



# Helix Innovations 2021 Loyalty Fund Offer

## Guidelines & Examples

National excluding AK and HI



# Loyalty Fund Offer<sup>1</sup> (LFO) Eligibility and Requirements



## Loyalty Fund Offer (LFO)<sup>1</sup>

If a Store meets the below criteria, Retailer is eligible for Loyalty Fund Offer (LFO) Allowances on Helix Innovations SKUs:

- Retailer elects a Merchandising Level in the Agreement;
- Retailer has a Retailer loyalty program;
- Retailer elects the TTO and LFO MPO; and
- Retailer is submitting Helix Innovations Product Scan Data through the AGDC Scan Data program
  - Submission of Helix Innovations Product Scan Data is satisfied if Retailer participates in the All Other Tobacco (AOT) Products Scan Data option of the AGDC Scan Data Program or
  - Retailer elects to submit Helix Innovations Product Scan Data in its AGDC Scan Data file submission through participation in the AGDC Scan Data Program by opting-into the TTO and LFO MPO election with its AGDC representative

### Requirements:

- A Store must provide Adult Tobacco Consumers 21+ (ATCs) no less than the full amount of the Loyalty Fund Offer Allowance from the Retailer's Non-Promoted Price of Helix Innovations Products. The Store may combine multiple Helix Innovations Offers to lower the price of Helix Innovations Products under its loyalty program to ATCs (e.g., Loyalty Fund Offer and Temporary Trial Offers). A Store is always free to further reduce the price of Helix Innovation Products beyond the Offer Allowances or discounts funded by Helix Innovations.
- For each participating Store, Retailer must submit Helix Innovations Product Scan Data through the AGDC Scan Data Program which includes indicating all sales of Helix Innovations Products on which Retailer passes through Helix Innovations LFO Funds.

<sup>1</sup> LFO is not available for Stores located in AK and HI.

Additional requirements, including signage execution, are available in the Helix Innovations 2021 Retail Trade Program Trade Announcement

# LFO<sup>1</sup> - Payment Details



- **Retailer-funded discounts, Loyalty Fund Offer Allowances, and other Helix Innovations-funded promotions must be reported separately in Helix Innovations Product Scan Data to ensure accurate Helix Innovations payment.**
- **If a Store meets the requirements of the LFO, Helix Innovations will issue to Retailer a LFO payment equal to the amount of Helix Innovations-funded LFO Allowance, as applicable, redeemed by the Retailer's loyalty program members, as reflected in the Helix Innovations Product Scan Data submitted through the AGDC Scan Data Program.**
- **Helix Innovations will withhold LFO payments on transactions that do not meet the LFO requirements. Upon AGDC's request, Retailer must provide AGDC sufficient information and documentation to verify a Store's compliance with the requirements of LFO.**
- **Helix Innovations reserves the right to withhold LFO payments for Loyalty IDs that exceeds the Helix Innovations Can Limit.**

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- **Retailer must provide one of the following in the Loyalty ID/Rewards Number field:**
  - Loyalty ID numbers;
  - Loyalty card ID numbers;
  - Loyalty consumer numbers; or
  - Unique consumer identifiers
  
- **Transactions that use generic loyalty cards (e.g., store loyalty cards, blank loyalty cards) are not eligible LFO Funds payment.**
  
- **If multiple ID numbers, including alternate IDs (e.g., telephone numbers), are used for one of its loyalty program members, the parent account number must be reported.**
  
- **Retailers are required to submit Loyalty ID/Rewards Numbers (Field 37 of the AGDC Scan Data Retail Reporting Requirements) in Helix Innovations Product Scan Data submissions for all 52 weeks<sup>2</sup>.**

1. LFO is not available to Stores located in AK and HI.

2. Submission of Helix Innovations Product Scan Data as part of the AGDC Scan Data Program is required for Helix Innovations Loyalty Fund Offer.

# LFO<sup>1</sup> - Guidelines

Continued



- **Loyalty Fund Offer participants must provide reporting information in the following fields:**
  - Loyalty ID/Rewards<sup>2</sup> (Field 37), and
    1. MFG Deal Name THREE (Fields 29-30) if reporting via MFG Deal Name THREE, or
    2. Helix Innovations LFO UPC Code (Field 15) if reporting via UPC
  - Final Sales Price (Field 31) if reporting Loyalty Funds amount in Final Sales Price

**Below is a list of the fields included in the standard file format:**

Required Fields		Optional Fields
1. Management Account Number (Chain), Retail Control Number (Independents)	17. Unit of Measure	OPTIONAL FIELDS:
2. Week Ending Date	18. Quantity Sold	32. Store Telephone
3. Transaction Date	19. Consumer Units	33. Store Contact Name
4. Transaction Time	20. Multi-Unit Indicator	34. Store Contact E-mail
5. Transaction ID Code	21. Multi-Unit Required Quantity	35. Product Grouping Code
6. Store Number	22. Multi-Unit Discount Amount	36. Product Grouping Name
7. Store Name	23. Retailer-Funded Discount Name	37. Loyalty ID/Rewards Number*
8. Store Address	24. Retailer-Funded Discount Account	38. Truncated (6-digit) Adult Tobacco Consumer 21+ Mobile Phone Number
9. Store City	25. MFG Deal Name ONE	39. Age Validation Method
10. Store State	26. MFG Deal Discount Amount ONE	40. Leave Blank (reserved for future use)
11. Store Zip + 4 Code	27. MFG Deal Name TWO	41. Leave Blank (reserved for future use)
12. Category	28. MFG Deal Discount Amount TWO	42. Leave Blank (reserved for future use)
13. Manufacturer Name	29. MFG Deal Name THREE	43. Leave Blank (reserved for future use)
14. SKU Code	30. MFG Deal Discount Amount THREE	44. Leave Blank (reserved for future use)
15. UPC Code	31. Final Sales Price	45. Leave Blank (reserved for future use)
16. SKU/UPC Description		

\*Field 37 – Loyalty ID/Rewards Number is required to participate in the Helix Innovations Loyalty Fund Offer.

