



98 stores across Quebec



A network of corporate stores  
Good execution of in-store programs



A banner in full-growth



More than 1.1M transactions every week

# programmes partenaires



- ✓ Strong increase of digital flyer consultations
- ✓ Close to 250 000 newsletter subscribers with an open rate higher than the industry average
- ✓ An engaged community that is enthusiastic about contests.
- ✓ Over 3 000 000 sessions open on [REDACTED] annually
- ✓ A growing mobile application with more than 3000 new downloads every week.

# super programmes

## *Contest* Program

1. Package A

1. Package B

2. *New Products* Program

3. À la carte

# super programmes

## **Mechanics**

1. The client purchases the participating product
2. The system detects the product code and automatically prints a one-time participation number on the client's receipt
3. The client visits [super.ca/contest](#) to participate by entering their one-time participation code.

**Length:** 4 weeks

# programme concours forfait A

## Package A

- **In-store:** Saloon doors (2) and Dangers (20) + programming of the unique participation code will be printed on the receipt.
- **Superc.ca:** Static banner (1) on landing page + a contest page
- **Facebook:** Publication (1) with partnership identification (@nameofpartner)
- **Newsletter:** Static banner (1)
- **Super C App:** Static banner (1) in the carousel

## Little extras

- Category exclusivity for this package throughout the contest period.
- Draw and communications with winners completed by **Super C**.

\* Excludes price of contest and RACJ fees. The creation, printing, fasteners for saloon doors as well as the delivery fees for the in-store posters are the responsibility of the supplier. .

# programme concours forfait B

## Package B


In addition to the inclusions in package A, package B also includes:

- **In-store radio** : Message (1), 15 seconds, 2x per hour
- **Eblast**: Entirely dedicated to your contests (hyperlink towards the contest page on the [Superc.ca](#) website)

\* All creations and printing processes and fees are under the responsibility of the supplier.

# programme nouveautés

## Exclusive to new products

- **Web flyer:** Complete page (1) about your product that will be available in the digital  flyer.
- **Facebook:** Publication (1)
- **Eblast:** Exclusive to your product + Relaunch of Eblast for subscribers that haven't opened the 1st email
- Valid for 1 week
- 90 degree cards to identify new products

## Digital coupons

- Coupons in the [REDACTED] application
  - Coupon entree fee
  - Redemption costs (redemptions estimated between 100 and 4000 depending on the coupon value)
  - Valid for 1 week
- \*\* It is possible to make the coupon the same value as the product to make the offer free of charge.

To obtain visibility, the value of the coupon must be over 1\$ and represent savings of at least 25% of the product price.

## Visibility for 1 coupon for 1 week

- **Facebook:** Publication (1)
- **Newsletter:** Static Banner (1)
- **App:** Coupon + static banner (1)



# à la carte

## 1 page in the digital flyer

- Full 9x21 page in the digital flyer
- Appearance on [REDACTED] as well as the [REDACTED] mobile app
- Appearance on digital flyer web sites (Reebee, Flipp, circulaire.com, etc.)
- Valid for 1 week
- No indication of price

## Digital coupons

- Coupons in the [REDACTED] application
- Entry fees per coupon to be determined+ redemption fees
- Valid for 1 week

## Opt-in option for your newsletter