

AIR MILES AND SAVE & GET APPLICATION CHEAT SHEET

Before applying for any of our Marketing at Retail opportunities, please complete the following:

- Select your period from the dropdown menu in the top left.
- Select your supplier name from the dropdown menu.
- Type who is submitting the application, as well as who the local agent is.
- Select your SKUs from the dropdown in Column A and enter who MBLL should bill for the program costs associated with that SKU (Supplier **OR** Agent).
 - NOTE – for Multi-SKU & Bundle Buy with multiple SKUs, they must be invoiced to the same body.

AT SHELF

- Under Column T (**AIR MILES PROGRAM**), from the dropdown select “AT SHELF”.
- Under Column U (**PERIOD**), from the dropdown select period A (1st – 15th), B (16th to end of month) or A&B (month long).
- Skip Columns V through X – these are not needed for the “AT SHELF” program.
- Look at Column Y (**MINIMUM MILE OFFER**), this will tell you the MINIMUM mile offer based on the price point of your SKU. This is **NOT** your final mile offer.
- Under Column Z (**YOUR MILE OFFER**), type the offer for the customer.

Size	Price	Save & Get	LTO/HOT BUY (dropdown)	Discount Amount (\$)	Discount Price (\$)	Meets Requirements?	AIR MILES PROGRAM	PERIOD A, B OR A&B AT SHELF AND MULTI-SKU ONLY	DISPLAY GROUP MULTI-SKU & BUNDLE BUY ONLY	COUNT OF SKUS ON MULTI-SKU DISPLAY	BUNDLE BUY OFFER STRUCTURE	MINIMUM MILE OFFER	YOUR MILE OFFER
750	\$23.99						AT SHELF	A				6	7

MULTI-SKU

- Once you have entered all SKUs, in Column T (**AIR MILES PROGRAM**) select which Multi-SKU program you’d like to participate in from the dropdown.
 - MULTI-SKU BUY 2 = Customer must purchase 2 units to earn offer
 - MULTI-SKU BUY 3 = Customer must purchase 3 units to earn offer
- Next, under Column U (**PERIOD**), from the dropdown select period A (1st – 15th), B (16th to end of month) or A&B (month long).
- Under Column V (**DISPLAY GROUP**), please group your SKUs together with a number (i.e. 1) for all SKUs, so that the spreadsheet knows that you’d like for the SKUs to be considered together.
 - If you have multiple MULTI-SKU displays that you’d like considered, add them below but choose a different value (i.e. 2) to separate the displays.

- Under Column W (**COUNT OF SKUS ON MULTI-SKU DISPLAY**), please enter the number of SKUs on your offer.
 - MULTI SKU BUY 2 with 3 SKUs, enter the number '3' for all lines
 - MULTI SKU BUY 3 with 2 SKUs, enter the number '2' for all lines
 - MULTI SKU BUY 3 with 3 SKUs, enter the number '3' for all lines
- Look at Column Y (**MINIMUM MILE OFFER**), this will tell you the MINIMUM mile offer based on the price point of your SKU. This is **NOT** your final mile offer.
- Under Column Z (**YOUR MILE OFFER**), type the offer you would like to give to customers on all SKU lines.

Price	Save & Get	LTO/HOT BUY (dropdown)	Discount Amount (\$)	Discount Price (\$)	Meets Requirements?	AIR MILES PROGRAM	PERIOD A, B OR A&B <u>AT SHELF AND MULTI-SKU ONLY</u>	DISPLAY GROUP <u>MULTI-SKU & BUNDLE BUY ONLY</u>	COUNT OF SKUS ON MULTI-SKU DISPLAY	BUNDLE BUY OFFER STRUCTURE	MINIMUM MILE OFFER	YOUR MILE OFFER
\$23.99						MULTI-SKU BUY 2		1	3		27	29
\$21.99						MULTI-SKU BUY 2		1	3		27	29
\$31.99						MULTI-SKU BUY 2		1	3		27	29

BUNDLE BUY

- Once you have entered all SKUs that you would like to be considered for the Bundle Buy, select "BUNDLE BUY" from the drop down in Column T (**AIR MILES PROGRAM**) for all SKU rows.
- Skip Column U (**PERIOD**), as this is an automatic month-long program.
- If there are multiple SKUs in your offer, under Column V (**DISPLAY GROUP**), please group your SKUs together with a numerical value (i.e. 1) so that we know you'd like the SKUs considered together.
 - If you have multiple Bundle Buy opportunities for consideration, add them below but choose a different value (i.e. 2) to group them.
- Under Column X (**Bundle Buy Offer Structure**), select Option 1 or Option 2
 - Option 1 is for 1 SKU, where you want to incentivize additional unit purchases
 - Buy 1, Get 5
 - Buy 2, Get 12
 - Buy 3, Get 20
 - Option 2 is for 2+ SKUs with a base offer and multiple levels/combinations
 - Buy X, Get 5
 - Buy Y, Get 5
 - Buy X & Y, Get 12
 - Examples can be found on page 68 of Marketing Program Guide

- Look at Column Y (**MINIMUM MILE OFFER**), this will tell you the MINIMUM mile offer based on the price point of your SKU. This is **NOT** your final offer.
- In Column Z (**YOUR MILE OFFER**), type out the offer you would like to be considered for each SKU Line.
 - Your “Buy 1” multiple must meet the minimum requirements set out in Column Y (**MINIMUM MILE OFFER**).
 - If your Bundle Buy SKUs fall within different mile thresholds, your “Buy 1” offer must meet the minimum offer requirements for the higher threshold item.

