

DIGITAL CASE

PRESENTED BY

REITMANS
(CANADA) LTÉE / LTD

INTRODUCTION

Reitmans was founded in 1926 by Herman and Sarah Reitman. Since those modest beginnings, this publicly owned, family-controlled business has evolved from one women's clothing store on Boulevard St. Laurent in Montreal to Canada's largest women's specialty retailer.

Following decades of growth and acquisitions, Reitmans (Canada) Limited (or RCL) now operates under six different banners: Reitmans, Penningtons Addition Elle, Thyme Maternity, RW&CO. & Hyba serving Canadian women and men with 642 stores and across e-commerce channels. Dedicated to providing affordable fashion and great customer service, Reitmans (Canada) Ltd. is committed to ensuring that creativity, quality, and innovation remain at the forefront of its banners.

Reitmans (Canada) Limited is founded on integrity, growth, and respect. These values are exhibited by the passionate people we hire, the philanthropies and charities we support, and the business relationships we create both in Canada and abroad.

OUR VALUES

At RCL, we have an unwavering commitment to living our values.

RESPECT

Respect is the cornerstone of our culture. We act responsibly towards our employees, customers, shareholders and business partners. We value differences, act with compassion and care for our community and the environment.

INTEGRITY

In our business and in our relationships we are guided by honesty and fairness. We believe that these principles must never be compromised, and that is the only way to conduct our business.

GROWTH

We are a performance-driven organization, constantly developing and investing in our Company and our people. We sustain profitable growth through innovation, continuous learning and the development of talent.

COMMITMENT

We are passionate about what we do. We have an unwavering determination to exceed our goals through dedication, loyalty and teamwork.

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With 90 years of heritage in Montreal, Reitmans (Canada) Limited has been a long-standing key player in the evolution of fashion and retail in Canada.



OUR BRANDS

ADDITION ELLE

Addition Elle champions a fashion democracy, where style isn't limited by size. We promise to deliver modern, fashionable clothes; in an inspiring, world-class shopping experience in-store & online; to make the woman who wears our clothes feel confident, beautiful and included in the fashion world. The Addition Elle brand epitomizes the chic Montreal culture of effortless, cool, individual style, combined with femininity and a dash of rebellion. Addition Elle fashions can also be purchased online at www.additionelle.com.

PENNINGTONS

Penningtons is “The Art of Affordable Fashion”. The leader in plus-size women’s fashion, Penningtons inspires women everyday with aspirational, trend-right fashion that’s created to fit their curves. Proud to be the fit experts in head-to-toe style, Penningtons features everything from exceptional wide-width footwear to denim, outerwear and beyond! The recent addition of exclusive brands like: ti Voglio, lingerie which offers unparalleled comfort and support in ultra-feminine, European-inspired designs; mblm, an edgy, runway inspired line rooted in denim culture and ActiveZone, activewear for women looking to make wellness a part of their lifestyle; demonstrate the versatile assortment Penningtons offers their customers. Every day and everywhere, Penningtons is committed to elevating affordable fashion to an art! Penningtons' fashions can also be purchased online at www.penningtons.com.

REITMANS

Reitmans offers a unique combination of superior fit, fashion, quality and value. With stores across Canada, Reitmans is the preferred destination for women looking to update their wardrobe with the latest styles and colors for an affordable price. While Reitmans enjoys a strong reputation for service and benefits from a broad and loyal customer base, it will continue to strive to create an engaging customer experience by being there for them whenever they choose to shop. Reitmans’ fashions can also be purchased online at reitmans.com.

RW & CO.

RW & CO. is an aspirational lifestyle brand that caters to men and women with an urban mindset. Whether for work or for weekend, RW & CO. offers fashion that blends the latest trends with style, quality and a unique attention to detail. RW & CO. operates stores in premium locations in major shopping malls across Canada, as well as an e-commerce site at rw-co.com.

THYME

Thyme Maternity, Canada’s leading fashion brand for modern moms-to-be, offers current styles for every aspect of life, from casual to work, including a complete line of nursing fashion and accessories. Thyme brings future moms valuable advice, fashion tips and product knowledge to help them on their incredible journey during and after pregnancy. Thyme operates stores in major malls and power centers nationwide, as well as Thyme shop-in-shops in select Babies“R”Us locations in Canada. Thyme Maternity fashions can also be purchased online at thymematernity.com.

