

Grant Dobson Case Competition

2022 Brief

Client

Canadian Tire Corporation Limited was founded 100 years ago by brothers J.W. and A.J. Billes. Today, it is one of the most widely recognized and respected companies operating in Canada. The Canadian Tire Corporation operates SportsChek, Mark's Work Warehouse and, of course, the iconic Canadian Tire stores, the cornerstone of a banner of retail brands. Canadian Tire has over 500 retail locations, found in communities across Canada, and they provide home, garden, automotive and sporting goods to consumers. Canadian Tire has long been an innovator in the Canadian retail scene. Canadian Tire Money served as the first widespread consumer loyalty program to operate in the country. Canadian Tire has increased their digital engagement with consumers via the Triangle Rewards program and has recently sought to use emerging technologies to better connect their digital and retail customer experience. Canadian Tire has continued to emphasize Canadian community, culture, and climate in its advertising initiatives. This beloved Canadian corporation continues to thrive amidst the expansion of American big box brands in Canada, like Home Depot and Walmart [1, 2].

Task

Canadian Tire is soliciting a striking creative concept for a campaign that will emphasize kindness and community connections amongst Gen Z consumers in Canada. Your campaign concept should drive engagement on popular social media platforms and foster Gen Z's brand awareness of Canadian Tire as a destination for home, garden, automotive or sporting goods. The client requires you to develop a central creative campaign concept plus at least three tactics or phases to implement the concept over the 2023 calendar year. The client is most interested in marketing ideas that would inspire and compel Gen Z consumers to become loyal, lifetime customers of the brand and the client hopes that the concept has a seasonal aspect to it.

Context:

To inform your campaign pitch, please be aware that in 2015, Canadian Tire ran a campaign called #ShovelItForward. The idea behind the campaign was to encourage people to help their neighbours after a snowfall and to share their experience through social media. To kickoff this campaign, hashtagged shovels were distributed in seven Canadian communities, a website was created, and the campaign resulted in approximately 1.8 million impressions and over 400,000 views of the #ShovelItForward video on social media [3]. Canadian Tire is looking for a bold creative idea that will replicate the levels of engagement of #ShovelItForward, but in a way that

will seize a seasonal moment to engage the Gen Z demographic of customers and to solidify their loyalty as lifetime customers.

Deliverables:

Your written response to this brief should include an overview, your analysis, your recommended approach, a spending allocation, implementation considerations, and a conclusion.

1. A strategic and engaging campaign name;
2. An overview statement to convey the big idea, or creative concept, which is the foundation of your pitch;
3. A researched profile of the Gen Z consumer demographic, which could include generational values, characteristics, and social media usage statistics. This profile should provide a rationale for who will be converted into Canadian Tire customers;
4. A timeline and rationale for the three major marketing activities (minimum) that you propose to the client to take place over 2023;
5. The slice of a 100% promotional spend pie that you plan to allocate to each medium/platform or activity;
6. Why you've chosen this promotional configuration;
7. The role you assign to each element to achieve the client's objectives.

Note: the Dobson Case competition has no affiliation with Canadian Tire Corporation Limited or Canadian Tire stores, and the marketing scenario was created for the learning purpose of the extracurricular marketing competition for students at Brock University

[1] Novosedlik, W. (2022, April 6). Canada's Store Turns 100. Retrieved online:
<https://strategyonline.ca/2022/04/06/canadas-store-turns-100/>

[2] Lombardo, C. (2022, May 25). Canadian Tire Partners with AI research lab on omnichannel experiences. Retrieved online:
<https://strategyonline.ca/2022/05/25/canadian-tire-partners-with-ai-research-lab/>

[3] Singh, H. (2015, February 11). Why Canadian Tire wants to let it snow. Retrieved from:
<https://strategyonline.ca/2015/02/11/why-canadian-tire-wants-to-let-it-snow/>