclosure Project (CDP) recently named Best Buy in its prestigious **Climate A List** for the 4th consecutive year. Learn more about Best Buy's **Sustainability efforts**.



Leading the charge for recycling.™

Register with **EPRA** by Dec 24.

Ontario Batteries and Electrical & Electronic Equipment Recycling

Best Buy Canada is working with the **Electronic Products Recycling Association (EPRA)** to collect and remit Environmental Handling Fees (EHF). All our **Ontario Partners need to register with EPRA or Call2Recycle by December 24, 2020** – so we can continue to collect the EHF on your behalf. We will not be collecting EHF for partners registered with other PROs.



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'We will do better.'

Better at addressing underrepresentation in all parts of our business. **Better** at overcoming technology inequities. **Better** at developing educational and career opportunities for those who need them the most. We're taking action, and that one bold statement has evolved into several bold commitments — **with more to come.**

By the end of 2025, we will achieve the following

WORKFORCE GOALS

1 out of 3

New corporate positions will be filled by BIPOC* employees

New, non-hourly field roles will be filled by women employees

*Black, Indigenous and People of Color

Fostering inclusion among all employee groups to create **parity in retention rates**

OPPORTUNITY

15,000

Children and youth reached annually from disinvested communities

Supporting the growth of **Best Buy Teen Tech Centres** across North America to teach tech skills for a modern economy

First Teen Tech Centre in Canada will open in **January 2021** in Delta, BC

EDUCATION

\$1 million

in funding for technology for schools across Canada in the greatest need

1 out of 3[†]

Annual BBYC internal academic awards will be awarded to BIPOC or female

Annual Best Buy Grade 10 Scholarships* will be awarded to BIPOC teens to support their post-secondary education

† A minimum of 1 out of 3

* In partnership with Boys and Girls Clubs of Canada



This December, we shared our progress, on a number of initiatives that we've been working on to address **diversity, inclusion and equity, inside and outside our business**. Some initiatives were brand new in the summer, some have been part of our Best Buy DNA for many years.

On December 9 – with our colleagues in the US – we announced additional actions to better address underrepresentation, technology inequities and educational and career opportunities for those who need it most.

In Canada, we face many of the same challenges and have some of the same opportunities as in the US. At the same time, there are differences. These similarities and differences are reflected in our approach.

What is entirely consistent is that Best Buy as a company is intent on taking meaningful steps forward in our commitments and we are holding ourselves accountable.

Join us, let's all make a difference.

Ron Wilson
CEO, International

Best Buy enterprise commits more than \$44 million to expand college prep and career opportunities for BIPOC communities.