HYBA

Hyba Movewear offers affordable, on-trend activewear and yoga clothes for exercising or sports to add fun-ness into your fitness. It's not about how many calories you burn. It's heartbeat, not heart rate. And losing yourself in something you love. Find performance and casual styles in sizes XS to 2X and a variety of inseam lengths to get your move on because moving is fun. And fun is the movement.

CONTEXT

Reitmans Canada Limited is always looking for new ways to serve every Canadian woman's fashion needs. It has recently acquired a small up-and-coming fashion retailer called Boutique 2018. The boutique specializes in dresses for all occasions.

Although it only has 5 stores in the province of Quebec, its transactional website is gaining traction across Canada.

Reitmans wants to capitalize on Boutique 2018's strong branding and engaged social media customer following. This new division perfectly complements the company's current brand portfolio.

TARGET MARKET

Boutique 2018 targets mostly 25 to 34 year-old women who are looking for a dress for any occasion, from going to work, to a chic event or simply to have drinks with friends. It also reaches 35 to 44 year-old women as a secondary target. Here are some examples of client:

Stylish Sara –Early - mid 20s

- Stylish Sara is a trendy and socially-active millennial transitioning into her career.
- 30K-40K income, in perception and persuasion-based industries; such as marketing or communications.
- She is renting an apartment after recently moving out of her parents' home.
- Stylish Sara values looking good; her fashion game is always on point.
- She prides herself on being well-put together, trendy, and mingles within similar fashionable circles.
- She strives to have the latest look –especially with shoes or accessories. She is a big fan of lower-cost fast fashion to give her the look she wants at a price point that's within her reach.

- Celebrities, musicians and other cultural elite define her tastes. She wants to stand out from the every-day, and is willing to take risks in having something unique, or with more "pop."
- Stylish Sara values new and unique experiences that feed her sense of adventure and individuality. All these are not just experienced, but also expressed through social media.

Martini Mandy –Mid 20s to mid 30s

- Martini Mandy is a mid-career white collar professional whose clothes are her armour at work:
 - High income level, overwhelmingly urban and a house owner
 - Focused and driven, she's likely to be a corporate executive or a lawyer
 - Work first, family second, she may have put off having children for her career
- She always looks sharp and has developed her own style over the years that she refreshes each season:
 - She has classic and timeless pieces in her wardrobe which she pays premium for.
 - She wants high-quality, soft-feeling fabrics.
 - It can take her a year or so to adopt the latest fashions if they are too divergent from her own style (think ruffles and culottes).
- Martini Mandy is a hard-charging woman who is competitive in all aspects of her life. She epitomizes "work hard, play hard."
- She does yoga, eats well, and is a sophisticated cook who has started to enjoy juicing.
- She unwinds with her girlfriends at fancy bars or hot new restaurants at the end of the week.
- As a professional, she is worldly and knowledgeable.
- She surrounds herself with art and culture, being especially interested in design.
- Martini Mandy is politically motivated and involved.

Striving Steph –Mid 30s to mid 40s

- Steph is a working mom who wants to look good, but has to balance this with her many other life pursuits.
- Mid-high income level with a working husband and child:

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- At work, she faces customers/an audience, such as in sales or teaching.
 - Although family is important to her, she sets aside time for her own interests and needs. She balances her interests as equally as possible.
 - She seeks emotional motivation and validation from her peers – sharing feel-good upworthy-style content.
- She's a moderate liberal politically, and inclusive of others:
 - She is open to an array of music, from rock to hip hop.
- She struggles with her efforts to change her body shape, and considers herself a work-in-progress.
- She is torn between cooking healthy foods, consuming slimming products, working out, and indulging in fast food, soft drinks and chocolate.
- For beauty tips, she turns to women like her, instead of major beauty vloggers.

OFFER

The retailer offers little black dresses, essential dresses, cocktail dresses and dresses to wear at work. There are also exclusive online offers for dresses. Prices vary from \$20 to \$100 per dress, meeting all women's needs. Sometimes a 30% off discount may apply on dresses, making them even more affordable.

