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C La CANADIENNE

MAGAZINE

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ENVIRONMENT AND CONSUMPTION

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LILI DESROCHERS

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COMMUNICATION TOOLS

INTERNAL FACTORES

THE CREATION OF MONTREALS BELOVED WINTER BOOTS

No one knows more about winter boots than a Montrealer shoe brand. Take a look at La Canadienne's story and their values.



La Canadienne in NUMBERS:

COMPANY SIZE:

15 employees at the headoffice

25 employees in two stores

150 at the factory located in the Namur neighborhood.

1,000 pairs of boots and shoes made a day.

MAIN COMPETITOR:

STUART WEITZMAN

Nowadays, La Canadienne is also recognized for its fashion forward thinking, ethical practices, and ability to make remarkable footwear.

Consumers can buy their products in more than 300 department stores across North America, such as:

NORDSTROM



amazon.

HOLT RENFREW

Jean-Paul Fortin
EST. 1964

amazon

La Canadienne, a forty-eight years old Montreal brand, offers high-end winter boots. Their specialties are footwear such as waterproof boots and shoes. They also sell coats, and accessories such as hats, gloves, belts, scarves and others. The brand is known for its comfortable products and their unbeatable protection against the cold, wet Canadian climate.

The brand values eco-friendly materials and fair labor practices at their factory. For example, they use environmentally friendly dyes and protective agents for the production, as well as recycled materials for shoe boxes. In fact, they are proud to use the highest quality Italian hides available that are by-products of the food industry. This allows them to utilize materials that would otherwise have been discarded. The brand is also committed to meeting all environmental regulations in their product and factory as well.

According to their website, they claim that their "employees are treated equally according to the high standards of North American labor laws. They also have an environmentally safe workplace that is dedicated to using non toxic materials as well as providing the most up to date manufacturing techniques".

Regarding its history, La Canadienne originally started with a shoe factory, founded in 1961 by Penny Shuster's father. It was a subcontractor for the manufacture of boots. For the past 10 years, Mrs. Shuster and her husband Gianni Lamanuzzi, a Italian man she met during a shoe design course in Italy, have been building their own brand, La Canadienne.

WHO BUY LA CANADIENNE



Informal interviews with employees allowed the group to determine La Canadienne's demographics as:

AGE: Late 30 to 60 years old

Target market: 40 to 50 y/o

GENDER: Female

MARITAL STATUS: Married or divorced.

INCOME: Over \$60,000.00 CAD available annually

EDUCATION: Higher education as undergraduate,

graduate and master's.

OCCUPATION: Lawyers, politicians, teachers, hired employees, government employees and others.

SOCIAL CLASS: Middle and upper class

In order to complete the consumer personality, the group also studied the psychographics analysis to better understand their lifestyle. This part was divided in three different models: AIO, VALS and PRIZM.

The AIO profile is comprised by:

ACTIVITIES:

La Canadienne consumer are stable at their work environment. Some of them, are close to their retirement. Their hobbies vary from spending time with their families and going shopping in their neighbourhood. They love local stores and they feel good by supporting local business. They travel at least once a year to a warm location and to the U.S.

INTERESTS:

The majority are interested in their family and having an active social life with their neighbors and community. In addition, they like shopping for fashion, home decor and others in order to have a comfortable lifestyle and always be well dressed.

HOW IS THEIR LIFESTYLE?

“They are BELIEVERS because they are conservative, conventional people with concrete beliefs based on traditional, established codes: family, religion, community, and the nation.”

OPINION:

La Canadienne's consumers are vaguely aware about what is happening around the world. However, they know about politicians and economy. Most of them are against Trump and are always aware about what is happening in Canada's economy. In fact, they are environmentally conscious, in other words, they take care of their environment by recycling, reducing waste and buying ethical brands. They are proud of their French culture and they uphold it.

The VALS analysis was used to identify the psychological traits, motivations and resources. According to an informal observational research, the group defines that La Canadienne's consumers belong to the BELIEVERS category. They are believers because they are “conservative, conventional people with concrete beliefs based on traditional, established codes: family, religion, community, and the nation.”

They choose to buy La Canadienne because they trust the brand, specially, in their product's quality. In fact, they value the brand because is from Montreal. La Canadienne consumer are believers because they “are predictable; they choose familiar products and established brands.

They favor U.S. products and are generally loyal customers.” To justify this term, most of the brand's client already bought La Canadienne before and they chose the brand as their top of mind, regarding to winter boots.

The PRIZM5 consumer segmentation was used to understand what the consumer are buying, using and doing. La Canadienne consumers live in the surroundings of the store. Consequently, they are inhabitants of Outremont and Plateau neighbourhood. The group randomly selected a few zip codes from those area to study the PRIZM5 segments.

The final result are presented by three major segments, as seen on the images on the right.

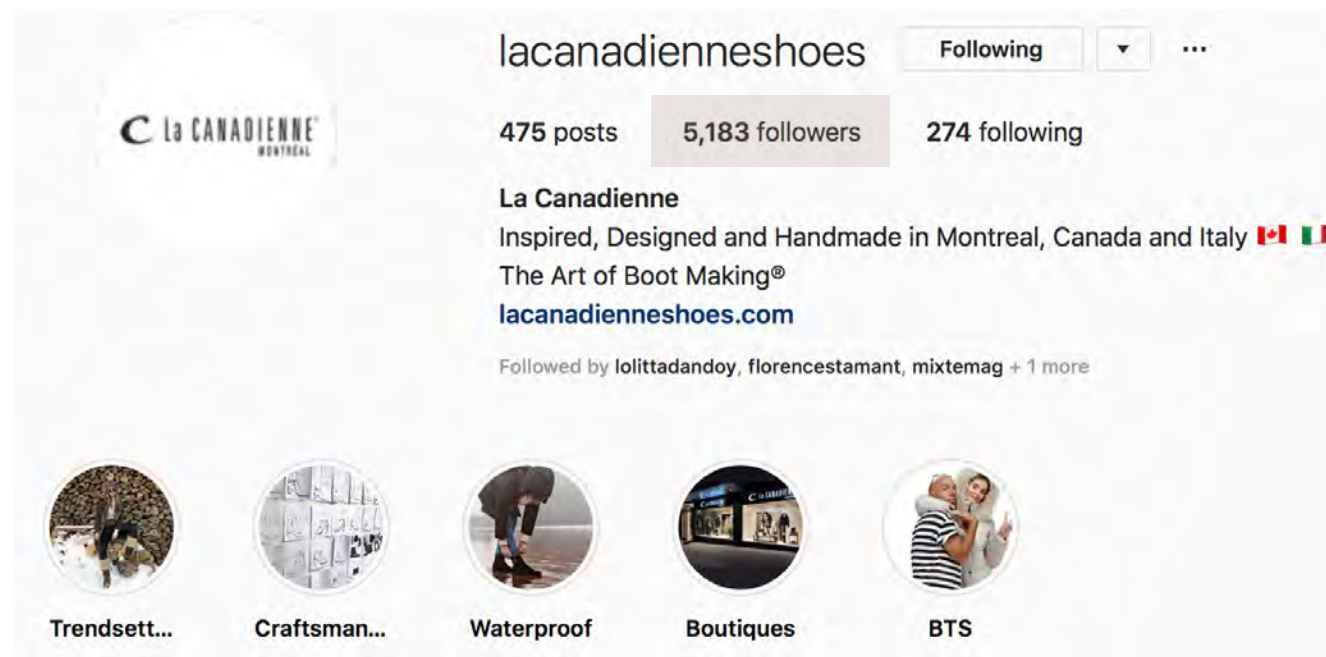
In summary, those three profiles are comprised by house tenure owners, people with university degree, white collar and service sector jobs as their occupation. Their average household income is higher than \$168,820 annually. For instance, some attitudes are:

- “I am prepared to pay more for products that are a bit different from others”
- “Newspaper and magazine articles on travel influence my holiday choices”
- “I am prepared to pay more for an environmentally friendly product”
- “It's important to have a home well equipped as that of other people I know”.



COMMUNICATION TOOLS

INSTAGRAM



“La Canadienne is relatively new to social media, their first photo was posted on March 9th 2016”

By analysing their different posts on Instagram and the comment section, it appears that the company is not interacting with their consumers. Many people are commenting on their images searching for feedback, yet La Canadienne does not answer or like any of their comments. They also do not post about sales on their account but they do occasionally post **giveaways** and partnerships (seen on the image on the right). However, the company uses many hashtags on social media, which helps their posts and brand gain attention and followers. They also add appealing captions with emojis that attract the eye of the consumer. Moreover, La Canadienne constantly publishes pictures of models and influencers, such as Grece Ghanem and **An Dyer**, wearing their new products that are currently available in-stores and online.

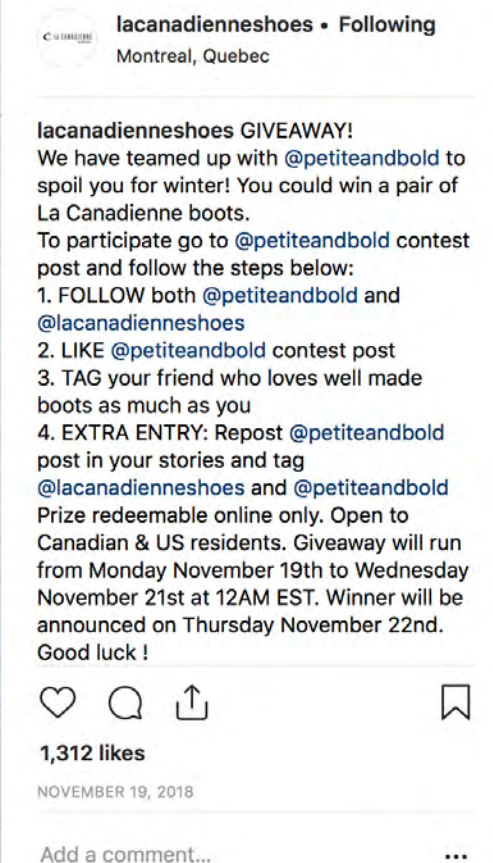
La Canadienne’s Instagram page follows a particular aesthetic, which represents their brand’s personality. They opted for dark, neutral and warm colours with either a beige, brown, black, white or grey background. Occasionally, they add a pop of red to their pictures. The ambiance of their account represents the aspired lifestyle of their target market. As for advertisements, they use sponsored posts on Instagram. These are used to draw attention to their most popular photo or product from their website by promoting them to a specific population.

Apart from Instagram, La Canadienne is also active on Facebook. The posts on both platforms are redundant since they post the same pictures and captions during the same time and day. The only difference is that they remove most of their hashtags on their Facebook posts and instead add a link redirecting them to their website for the items shown in the pictures.