1. LFO is not available to Stores located in AK and HI.  
 2. A Retailer must provide one of the following: loyalty ID number, loyalty card ID number, unique consumer number or a unique consumer identifier

# LFO<sup>1</sup> - Guidelines Option #1



## Option 1 – Using MFG Deal THREE Field on the Same Transaction Line

- On the transaction line where the Loyalty Funds are applied:
  - Report the AGDC provided UPC in MFG Deal Name THREE (*Field 29*)
  - Report the discount amount as a positive value in MFG Deal Discount Amount THREE (*Field 30*)
  - Final Price (*Field 31*) should be the final sales price of the transaction line, including the Loyalty Funds discount
  
- Retailers are not permitted to use custom codes to report Loyalty Fund discounts in scan data files

3. Transaction Date	5. Transaction ID Cod	14. SKUCode	15. UPCCode	16. SKU/UPC Description	18. Quantity Sold	29. MFGDeal Name THREE	30. MFG Deal Discount Amount THREE	31. Final Price	37. Loyalty ID/Rewards Number
Option 1: Use Same Line Item									
1/5/2021	4444444444	SKU1234	855022005188	on! Mint 2mg	2	840095781008	\$1.00	\$7.98	123456AD

<b>2021 Helix Innovations unique UPC Code</b>
<b>840095781008</b>

<sup>1</sup> LFO is not available for Stores located in AK and HI.

# LFO<sup>1</sup> - Guidelines Option #2



## Option 2 – Using a Separate Transaction Line within the Same Transaction

- Qualifying Purchase and the Loyalty Funds must be part of the same Transaction ID Code (*Field 5*)
- Final Price (*Field 31*) on the Qualifying Purchases should not include any sales tax or Loyalty Funds
- On a separate transaction line, within the same Transaction ID Code (*Field 5*):
  - Report the AGDC provided SKU Code (*Field 14*), UPC Code (*Field 15*), and SKU/UPC Description (*Field 16*)
  - Report “0” in Quantity Sold (*Field 18*)
  - Report the discount amount as a single negative value in Final Price (*Field 31*)
- Retailers are not permitted to use custom codes to report Loyalty Fund discounts in scan data files

3. Transaction Date	5. Transaction ID Cod	14. SKUCode	15. UPCCode	16. SKU/UPC Description	18. Quantity Sold	29. MFGDeal Name THREE	30. MFG Deal Discount Amount THREE	31. Final Price	37. Loyalty ID/Rewards Number
Option 2: Use Separate Line Item									
1/5/2021	4444444444	SKU1234	855022005188	on! Mint 2mg	1			\$4.49	123456AD
1/5/2021	4444444444	SKU1235	855022005171	on! Wintergreen 2mg	1			\$4.49	123456AD
1/5/2021	4444444444	HILOYALTY	<b>840095781008</b>	Helix Loyalty Fund	0			(\$1.00)	123456AD

<b>2021 Helix Innovations unique UPC Code</b>
<b>840095781008</b>

<sup>1</sup> LFO is not available for Stores located in AK and HI.

# 2021 LFO<sup>1</sup>: on!<sup>®</sup> Everyday Multi-Can Offer Examples

*\$0.50 off per can when you buy 2 or more cans of on!<sup>®</sup> Nicotine Pouches (on!<sup>®</sup>)*

## **Example 1: Retailer is participating in LFO on!<sup>®</sup> Everyday Multi-Can Offer**

- ATC #1 purchases 2 cans of on!<sup>®</sup>
- The Loyalty Funds of \$0.50 is applied to the transaction because it includes 2 or more cans of on!<sup>®</sup>

ATC Purchaser	Item	Purchase Qty	Total Loyalty Funds Discount
1	on! Mint 2mg	2 Cans	\$1.00

## **Example 2: Retailer is participating in LFO on!<sup>®</sup> Everyday Multi-Can Offer**

- ATC #2 purchases 3 cans of on!<sup>®</sup>
- The Loyalty Funds of \$0.50 is applied to the transaction because it includes 2 or more cans of on!<sup>®</sup>

ATC Purchaser	Item	Purchase Qty	Total Loyalty Funds Discount
2	on! Mint 2mg	3 Cans	\$1.50

## **Example 3: Retailer is participating in LFO on!<sup>®</sup> Everyday Multi-Can Offer**

- ATC #3 purchases 1 sleeve of on!<sup>®</sup>
- The Loyalty Funds of \$0.50 is **not** applied to the transaction because on!<sup>®</sup> cans must be sold as individual units

ATC Purchaser	Item	Purchase Qty	Total Loyalty Funds Discount
3	on! Mint 2mg	1 sleeve	\$0.00

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