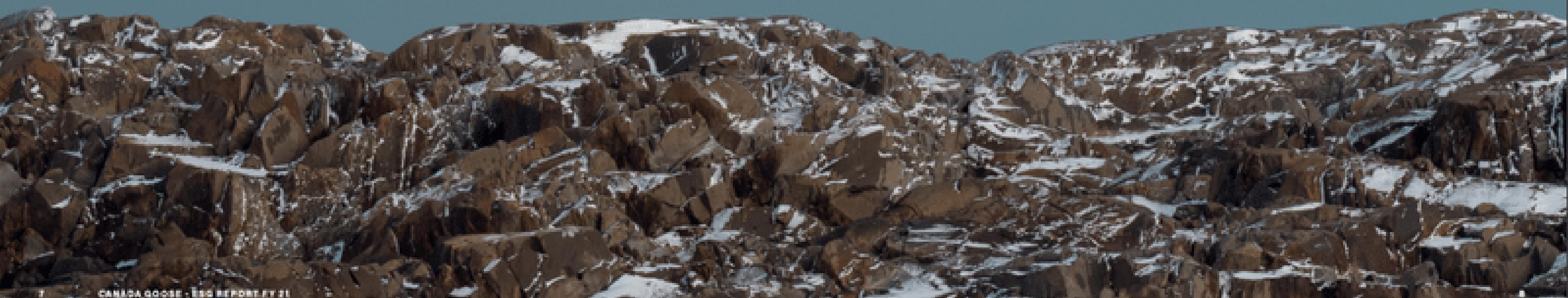


CANADA GOOSE



Soar into Sustainability with Canada Goose



Meet the Team



Klevis Doga



Jeremy Streich



David Schreiber



Audrey Emeribe



Ming Hsu

Web Dev

Data Science



Joey Yao



Alison Peng

UX Design



Hallie Larkowski

Digital Marketing



CANADA GOOSE®

Campaign Objective:

Create an online shopping experience that focuses on building customer loyalty as we move to build brand awareness surrounding our sustainable apparel and "Beyond the Parka"

Campaign Goal:

Increase online sales by 10% during a six month long campaign.



Soar into Sustainability with Canada Goose





Samantha

"The Travel Enthusiast"