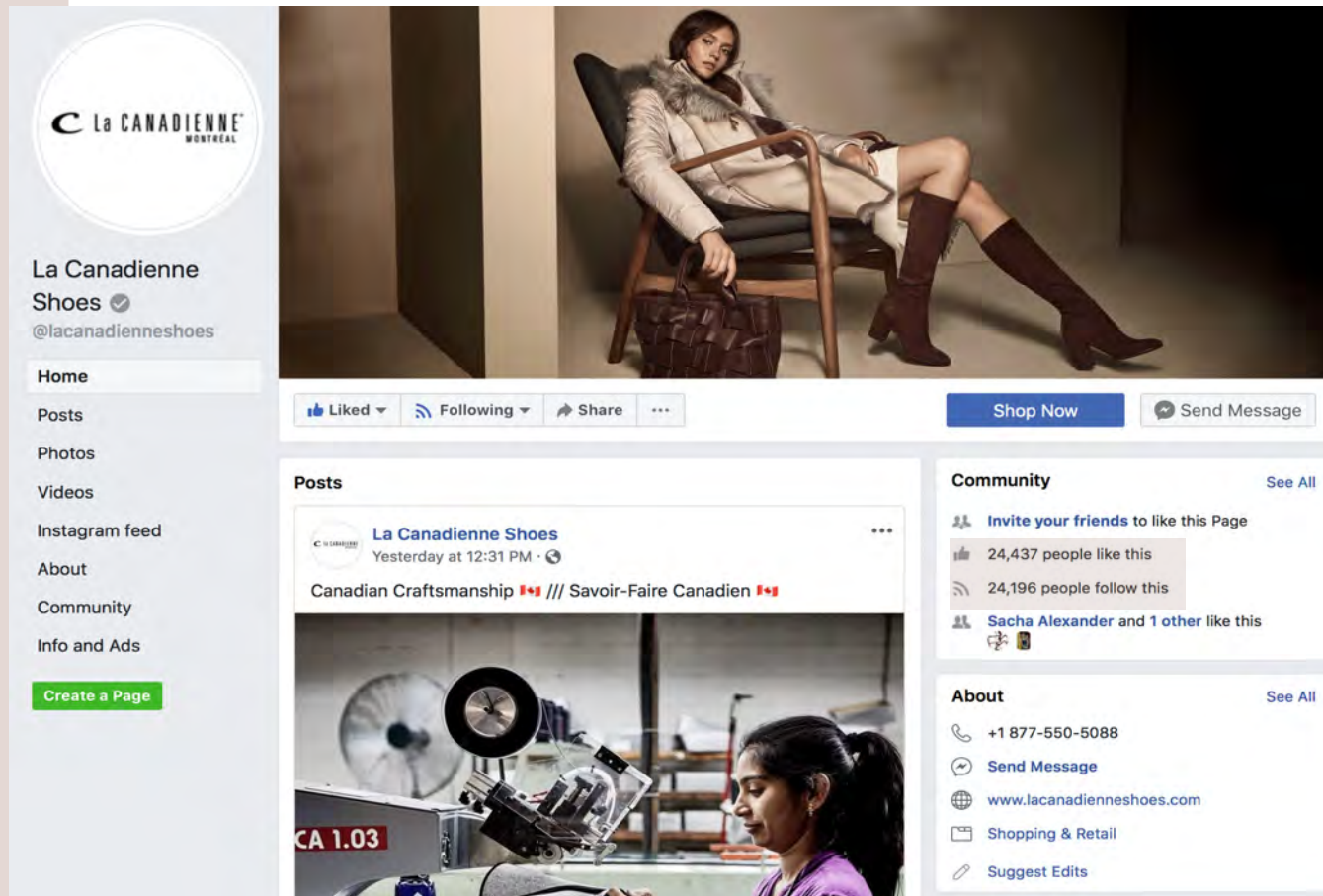
INFLUENCER POST BY ANDYER



GIVEAWAY POST



FACEBOOK



Similarly to Instagram, the company posts one photo every 2-3 days. They post advertisements including influencers wearing their products, as well as behind-the-scenes photos from photo shoots. The colours in the advertisement photos are earth tones such as beige, brown, black, and grey that associate with warmth and comfort. This helps grab the attention of consumers through psychology of colour in preparation for the cold winter.

The brand promotes their ethical work environment on their Facebook by posting photos and videos from their factory. The company partnered with an influencer to create a giveaway contest, which brings La Canadienne and the influencer more engagement, since it requires consumers to follow both pages in order to enter. The engagement of likes, comments, and shares are low compared to the number of followers they have on their account. There isn't much interaction between the consumers and the brand. However,

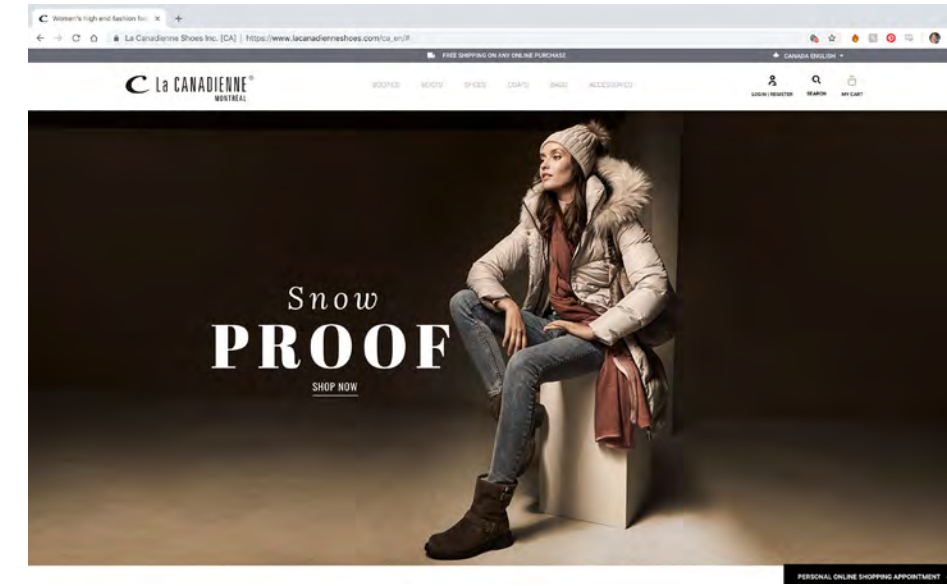
the brand replies to relevant comments such as questions and concerns although, there aren't many. Consumers have the option to shop through Facebook, where they are directed to the online store for check-out. The only two hashtags that are used are: #lacanadienneshoes and #theartofbootmaking.

Although, La Canadienne does not have a strong influence and minimal engagement on this social platform, their Facebook page follows a theme that represents the brand's image. Also, the company makes sure to interact with some of their consumers' concerns on Facebook in order to reinforce their customer loyalty. Improving their social media strategies and branding would help the company expand their brand and strengthen their influence.

“...their Facebook page follows a theme that represents the brand's image.”

THEIR ONLINE APPEARANCE

THE WEBSITE



VISUAL ELEMENTS:

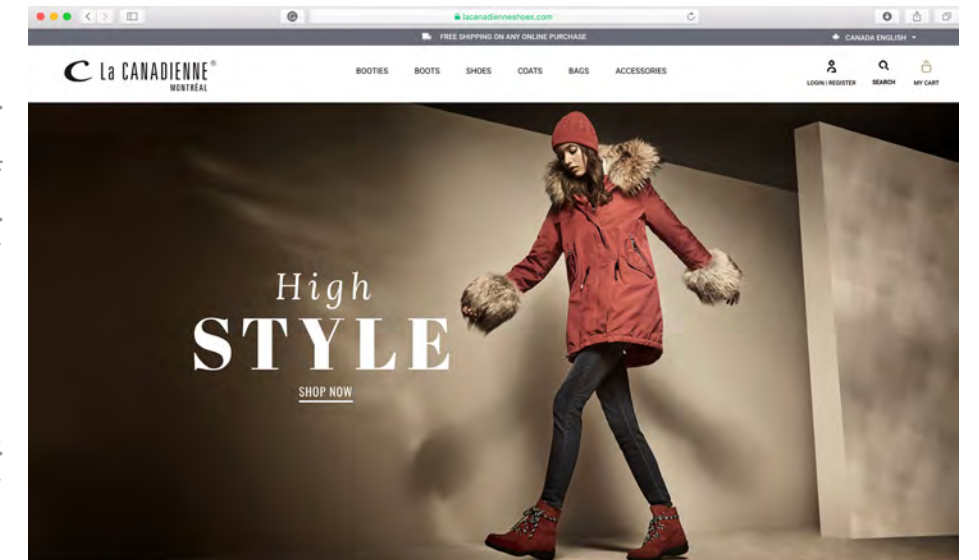
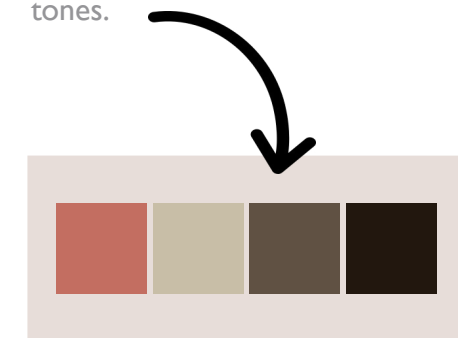
Minimal text. Large serif font is very classic and easy to read. White and brown contrast jumps out. They use an occasional pop of burgundy, but nothing too bright. They keep the aesthetic very classy and simple.

FRONT PAGE:

Large simple image of a woman dressed in La Canadienne winter. Woman dressed up in her winter gear. Featuring La Canadienne boots, hats, and accessories.

AMBIANCE:

Ambiance is warm and comfortable, Their colour palette is comprised of warm, brown, neutral tones.



INTERACTION:

“PERSONAL ONLINE SHOPPING APPOINTMENT” There is a section of the website that allows customers to book a personal online shopping appointment. This is perfect for their older consumers who may not be comfortable navigating the website alone. Customer will send them a message through the website and will receive a response within 24-48 hours.

NAVIGATION: Easy to navigate through the categories in the menu bar (Booties, Boots, Shoes, Coats, Bags, and Accessories). It's easy to see the login and sign up button. At the bottom of the page there are links to their Facebook and Instagram pages.

There are no contests directly on the brand's website, however they do use other platforms to host giveaways. There is no comment, forum or review section where the brand can communicate one on one with their customers. The website is mainly used for the online shopping experience.

ONLINE SHOPPING PROCESS

The online shopping process for the La Canadienne website is simple, convenient and user-friendly. The items sold on the page are separated into tabs which include specific categories. For instance, under the 'Booties' tab you can choose the heel height and style, which help customers browse the different styles of booties easily. You can filter the results by color, waterproof, location it was made in and material. These further simplify the shopping experience by targeting exactly the type of product consumers are looking for. After having chosen an item, a simple yet vivid description of the product is offered, as well as the characteristics and multiple product images. Consumers are able to view the products in high resolution, from multiple angles and have the option to zoom on the images. After the item is added to the cart, the check-out process is simple and only takes a few minutes to complete. The search bar placement is easy to find, as well as the "About Us" and FAQ buttons, which facilitate the shopping process and elevates the shopping experience.

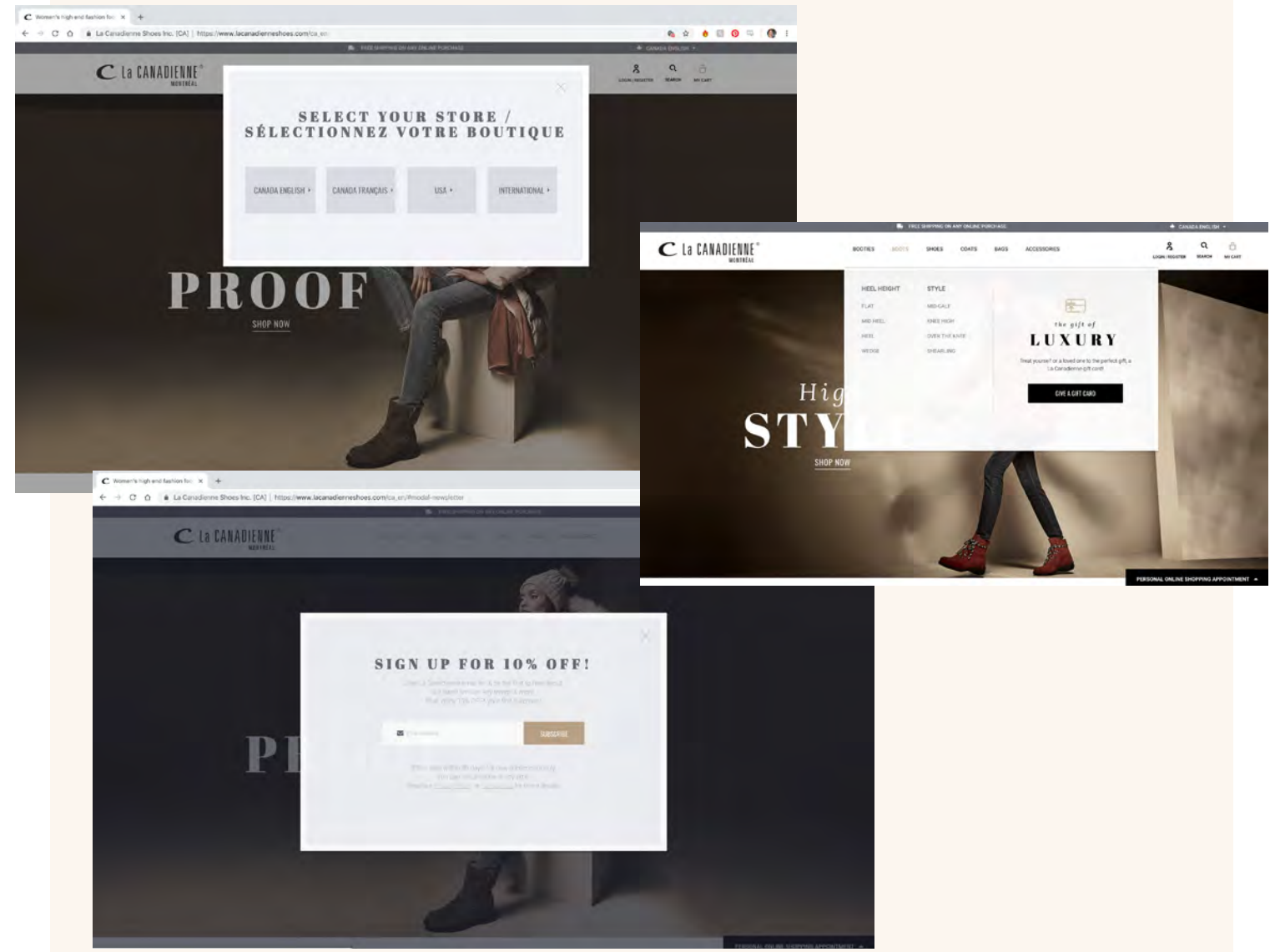
SPECIAL FEATURES

- Free shipping for expedited parcel | 1-7 business days
- Fee for priority | Express delivery | 1-2 business day
- Additional costs apply based on your delivery location
- Free return fee | Fast guest-checkout option
- Option to apply a promo code
- Tracking number is sent by email to track the status of your order