Size	Price	Save & Get	LTO/HOT BUY (dropdown)	Discount Amount (\$)	Discount Price (\$)	Meets Requirements?	AIR MILES PROGRAM	PERIOD A, B OR A&B AT SHELF AND MULTI-SKU ONLY	DISPLAY GROUP MULTI-SKU & BUNDLE BUY ONLY	COUNT OF SKUS ON MULTI-SKU DISPLAY	BUNDLE BUY OFFER STRUCTURE	MINIMUM MILE OFFER	YOUR MILE OFFER
750	\$23.99						BUNDLE BUY		1		Option 1	6	Buy 1, Get 6, Buy 2, Get 15, Buy 3, Get 22
750	\$30.99						BUNDLE BUY		2		Option 2	8	Buy 1, Get 8, Buy Both, Get 20
750	\$30.99						BUNDLE BUY		2		Option 2	8	Buy 1, Get 8, Buy Both, Get 20

MAX MILES

- Under Column T (**AIR MILES PROGRAM**), from the dropdown select “MAX MILES”.
- Skip Columns U through X – these are not needed for the Max Miles program.
- Look at Column Y (**MINIMUM MILE OFFER**), this will tell you the MINIMUM offer based on the price point of your SKU. This is **NOT** your final mile offer.
- In Column Z (**Your Mile Offer**), please enter in the offer you would like to offer the customer.

Size	Price	Save & Get	LTO/HOT BUY (dropdown)	Discount Amount (\$)	Discount Price (\$)	Meets Requirements?	AIR MILES PROGRAM	PERIOD A, B OR A&B AT SHELF AND MULTI-SKU ONLY	DISPLAY GROUP MULTI-SKU & BUNDLE BUY ONLY	COUNT OF SKUS ON MULTI-SKU DISPLAY	BUNDLE BUY OFFER STRUCTURE	MINIMUM MILE OFFER	YOUR MILE OFFER
750	\$23.99						MAX MILES					16	20

LTO/HOT BUY

- Once SKUs are selected, use the dropdown in Column G (**LTO/HOT BUY**) to select which discount program you want to apply for. **DO NOT SKIP THIS!**
- In Column P (**Discount Amount**), enter in the discount you would like to offer the customer.
 - Please reference the discount minimums outlined in the Marketing Program Guide, and round up to the nearest \$.25, \$.50, or \$1.00 increment where possible
 - IE. Instead of \$1.62 discount, offer a \$1.75 discount

Size	Price	Save & Get	LTO/HOT BUY (dropdown)	Discount Amount (\$)	Discount Price (\$)	Meets Requirements?
750	\$57.49		LTO	\$6.00	\$51.49	Yes
750	\$57.49		LTO	\$2.00	\$55.49	No Disc % too low
750	\$57.49		LTO	\$15.00	\$42.49	Yes Qualifies for Hot Buy
750	\$57.49		Hot Buy	\$10.00	\$47.49	Yes
750	\$57.49		Hot Buy	\$5.00	\$52.49	No Hot Buy disc % too low

- Depending on the discount value entered in Column P (**Discount Amount**), you will get one of the following messaged in Columns R & S (**Meets Requirements?**)
 - LTO
 - Yes, blank= discount meets minimums
 - No, Disc % too low = please revise your discount amount in Column P
 - Yes, Qualifies for Hot Buy = your discount is deep enough to be considered for Hot Buy. You can change your selection from the LTO/HOT BUY dropdown if you wish (limited opportunities available)
 - Hot Buy
 - Yes, no message= discount meets minimums
 - No, Disc % too low = please revise your discount amount in Column P

SAVE & GET

- Once you've selected your SKUs, go to Column F (**Save & Get**), and select 'YES' from the dropdown.
- In Column G (**LTO/HOT BUY**), select "LTO", and complete discount requirements as outlined in the above LTO section.
- In Column T (**AIR MILES PROGRAM**), select "AT SHELF", and complete AIR MILES requirements as outlined in the above.
 - Omit the step about selecting your period, as the Save & Get program is a month-long program.

Size	Price	Save & Get	LTO/HOT BUY (dropdown)	Discount Amount (\$)	Discount Price (\$)	Meets Requirements?	AIR MILES PROGRAM	PERIOD A, B OR A&B <u>AT SHELF AND MULTI-SKU ONLY</u>	DISPLAY GROUP <u>MULTI-SKU & BUNDLE BUY ONLY</u>	COUNT OF SKUS ON MULTI-SKU DISPLAY	BUNDLE BUY OFFER STRUCTURE	MINIMUM MILE OFFER	YOUR MILE OFFER
750	\$57.49	YES	LTO	\$6.00	\$51.49	Yes		AT SHELF				12	12