Age: 28

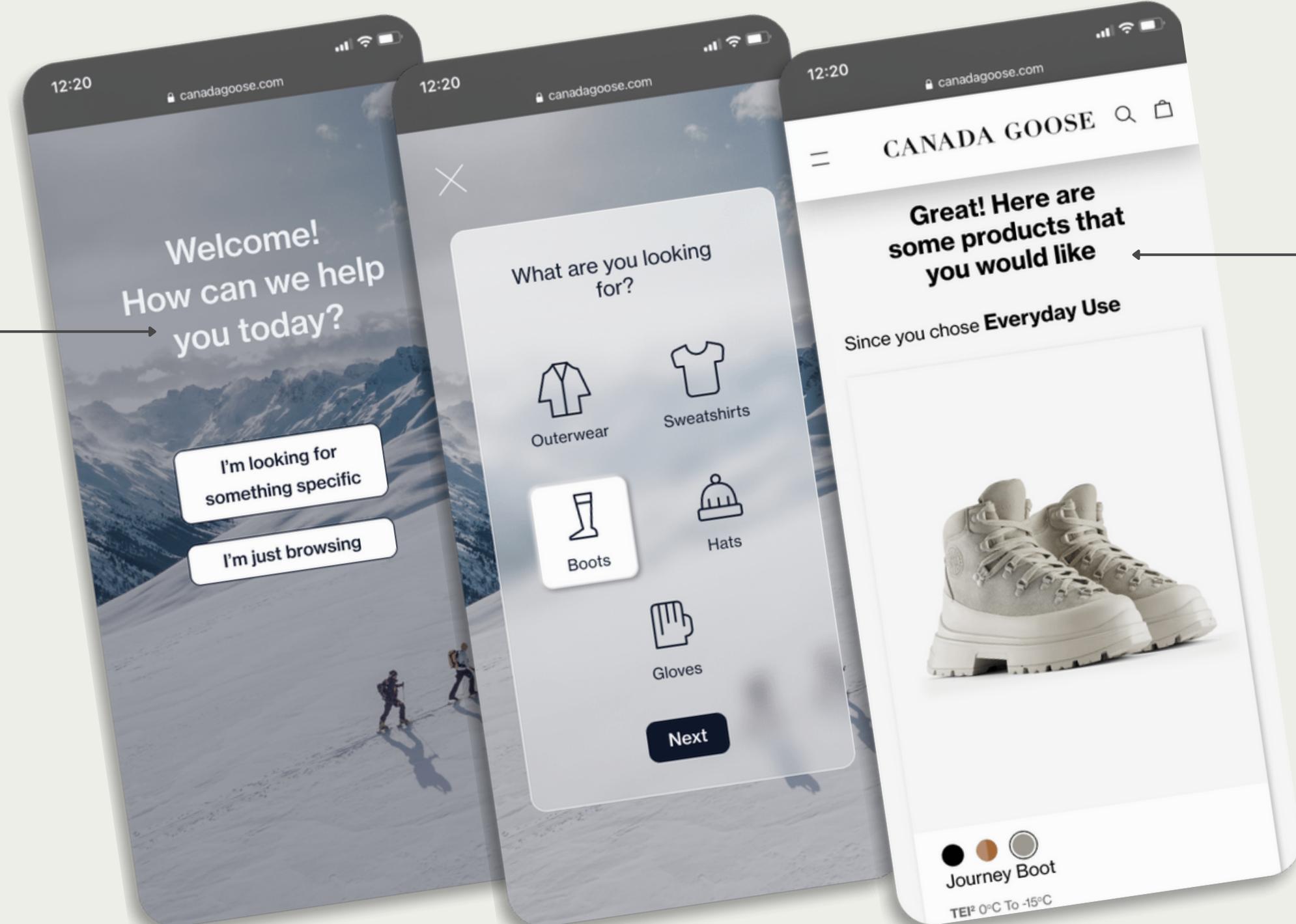
Location: Vancouver

Hobbies: Traveling, Photography, Hiking, Kayaking, Yoga, Walking her dog

Pain Points: Clothes that last, fast fashion, feeling overworked

Tailored Shopping experience the moment they enter the website

The landing page brings a feeling of entering a store and someone greeting you



Personalized recommendations for those shopping for something specific

Consumer Research

61 %

of consumers will pay at least 5% more if they know they'll get a good **customer experience**.

Source: Emplifi

78 %

of US shoppers believing that online retailers need to invest in new technology to create more **personalized services**.

Source: Klarma

32 %

increase of **shoppable AR** during the pandemic.