Spring Fashion Forward
Get 30% Off Regular-Priced Merchandise* - Details >

[home](#) / [women](#) / [clothing](#) / [dresses](#)

dress-tination



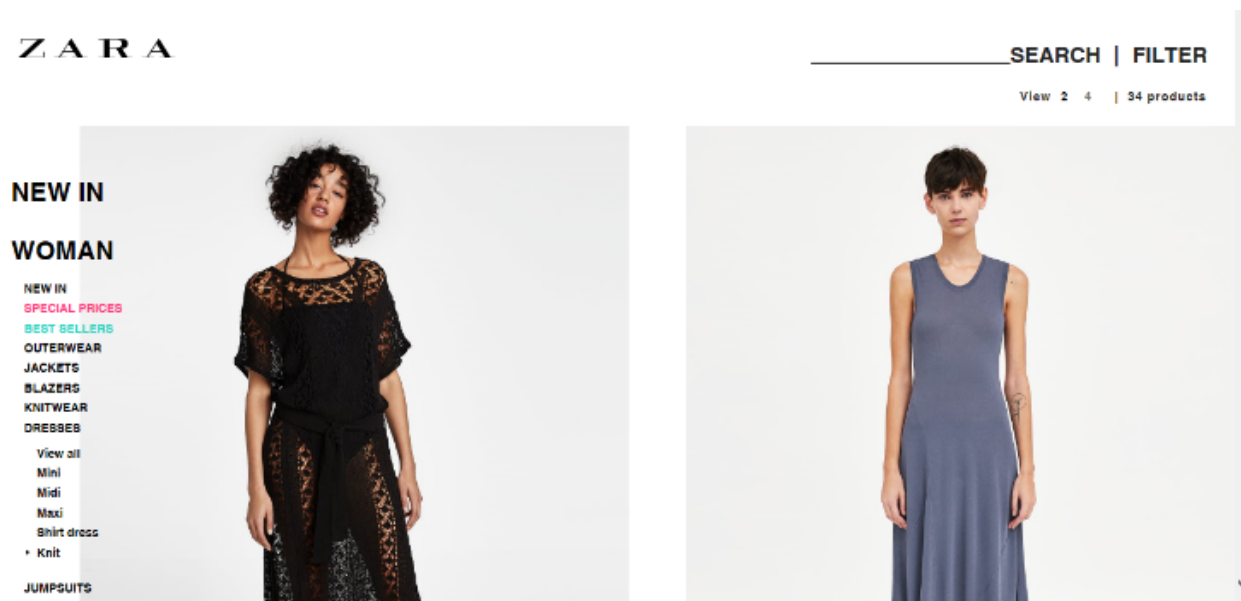
TODAY'S DEALS ^

COMPETITION

In the dress market of Canada and Quebec, there are multiple offers of all types. Thus, it is important to be able to differentiate ourselves from competitors.

One good example of an actual well-established competitor is Zara, which owns multiple stores and has a huge online presence through its transactional website and its social media accounts. Zara brings forward its Instagram, Facebook, Twitter, Pinterest, Youtube accounts and has its one newsletter.

Zara offers midi, mini, maxi, short or knit dresses.



Boutique 2018 is able to differentiate itself by offering affordable, all-purpose dresses.

On the other hand, we have to pay attention to cannibalization. Boutique 2018 could cannibalize sales from other internal brands such as RW & CO if the marketing is not different enough.

Always seeking for excellence and differentiation, Reitmans Canada Limited would like to relaunch the Boutique 2018 website in September to follow the latest trends and reinforce its digital position.

