



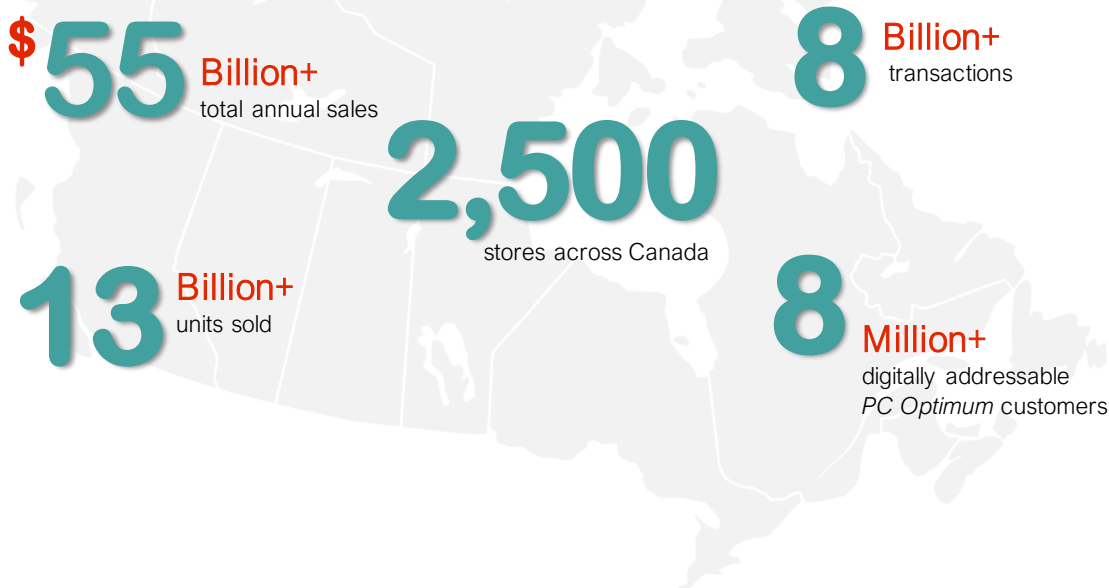
AUDIENCE CATALOGUE

Connecting You with Real Canadian Shoppers

2020

REAL PEOPLE - BUYING REAL PRODUCTS

Grounded in online and offline transactions, Loblaw Media offers access to one of Canada's largest consumer data sets. Our *PC Optimum* loyalty program combines industry leading scale with SKU level transaction data giving you the opportunity to connect with real Canadian shoppers.































Coast To Coast - Canadian Shoppers Are Our Core Proposition











AUDIENCE CATALOGUE OVERVIEW

- Food
- Beauty & Personal Care
- Home & Life

	Apparel		Meats
	Baby		Natural & Organic
	Bakery		Oral Care
	Beverages		OTC
	Confectionary		Other
	Cosmetics		Pantry
	Dairy & Eggs		Personal Care
	Deli		Pet
	Entertainment		Prepared Foods
	Frozen Foods		Produce
	Hair Care		Ready Meals
	Health & Wellness		Seasonal
	House & Home		Skincare
	International Foods		Vitamins & Supplements

AUDIENCE CATALOGUE

Legend
Category Audiences
Sub-Category Audiences

 <p>Apparel</p>	 <p>Baby</p>	 <p>Bakery</p>
<p>Children's Apparel Glasses & Sunglasses Men's Apparel Women's Apparel</p>	<p>Baby Baby Accessories Baby Food Baby Formula Baby Toiletries Baby Wipes Disposable Diapers Potty Training Toddler</p>	<p>Dessert (General) Mass Bakery & Breads Niche Bakery & Breads Speciality Grains, Rye, etc. Tortilla & Wrap Cakes & Sweets Chilled Desserts & Doughs</p>
 <p>Beverages</p>	 <p>Confectionary</p>	 <p>Cosmetics</p>
<p>Natural Beverages Non-Dairy Alcohol Free Drinks Drink Mixes Sports & Energy Drinks Coffee Tea & Other Hot Beverages Iced Teas Soft Drinks & Pop Water Water (carbonated) Water (non-carbonated) Fresh Fruit Juices Juice</p>	<p>Candy Gum & Mints Chocolate Premium Chocolate Confectionary (General)</p>	<p>Mass Cosmetics Mass Colour Cosmetics Prestige Cosmetics Prestige Colour Cosmetics Fragrance (Incl Body) Cosmetic Accessories Mass Eye Cosmetics Mass Lip Cosmetics Prestige Eye Cosmetics Premium Face Cosmetics Prestige Lip Cosmetics</p>
 <p>Dairy</p>	 <p>Deli</p>	 <p>Entertainment</p>
<p>Dairy Lactose Free Dairy Cheese Butter & Marg. Spread Milk & Cream Sour Creams & Chip Dip Yogurt Egg & Egg Substitutes</p>	<p>Deli Cheese Deli Meats</p>	<p>Books & Magazines Home Entertainment Photography</p>

AUDIENCE CATALOGUE



Frozen Foods

Frozen Pizza
 Frozen Fruits & Vegetables
 Frozen Appetizers & Snacks
 Frozen Breakfast Foods
 Frozen Potatoes
 Frozen Meats
Frozen Sweet
Frozen Meals /Meats
Frozen Seafood



Hair Care

Hair Care
 Hair Accessories
 Hair Styling Products
 Hair Styling Tools
 Premium Hair Care
 Hair Colour
Mass Hair Care