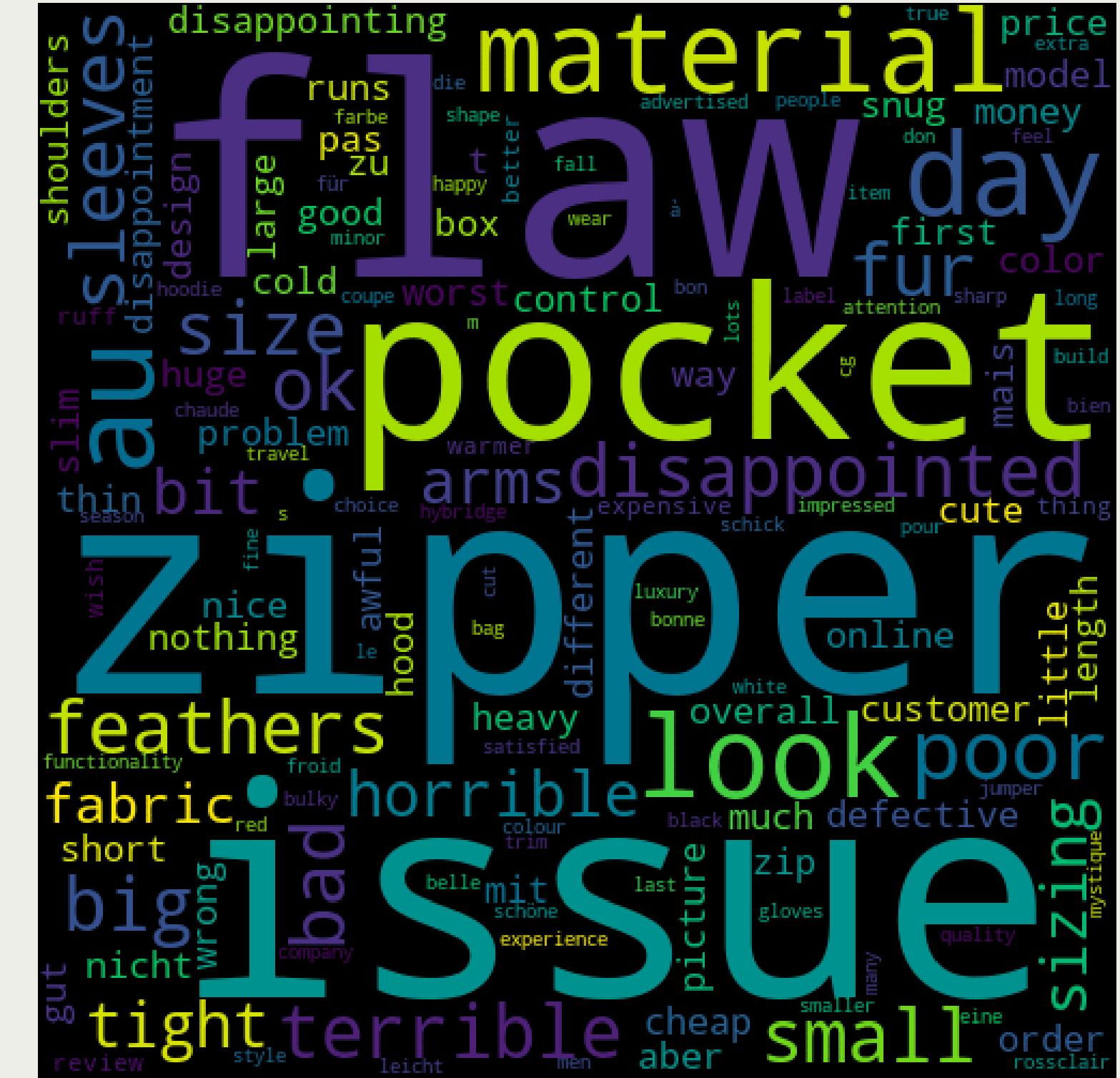
Source: Snapchat

Previous Customer Experience (using NLP)

 Positive Reviews



Negative Reviews



What else matters to our customers?

The chance to try on items and see how it looks

"For items of that price point, I would go in store. I would want to try things on IRL before you make a decision.
Sometimes I go in store to try it on, then I go online to purchase it."
- Laryssa

Behaviour



"For luxury items, I prefer in store to be able to try stuff on, feel the items and for the experience of packaging and getting the product immediately."
- Jessy

Behaviour



"Biggest pain point for shopping online is not being able to try items on"
- Laryssa

Pain Point



Getting assistance when needed during shopping experience

"I like having someone there to help find what I need & get help on sizing.

Sizing is super important for something to look good on you"

- Laryssa

Motivation



"When shopping for high end item in that type of store I appreciate the knowledge of the staff explaining what makes this piece different from others on the market.

I also want to be able to look around on my own first and ask for help when needed."

- Jasmine

Motivation

"Everyone has been in a store looking at an item and can instantly tell when the sales person has switched from assisting you to again upselling you."