However, although they have worldwide shipping, at the checkout page you do not see that option. In order to ship it elsewhere, the consumer would need to change the language of the website to international and only then would it work. This extra step is not intuitive for the customer, therefore it makes the checking out process less enjoyable.

PAYMENT OPTIONS

VISA



Return policies are found under the customer service category at the bottom of the website. It is very simple to understand since there are visual aids to help customers with the process.

The website allows refunds of unworn or defective items within 21 days of receiving your purchase. There's NO EXCHANGE. They refund the money and then, the client must buy it again.

The first noticeable visual element relevant to the online shopping is the pop-up that appears on the screen saying that if you sign up to their email list, you will receive 10% off your first purchase.

This entices the users to purchase items from the website because of the promotion currently happening. There is also a personal online shopping appointment pop-up at the bottom right corner of the page.

Through email services, users will be able to ask for shopping requests and get an answer within 1-2 days. Another important visual element is the placement of the shopping cart logo. In this case, it is placed at the top right corner of the page, which makes it very visible to users. Lastly, a gift card option is promoted on every tab. It is very relevant to the online shopping since people might be tempted to add a gift card to their existing purchase.



M33



E-magazine | Lire les articles

AD CAMPAIGN

La Canadienne's most recent ad campaign was for the luxurious MIXTE MAGAZINE Winter 2018, edition 33. This magazine is published four times a year and it is the third time that La Canadienne advertises on it. Not only in the physical channel but also in the E-version, the brand's ads were differently presented in seven pages.

The main ad is placed at the beginning of the magazine, page 39. This can be seen in the left image. It is a full page spread with the La Canadienne model wearing their products. The visual elements of this ad are the model wearing their hat, coat, bag and boots, the brand's logo, name and location at the bottom right. It also includes the address of their two stores, the customer service telephone number and their website URL. Besides, the colour palette is beige, brown and gray and the font colour is white in order to highlight the information.

This ad is a full page because it has the intention of grabbing the reader's attention through its size, colours, position and contrast. For example, the markets decided to use the "FIGURE-GROUND" technique in order to emphasize the models and the brand's product in contrast with the simple background. This effect was obtained because the background is plain and without any extra information or distraction.

Additionally, La Canadienne six remaining ads at the magazine will be summarize in three.

Firstly, a shearling pair of gloves and a down winter coat appeared at pages 38 and 58 with a detailed description and their price (appendix 1 and 2). Secondly, one La Canadienne bag and pair of gloves appeared at the cover of the accessories article called "Dinner is served" at page 134. At the same article, but at page 138, La Canadienne boots and bag were presented with their respective names and prices (appendix 3 and 4). Thirdly, the appendix 5 and 6 illustrate the brand's presence at the fashion editorial, "Pool Party" at pages 156 and 162. In both pages, the model is wearing the brand's boots, their main product.

Finally, the brand ad does not contain any of their social media. The group believes that the ad does not direct to others communication platforms because La Canadienne's target market is over 40 years old. In other words, their customer prefer to leaf through the magazine instead of opening their social medias. Even though the brand's communication strategy is coherent, the group believes that the brand is missing an opportunity to use their instagram and facebook logo in their ads in order to boost their followers and attracted a younger target market.

1. Mixte Magazine cover, edition 33
2. Visual elements: model wearing their hat, coat, bag and boots
3. Colour palette: white, beige, brown and gray
4. The copy: logo, address, telephone number and website

1400 Rue Sherbrooke Ouest, Centre-Ville, Montréal
273 Avenue Laurier Ouest, Outremont, Montréal
1-877-550-5088

LACANADIENNESHOES.com

INTERNAL FACTORS

MOTIVATIONAL CONFLICTS & COMMUNICATION TOOLS



There are two conflicts. The first situation would be **APPROACH/AVOIDANCE** because it's a high-end brand and the products are expensive. Even though they have a great quality, the consumer may hesitate in buying the product. However, splurging on items that offer additional value makes the product gain a degree of excellence that entices the consumer to purchase. In this case, La Canadienne offers a six-month warranty on the waterproof factor of the shoes. They also offer store credit that doesn't expire if the customer isn't satisfied with their purchase.

The other situation that the consumer may face is **APPROACH/APPROACH**, because the retailer offers a vast variety of boots. In this case, the consumer may like two desirable models and may choose one of those based on special features, such as: sole types, the different fabrics, and the warmest options. To solve the situation, the brand offers training to its employees in order to help its consumers during their purchase.

Regarding the **RETAIL EXPERIENCE**, the consumer is constantly involved in the retailer's environment. The small boutique counts three to five employees per day who greet the customers on their way in. Employees at La Canadienne also provide outstanding customer service to ease the consumers' shopping process. Additionally, the store has a small bar that offers free coffee, cappuccino, water, and tea to the clients in order to improve the in-store experience for its consumers.

As for the online environment, which was mentioned on page 10, it involves the consumers by having pop-ups that ask them to enter their email in order to receive a discount on their next purchase. They also have a tab that allows people to make an online appointment for personal shopping by submitting their shopping requests.

PERSONALITY

WHO IS LA CANADIENNE?

The physical facet of La Canadienne is simple, neat, and neutral. The relationship between the consumer and the brand is mostly a trendy necessity because the trendy items sold are for winter. The styles are modern and chic, best fit for business women, women who prefer exclusivity, most-likely Francophone, middle-aged+, and live in the city with a high disposable income.