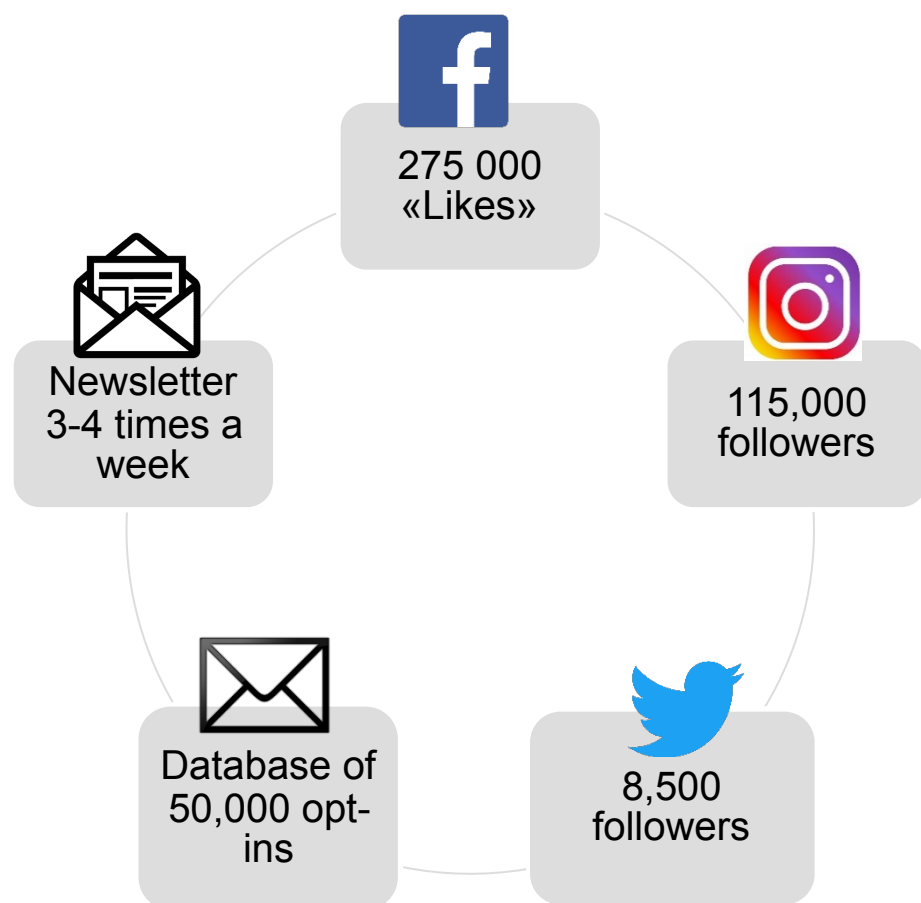
STORE & ONLINE PRESENCE

STORE

- Sales 2017: \$10 millions
- 30% conversion rate
- \$80 per transaction
- 1.2 units per transaction

WEBSITE

- Sales 2017: \$2.5 millions
- 1.2% conversion rate
- \$160 per transaction
- 2.6 units per transaction



YOUR MANDATE

Your mandate is to present a digital marketing strategy to promote Boutique 2018 in an interactive way and make it achieve the marketing objectives below:

- Build national awareness for the online destination.
- Grow customer base.
- Increase sales by 15% in-store and 80% online without opening new brick-and-mortar stores.

Your solution has to begin in September 2018, at the same time as the relaunch of the Boutique 2018's website.

You have a media budget of \$200,000 for the relaunch campaign. This does not include production costs.

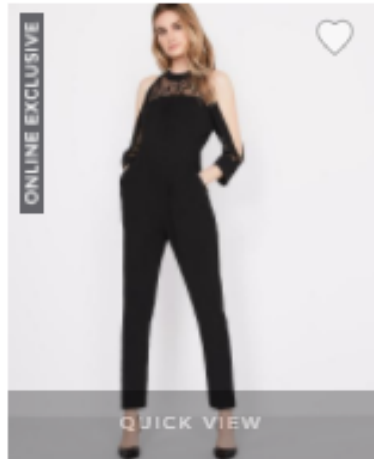
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ANNEX – SNAPSHOTS OF ACTUAL WEBSITE

Online Exclusive



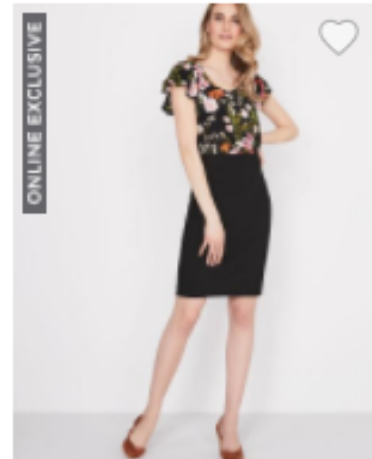
Split Sleeve Jumpsuit With Lace
By Adelyn Rae

\$111.93
30% off applied



Short Sleeve Shift Dress With
Flounce

\$55.93
30% off applied



Fitted Mixed Media Dress - Floral
And Black

\$104.93
30% off applied

SIZE

XXS	XS	S	M
L	XL	00	0
2	4	6	8
10	12	14	

PRICE

- ☐ Less than \$80
☐ Less than \$100
☐ \$100 +

COLOUR



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* Offer valid online only for a limited time. Receive FREE STANDARD SHIPPING on all online orders of \$120 or more. Shipping costs will be automatically deducted at checkout. Not valid on orders shipped to stores, on gift cards or on previous orders. RW&CO. offers free standard shipping for items returned by mail in Canada using the Canada Post shipping labels provided. COD or collect deliveries will not be accepted.