- Jasmine

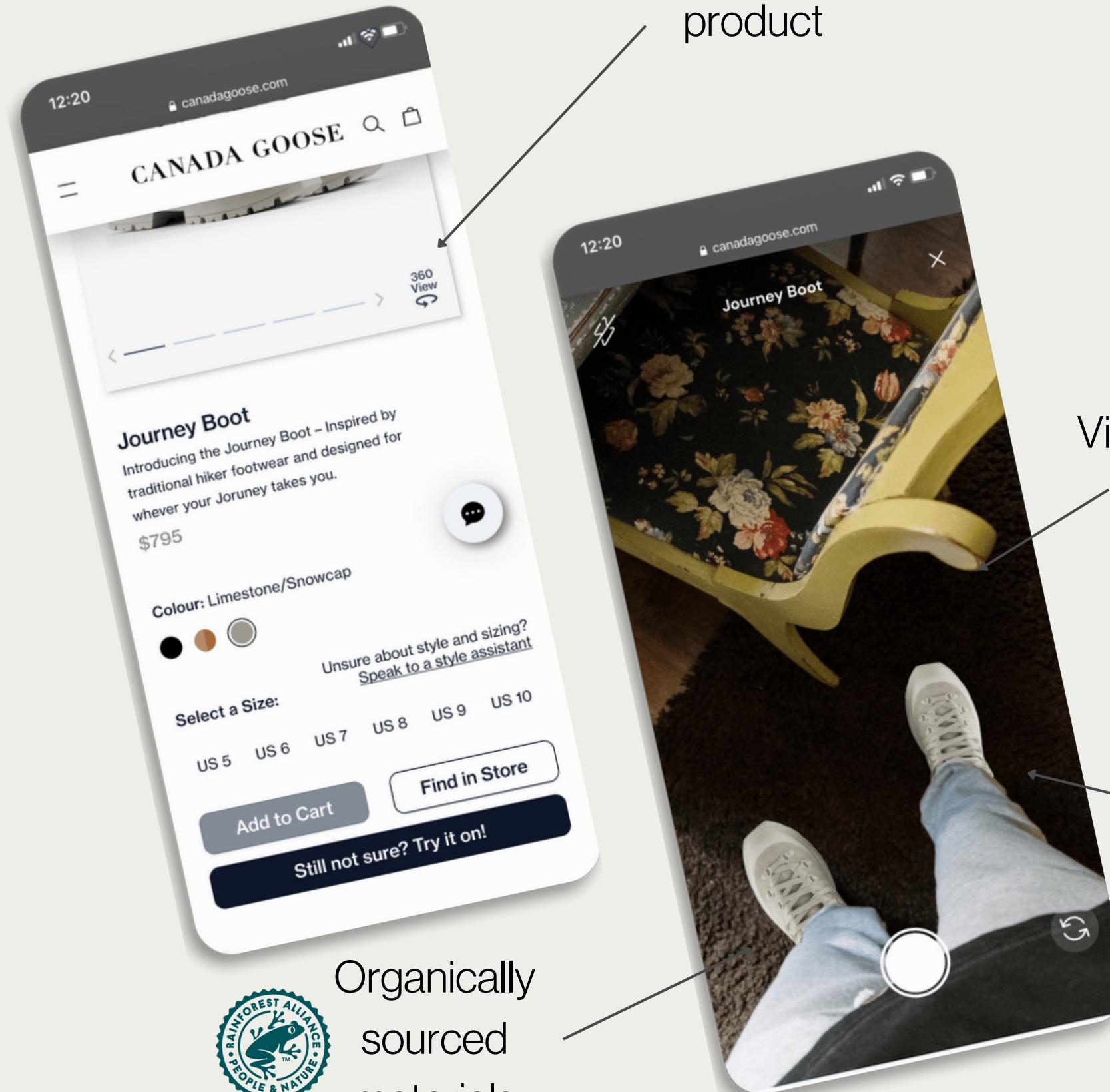
Pain Point



Virtual try-on using Augmented Reality

By 2027, 3D, AR/VR and mixed reality technologies will be embedded into interactions in the metaverse and are set to form an integral part of the customer experience