La Canadienne's consumers value local products especially high quality brands. The brand is environmentally-friendly with their production and packaging, which is preferred by the consumers. The personality of the consumers is cognitive and affective, because when making purchase decisions for winter-wear particularly, shoppers like to be informed about the features and qualities of the product. Affective, because the consumer will not buy it if the item does not appeal to them.



BRAND IDENTITY PRISM

BY KAPFERER

Formal/casual
practical and
comfortable

Social
distinctiveness,
quality

Middle-aged
woman,
independent,
wealthy



Confident, affective,
young-spirited, cognitive

Francophone
elites, luxury,
environment-
friendly, local

I am fashion
conscious
I am up-to-date

PERCEPTION

ATTENTION GRABBERS

The communication tools grabs the consumer's attention in two manners.

Regarding the **STRUCTURAL FACTORS**, the colours in the **photoshoot** are earth tones which helps the consumers feel warm. The same colours are used in the brick and mortar store. Besides, the in-store environment touches on the five senses. For example, they serve Italian coffee, the boutique is furnished with warm colours, wood furnitures and rugs which bring in a sense of coziness and home.

On the other hand, the **MOTIVATIONAL FACTORS** that influences the consumer are:

NEEDS: Due to Canada's weather, the clients need winter boots that will keep them warm, have a great quality and it will last several winters.

PREFERENCES: After the client purchase their first item or a friend recommended the brand for them, they tend to become loyal customer because they like the quality of the products. The majority of the clients already bought a product before.



STIMULUS ORGANIZATION

For example, at the store, they use **PROXIMITY AND SIMILARITY** because the brand group similar products together. For instance, close to the coats there are some scarfs and close to the hats that are some gloves. This also can be seen in their website, for example, the menu bar is organized by category.

Another stimulus organization the brand uses is **FIGURE-GROUND**. For example, at their ad campaign at the magazine or at some instagram post with a model, the brand separate the image in two levels. At first, the model and La canadienne products are more emphasized because they are at the first layer. This effect is obtained because the second level is a plain background without any information.

PERCEPTIONS INFLUENCING THE CONSUMER

Besides the five senses, there are other perceptions influencing the consumer. For example, the price is a crucial factor because the brand's boots prices varies from 400 to 700 hundreds canadian dollars. However, to ease the consumer purchase decision, the brand outstanding quality and word of mouth advertisement, allows the client to buy their product without regret.

Also, considering they are a higher-end brand, the boots do offer a higher quality. The craftsmanship behind their shoes show that the designs, the materials used, the waterproof factor, as well as the comfortability makes them unique and worth spending more money on.

LEARNING

BEHAVIORAL LEARNING APPROACH

Consumers buy La Canadienne's shoes and boots since they prefer spending a little bit more money on a brand that is well-known, with a good reputation for great quality and style even though other brands may offer similar attributes for a lower price. This is called **CLASSICAL CONDITIONING**; people pair an artificial stimulus to a natural one.

COGNITIVE LEARNING APPROACH

Since their target market is older and not that involved online, the cognitive learning approach is used in more traditional communication tools such as the magazine advertisement. For example, the brand **pays to appear at Mixte Magazine** even though their best advertisement is the world of mouth of their loyal clients.



EN UN COUP D'ŒIL

Langues: bilingue (anglais et français)

Nombres de parutions par an: 4

Tirage: 25 000 exemplaires

Plus de 20 000 abonnés (2 000 sont architectes et designers)

Distribution certifiée par Postes Canada

2 000 exemplaires distribués dans les salons Feuille d'érable d'Air Canada

3 000 exemplaires distribués chez nos annonceurs et événements ciblés

Lectorat: 40 ans et plus, professionnel, influent, aisé

Type de contenu: lifestyle & design

MIXTE MÉDIA INC.
info@mixtemagazine.ca
 (514) 928 5308

TARIFS MAGAZINE 2019

| FORMAT | 1X | 2X | 3X | 4X |
|--------------------|-----------|----------|----------|----------|
| simple page | 5 265 \$ | 5 000 \$ | 4 765 \$ | 4 530 \$ |
| double page | 9 015 \$ | 8 565 \$ | 8 170 \$ | 7 805 \$ |
| couvert 2 + page 3 | 10 375 \$ | 9 865 \$ | 9 400 \$ | 8 950 \$ |
| couvert 3 | 5 700 \$ | 5 430 \$ | 5 170 \$ | 4 925 \$ |
| couvert 4 | 7 355 \$ | 7 000 \$ | 6 675 \$ | 6 365 \$ |

CALENDRIER 2019

| ÉDITIONS | Date de diffusion | Date de réservation | Date remise matériel final |
|----------------------------|-------------------|---------------------|----------------------------|
| M034 printemps 2019 | 8 mars | 11 février | 15 février |
| M035 été 2019 | 17 mai | 22 avril | 26 avril |
| M036 automne 2019 | 30 août | 5 août | 9 août |
| M037 hiver 2019 | 15 novembre | 21 octobre | 25 octobre |



ATTITUDES & EMOTIONS

THREE DIMENSIONS OF AN ATTITUDE

Regarding the **COGNITIVE** aspect, the image that La Canadienne expresses in all of their platforms is of quality, effectiveness, and eco-friendliness. The 'About Us' section of their website invites consumers to fall in love with not only their product, but with the brand itself. Also, the product description on their website is effective and alluring to the consumer because it makes them more likely to buy the product.

Concerning the **AFFECTIVE** attitude, the brand uses:

- Environmentally friendly dyes and protective agents
- Recycled boxes to preserve the environment
- High quality Italian hides that are by-products of the food industry
- Meet and exceed environmental regulations in their products and factory

Finally, the brand uses the **BEHAVIORAL** attitude by making easy to the consumer buy their products. For instance, their products are located in over 300 retailers through North America and their website is user friendly and they ship worldwide.

FUNCTIONS OF AN ATTITUDE

La Canadienne functions of an attitude most used is a **VALUE-EXPRESSIVE** because the brand advertises in Instagram using local influencers and bloggers and at magazine and their website with good looking models. In other words, if the consumer possess their product they will look happier or more good looking because they will associate the public figures' positive qualities to them.

The brand also uses the **UTILITARIAN** approach because they indicate the problem-solving of their product, especially, their waterproof boots. For example, on February 13th happened a massive snowstorm in Montreal. The brand use this as an opportunity to advertise their long shearling waterproof. As can be seen on their story on the right, the brand states that their product is a solution for the snowstorm at the same time, they reveal the product benefits such as breathability, shearling, rubber sole, made in Canada and others.



