



ECOWICK
STUDIOS

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INNOVATE & SUSTAIN

*"Lighting the
way with
innovation"*



BACKGROUND

EcoWick Studio, a pioneer in eco-friendly candle making and refilling services, faces a unique challenge. Located on Toronto's Eglinton Avenue, the ongoing subway construction has severely impacted foot traffic, urging the need for strategic adaptation.

CHALLENGE

With in-store visits plummeting due to construction, EcoWick must innovate to sustain and grow its business. The focus is on leveraging its unique candle refilling service and expanding online sales.

DATA INSIGHTS

- **Foot Traffic:** A drastic drop from 800-1,400 monthly visitors (before construction) to 200-600 (during construction).
- **Online Sales Growth:** An ascending growth rate from 5% (2019) to 30% (2022), indicating a successful pivot to digital.
- **Customer Demographics:** High interest in eco-friendly products among the 18-54 age group; substantial likelihood to use the refilling service among 25-54.
- **Refilling Service Popularity:** 50-98 refills per month, showcasing the service's appeal and potential for growth.

STRATEGIES

- How can EcoWick further integrate technology to personalize customer experiences?
- What innovative marketing strategies can be employed to highlight the unique value proposition of the refilling service?

EXPECTATIONS

A strategic plan that not only counters the adverse effects of construction but also positions EcoWick as a leader in sustainable retail, enhancing its digital footprint and reinforcing its unique in-store experience.

What can be done...
YOUR TASK



- **Market Analysis:** Utilize the data to identify key customer segments and tailor marketing strategies.
- **Online Expansion:** Propose initiatives to boost online visibility and sales, drawing on the increasing trend.
- **Service Innovation:** Enhance the candle refilling service to attract more customers, considering its popularity and sustainability appeal.



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