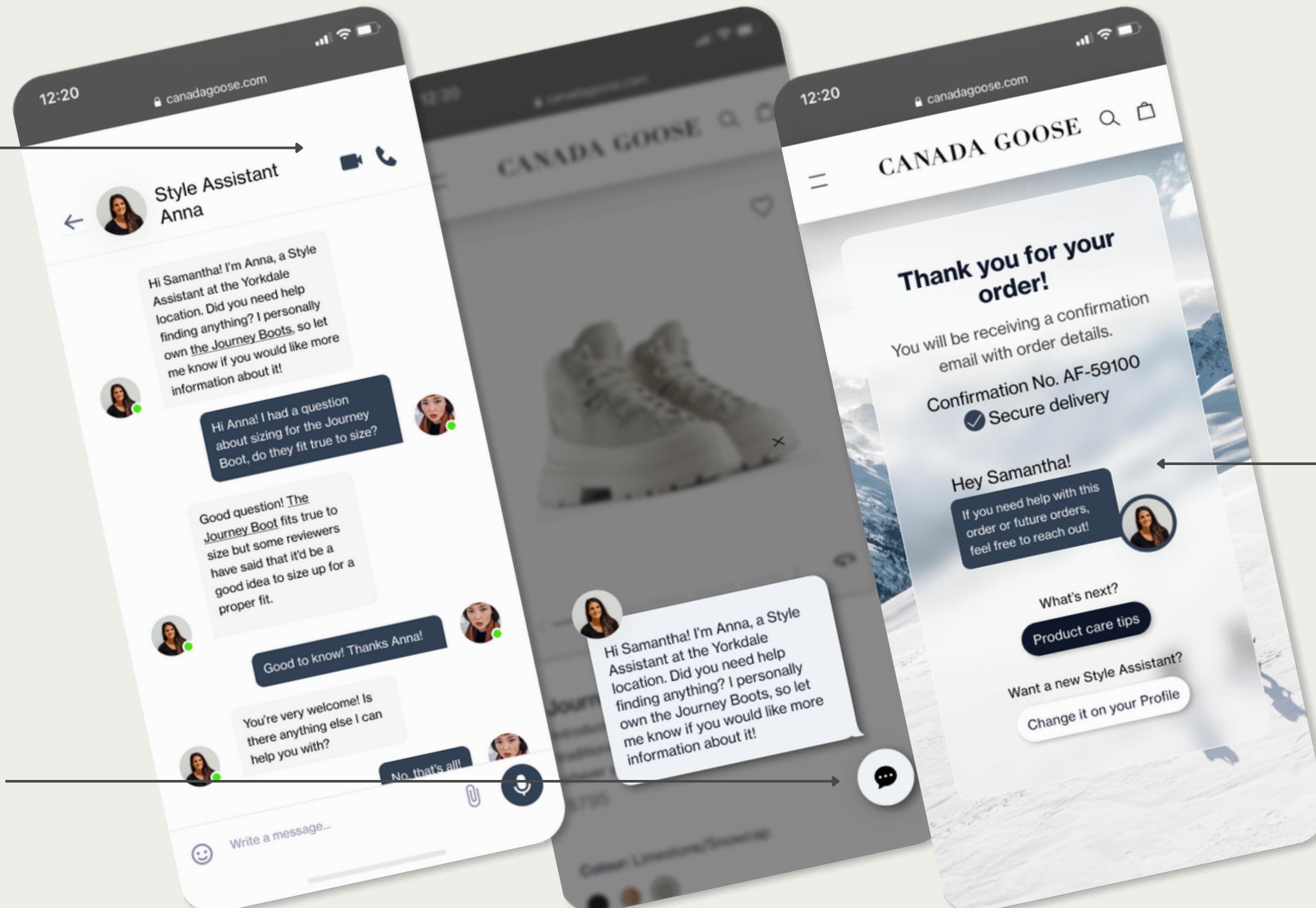
[Jonathan Kutner](#), [Miriam Burt](#), [Kelsie Marian](#), [Max Hammond](#), [Robert Hetu](#), [Sandeep Unni](#), [Hanna Karki](#)



Assigned Style Assistant to each shopper

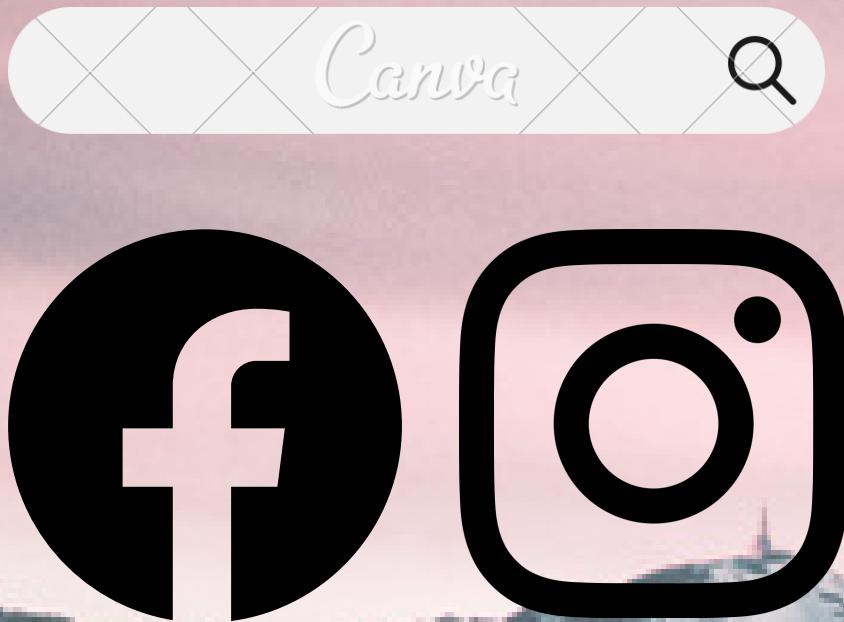
Chat/video/call options for the customer to connect with a Style Assistant

Replicating dialogue you would have with someone in-store



Increase brand loyalty and build better relationships with customers

Paid Search & Social



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Ad https://www.canadagoose.com/shop/women/apparel/

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Our latest footwear trends have arrived. Check it out!

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Luxurious women's accessories designed to compliment any outfit

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About Us
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