HOW LA CANADIENNE ELIMINATES THE COGNITIVE DISSONANCE

La Canadienne offers a affective post-purchase service. After a client's purchase, the company send a "thank you" email about their purchase with a call to action that says they are available to respond any potential doubt that the client may have. Additionally, the company offers a guaranty of six-months in case the product breaks or enter water in the boot.

Even though the company does not refund the money of a in-store purchase, they refund the purchase value in a store credit form without an expiration date. Besides, the client can easily exchange the product by another product in one of the two stores. If the purchase was made online, the company will refund the client's money.



ADOPTING INNOVATIONS

THE PHASE OF ADOPTING INNOVATIONS OF LA CANADIENNE CONSUMER

Even though the brand sponsors fashionable local and international influencers, La Canadienne's customers are LATE MAJORITY because they know that the brand is more known for the practicality rather than the fashionability. In fact, the consumers are skeptical conservatives and price sensitive.



CONCLUSION



is a notable Montrealer winter boot brand with over 50 years of existence. However, their presence on social media is fairly recent. The brand entered the Instagram world in march of 2016 and Facebook in April 2011. Besides, the brand is not present on Snapchat nor Twitter. Due to their target market, La Canadienne uses a more traditional and convenient approach to their target market tool: they advertise on magazines. The brand appeared on Elle Quebec, Glamour, Fashion Magazine and others.

Recently, they paid approximately ten thousand Canadian dollars to appear four times a year at Mixte Magazine, a luxurious lifestyle and design magazine. At the same time, the brand is also using and improving their presence on Instagram. On average, they post three times a week and they take macro environment opportunities such as snowstorms, **holidays**, celebrations and others to post on their instagram stories.

They also sponsor local and international influencers to use and comment on their products. Most of their instagram photos are reposts of influencers or models wearing La Canadienne items. Also, they do not utilize generated user content nor marketing oriented posts.

Although they are not heavy social media users, they still manage to keep harmony within their communication tools. For example, they use the same photos, models,

warm toned colors, captions and format throughout all of their platforms. Moreover, their brick and mortar stores also represent perfectly their brand image by keeping the aesthetic similar to the one of their social media platforms. The group also identified that La Canadienne is trying to attract a younger target market. Some of the brand's employees we've conversed with have stated that the company is creating more fashionable boots and collaborating with young influencers as one of their main advertising campaigns, which in terms lures in a younger audience.

Although the brand is aware that their target market consists of mature women aged from 40 to 50 years old and that they advertise through traditional medias such as magazines, they are using young influencers such as An Dyer - also known as @hautepinkpretty on Instagram - to grab younger people's attention. This advertising technique also reveals that the brand wants their customers to feel youthful and fashionable just like the influencers shown on their social media platforms. They do a good job on the implementation of VALUE-EXPRESSION attitude on their posts. In fact, they also often use the figure-oriented technique, which is effective to show their products' benefit.

After analyzing their communication tools and the way their internal factories are related to each other, the group concluded that La Canadienne lacks engagement with their potential young clientele. For example, in-stores they offer

an excellent customer service to their clients, however on Facebook and Instagram they rarely answer people's comments and questions. We suggest to hire an intern to be responsible for their social media and provide the same customer service to their clients.

The group also identified that the online buying process is simple and intuitive, however for people living outside of Canada or the ones who want to ship their items elsewhere in the world, the first step is not intuitive. The language of the website would have to be changed in order to proceed to check out in any country besides Canada. This issue can be solved by the company by creating a pop that appears near the language setting of their website explaining what to do in order to be able to ship their items worldwide. Another solution would be to send an informational email to their international client base, illustrating the first step of the online shopping process.

Even though the following suggestion is not a communication tool improvement, the group believes that La Canadienne will only attract younger clients if they create a second price label that offers boots at a more affordable price point. For example, if a young woman cannot afford a 500 dollar boot, she will have the option of getting a similar boot from the same brand, at a much lower cost. Consequently, by changing their products and price strategy in addition to their social media communication tools, they will be able to attract their desired target market.

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APPENDIX 1

NOUVEAUTÉS WHAT'S NEW

INTÉRIEUR DE RÊVE Knock on Wood Design nous ouvre un univers de luxe sur mesure, à vivre au quotidien en planifiant et en réalisant chaque projet de design intérieur en fonction des besoins et du style de vie de chacun. • Knock on Wood Design, 1836 rue Sherbrooke Ouest, Montréal, (514) 938 2220, knockonwooddesign.com

STYLISH INTERIOR Knock on Wood Design opens up a world of custom-made luxury by planning and realizing each interior design project according to the needs and lifestyles of everyone. • Knock on Wood Design, 1836 rue Sherbrooke Ouest, Montréal, (514) 938 2220, knockonwooddesign.com



MATIÈRES Le cuir fin, les suèdes de grande qualité et le savoir-faire d'artisans spécialisés représentent les fondements de La Canadienne. L'entreprise propose notamment des bottes de tous styles répondant aux goûts de chacun et chacune, ainsi que des accessoires comme ces gants de cuir doublés de cachemire, à la fois chauds et élégants. • La Canadienne, lacanadienneshoes.com

MATERIALS La Canadienne's foundations are based on fine leather, high quality suedes and the know-how of specialized craftsmen. The company offers boots in all styles to suit everyone's tastes along with accessories such as these leather gloves, lined with cashmere to keep you warm and stylish. • La Canadienne, lacanadienneshoes.com

ESSENTIELS Les couvertures et les jetés en pure laine Bébé Alpaga de Blackshaw, proposés chez Jardin d'Hiver, s'impriment comme des valeurs sûres pour réchauffer nos hivers. Leur style spécifique reflète l'esprit de la nature et une certaine image de marque. Une belle idée cadeau, durable et utile. • Jardin d'Hiver, 2052 chemin du Village, Mont-Tremblant, (819) 425 2215, jardindhiver.ca

ESSENTIALS Blankets and throws in pure baby Alpaca wool by Blackshaw available at Jardin d'Hiver are sure to keep you warm this winter. Their specific style reflects the spirit of nature and projects a unique brand image. A beautiful and lasting gift idea. • Jardin d'Hiver, 2052 chemin du Village, Mont-Tremblant, (819) 425 2215, jardindhiver.ca