Health & Wellness

Diet & Weight Supplements
 Eye Care



House & Home

Home (General)
 Bathroom Tissue
 Bedding
 Garden & Floral
 Home Décor
 Kitchen & Dining
 Party / Seasonal Supplies
 Party Trays
 Tools & Hardware
Household Cleaning & Fresheners & Bags
 Household Paper
 Household Bags
Laundry Supplies



International Foods

International Foods



Meats

Exotic
 Fresh Seafood
 Lamb & Goat
 Meatless Alternatives
 Prepped & Marinated Meat
Beef & Veal
Chicken & Turkey



Natural & Organic

Natural & Organic



Oral Care & Hygiene

Oral Care
 Teeth Whitening
 Dental Floss
 Denture Care
 Electric Toothbrush
 Manual Toothbrush
 Mouthwash
Toothpaste



Over the Counter

Cough, Cold & Flu OTC All
 Allergy & Sinus
 Children's Pain Relief
 Digestion & Nausea
 Pain & Fever Relief



Other

Automotive
 Cards
 Electronics
 Gift Cards
 School Supplies

AUDIENCE CATALOGUE



Pantry

Breakfast (General)
 Breakfast Cereal
 Breakfast Spreads
Cookies
Crackers
Nutritional Portable Snacks
Salty Snacks
Portable Snacks
Nuts & Seeds
Baking Ingredients
Condiments
Meal Kits



Personal Care

Grooming
 Men's Personal Care & Beauty
 Child Bath Care
 Deodorants & Antiperspirants
 First Aid
 Foot Care
 Manicure & Pedicure
 Massage & Relaxation
 Men's Essentials
 Men's Shaving
 Women's Shaving
Shampoo & Conditioners
 Shaving Creams & Lotions
 Sleep & Snoring Aids
Soaps & Bodywash
 Sun Care



Pet Products

Pet Products
 Bird Food & Accessories
 Cat Food & Accessories
 Dog Food & Accessories
 Small Animal Food & Accessories



Prepared Foods

Fresh Pasta & Pizza



Produce

All Produce
 Fresh Herbs
Fruits
Prepared Fruit & Veg
Salads
Vegetables



Ready Meals

Hot Ready Meals
 Cold Ready Meals



Seasonal

Easter Items
 Halloween Items
 Holiday Seasonal Items
 (Other)
 Christmas
 Valentine



Skincare

Mass Face
 Prestige Face
 Face Cleansers
 Mass Face Cosmetics
 Face Moisturizers
Mass Body
 Prestige Body
Hand Soap & Sanitizers



Vitamins & Supplement

Vitamins & Herbal & Natural Supplements
 Multi - Vitamins (all)
 Fish Oils & Omegas
 Minerals & Supplements
 Probiotics
 Adult
 Children

CATEGORY DESCRIPTIONS

Apparel	All fashion & related apparel for the entire family from clothing, to shoes, to accessories
Baby	Baby care essentials you'll need from birth to adolescence
Bakery	Pre-made baked goodies from fresh bread and cakes to chilled desserts and more
Beverages	All liquid beverages both hot and cold: coffee, soft drinks, water, and alcoholic beverages like beer, cider & wine
Confectionary	For the sweet tooth, whether you like candy or chocolate, gum or mints
Cosmetics	Mass and prestige cosmetics for the entire face including fragrance
Dairy & Eggs	Dairy & egg products like cheese, butter, milk, and egg substitutes
Deli	Deli-counter essentials like meats, cheese, dips & spreads, antipastos, and more
Entertainment	Traditional home entertainment in the form of books & magazines, TV, and more
Frozen Foods	Frozen foods from sweet to savory, fruits & veggies, meat & seafood, and more
Hair Care	For all things hair: styling products and tools, color, accessories, and products
Health & Wellness	Diet, nutrition, and weight loss management supplements and tools
House & Home	To make a house a home, from cleaning necessities and tools to home decor, floral, and bedding
International Foods	International foods to add a global and exotic kick to any meal
Meats	For the meat-lover: beef, chicken, fresh seafood, meatless alternatives, and more
Natural & Organic	Going natural & organic is easier than ever with our products ranging from baby food, to produce, deli, snacks, and everything in between
Oral Care	All your oral hygiene necessities from teeth whitening, to toothbrushes and toothpaste, to mouthwash
OTC	Drugs that are safe to take without prescription: cough, cold & flu, allergy, digestion relief, pain relief, etc.
Other	For all other categories like automotive, electronics, and gift cards
Pantry	Stock up your pantry with non-perishable and must-have essentials like cookies, cereals, condiments, sauces, and pastas
Personal Care	All the necessary self-care items from grooming to deodorants, to first aid and shampoos, shaving, and more!
Pet	Pet food, care, and supplies for your furry friend or small animal
Prepared Foods	Pre-prepared family favorite meals, like fresh pasta and pizza
Produce	Fresh produce ranging from veggies, fruits, herbs, and salads
Ready Meals	Ready-to-go hot and cold meals for your convenience and ease
Seasonal	Seasonal favorites for every holiday of the year (e.g. Easter, Halloween, Christmas, etc.)
Skincare	Everything you need to take care of your skin: cleansers, cosmetics, moisturizers, and lotions, including prestige brands
Vitamins & Supplements	Taking care of health with multi-vitamins, fish oils, herbal & natural supplements, probiotics, and more



CONTACT US TODAY

Get in touch with your Account Executive or email us at media@loblaw.ca.

Let's create meaningful and relevant customer experiences that grow your brand's value.