APPENDIX 2

NOUVEAUTÉS WHAT'S NEW



LUDIQUE Le chien vedette Snoopy apporte un côté amusant et sympathique à cet ensemble décontracté en cachemire. • Ofelia, ofelia.ca

FUN Snoopy the star dog gives a friendly touch to this casual cashmere outfit. • Ofelia, ofelia.ca

LAC TREMBLANT Maison Gervais & Cie loue des condos à court, moyen et long termes pour répondre à tous les besoins. Les appartements sont idéalement situés, au bord du lac Tremblant et à cinq minutes des pistes de ski. • Pour plus d'information, contacter Maison Gervais & Cie, (514) 591 3050

LAC TREMBLANT Maison Gervais & Cie rent out short, medium - or long-term condos to meet your every need. The apartments are located on the shores of Lac Tremblant and less than five minutes from the slopes. • For more information, contact Maison Gervais & Cie, (514) 591 3050



ACTUEL La coupe impeccable et sobre du manteau Negrone est rythmée par des surpiqûres en losange lui donnant un look décontracté. Il est rehaussé par des poignées et un tour du capuchon en fourrure de raton laveur. • La Canadienne, lacanadienneshoes.com

THIS SEASON The impeccable and understated cut of the Negrone coat is punctuated by diamond stitching for a very casual look. It is enhanced by raccoon fur cuffs and hood. • La Canadienne, lacanadienneshoes.com

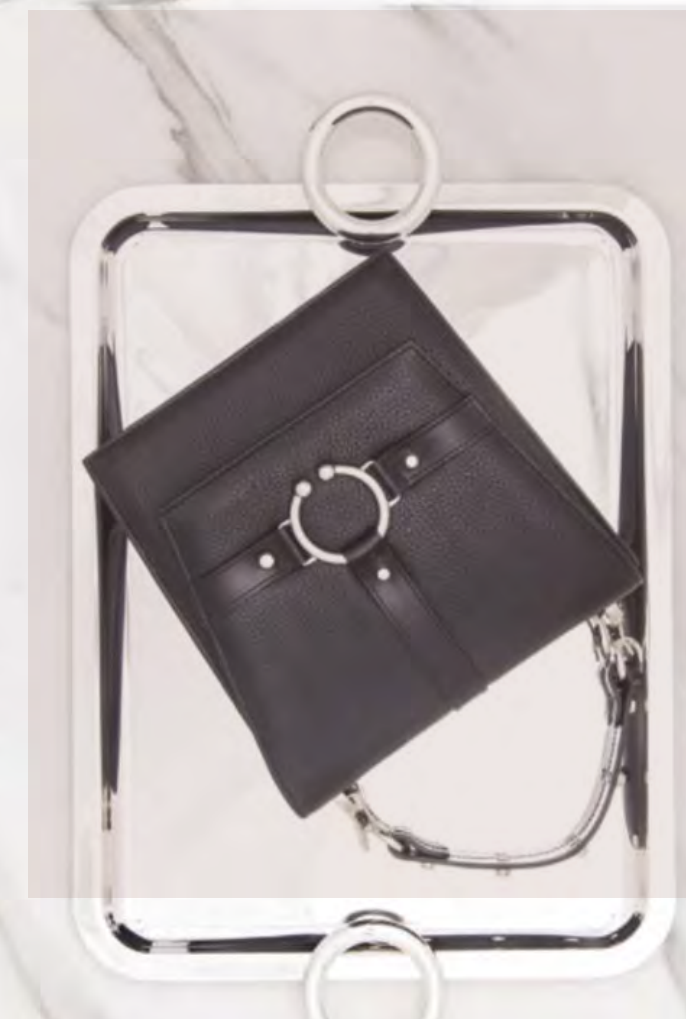
LE DÎNER EST SERVI
DINNER IS SERVED

PRÉSENTÉ PAR / PRESENTED BY CHRISTOFLE
STYLISTES / STYLISTS ALEXANDRA GAUTHIER ET / AND ANNE SCHEFFER



Bottes LA CANADIENNE, 425 \$;
œuf Christofle X Karl Lagerfeld, édition
limitée à 1000 exemplaires, 3310 \$,
CHRISTOFLE

LA CANADIENNE boots, \$425;
Karl Lagerfeld X MOOD by Christofle
cutlery set, \$3,310



Sac LA CANADIENNE, 625 \$;
plateaux, collection Vertigo,
1340 \$, CHRISTOFLE

LA CANADIENNE handbag, \$625;
tray, Vertigo collection,
\$1,340, CHRISTOFLE



Robe Veronica Beard, TNT;
fourrure LYSA LASH;
bottes LA CANADIENNE;
boucles d'oreille G. SHERMAN
Veronica Beard dress, TNT;
fur throw, LYSA LASH;
boots, LA CANADIENNE;
earrings, G. SHERMAN

Ensemble deux pièces HERMÈS,
boucles d'oreilles SWAROVSKI;
bottes LA CANADIENNE

Outfit, HERMÈS; earrings, SWAROVSKI;
boots, LA CANADIENNE

DROITE Chemisier Versace,
HOLT RENFREW; Lunettes de soleil
Saint Laurent

RIGHT Versace top and bomber,
HOLT RENFREW; sunglasses,
Saint Laurent

Notre reportage mode a été réalisé dans
les espaces communs du prestigieux complexe
L | L sur le Lac. Nous désirons remercier
chaleureusement Quorum Développement
Immobilier et Groupe Marsan, ainsi que leurs
équipes, pour leur précieuse collaboration
et leur généreuse hospitalité. M
condoslavalsurlelac.com

Our fashion feature was shot in the common areas
of the prestigious L | L Laval-sur-le-Lac complex.
We would like to extend our appreciation to the
teams at Quorum Real Estate Development and
Groupe Marsan for their invaluable co-operation
and generous hospitality. M
condoslavalsurlelac.com

Mannequins / Models:
Rachelle Harris (Next) et / and
Jesse Dunphy (Folio/Sutherland)
Artiste maquilleur / Make-up Artist:
Geneviève Lenneville (Folio) avec les
produits Orbe pour les cheveux et NARS
pour le maquillage / with Orbe hair
products and NARS make-up
Assistant numérique /
Digital Assistant: Pascal Fréchette
Assistante photographe /
Photographers' Assistant:
Renaud Lafrenière
Assistante styliste / Assistant Stylist:
Viviana Torez
Artiste retoucheur / Retouching Artist:
François Asselin
Production: Nadia Fancelli
(Rodeo Production)

