



CANADIAN TIRE'S

Ultimate Marketing Challenge

**Gift
Registry
Case**

Introduction

At Canadian Tire Corporation, Limited (CTC), we are committed to being there for Canadians by providing the products and services they need to help make life in Canada better. Our retail business is led by Canadian Tire Retail (CTR), which provides Canadians with products across its Living, Fixing, Playing, Automotive, and Seasonal divisions. Besides CTR, our other banners include retailers like Mark's, Pro Hockey Life, Sport Chek, Party City, and PartSource. With over 11 million active users, our Triangle Rewards loyalty program adds value by allowing customers to collect and redeem Canadian Tire Money® (eCTM) across our banners. We are a family of companies in which our brands come together to help provide a seamless experience for our customers.

In the past five years, CTR has been building customer awareness and loyalty through a variety of new programs. The newest addition to these programs is the Canadian Tire Gift Registry, which launched in September of 2023. The registry website is accessible exclusively through CanadianTire.ca where customers can create or shop a registry. Customers can browse CTR's quality assortment and create a registry fit for every budget and every milestone. This new platform enables customers to seamlessly register for any occasion with the brands, products and retailer they trust. Registrants can effortlessly share a registry with their network for quick, easy and reliable fulfillment. With this in mind, this new program aims to help Canadians celebrate every occasion and keep CTR top of mind for all life's most important milestones.



Background

The gift registry journey for CTR started in 2004, when CTR launched its first gift registry program. However, due to a lack of interest, awareness and minimal eCommerce capabilities, the program underperformed and did not succeed. However, the market began to change in the early 2020s, as leading gift registry retailers began to shift their positions in the market. Historically, Canadian retailers had their own gift registry programs that were available across their channels (i.e., online and in-store). As Indigo attempted to rebrand, Bed, Bath, and Beyond was planning to leave the Canadian market, and Walmart and Hudson's Bay Company deferred to third-party registry providers with no current in-store integration, there was a unique opportunity for CTR to capture its share of the market. Given that the gift registry market size in Canada is roughly \$200M, CTR has an opportunity to capture \$20M of this market annually by launching its own registry program. As such, in 2023, CTR began its partnership with MyRegistry, the leading third-party registry provider in North America, and officially launched its own gift registry platform on their website¹. Through CanadianTire.ca, you can create any type of registry from traditional types, such as wedding and baby, to non-traditional types, such as housewarming, birthday, holiday, pet, graduation, and university/college.

In Canada, baby registries account for 48% of the overall registries, wedding registries make up 40%, and "other" makes up 12%¹. The "other", or non-traditional, registry type presents an enticing opportunity, as non-traditional registries currently make up 32% of registries in the United States, and Canada can be expected to follow suit¹. Out of the group of Canadians who currently have a gift registry, the main demographic is those between the ages of 25-34 who live in a large city. The top groups of Canadians who have a registry are "Bargain Hunters," "Beauty Mavens," and "Foodies."

Currently, CTR's gift registry program targets Millennials and Gen X, but now that registries are increasingly being used for a wider range of milestones, there is an opportunity to capitalize on the younger side of the Millennial and Gen Z markets. Since Millennials have a Customer Lifetime Value that is 2x higher than the average CTR customer, this market is a primary focus for future gift registry marketing campaigns. To promote the launch of the gift registry, CTR released the "Introducing the Canadian Tire Gift Registry" campaign and the "Canada's Christmas List" campaign, both of which broadly focused on attracting existing CTR customer segments to create a gift registry. However, there is still room for CTR to grow awareness of this new program, especially amongst the emergence of this new customer segment. With this opportunity in mind, how can CTR build awareness of its new gift registry program among this young demographic and become the top registry retailer in Canada?



The Ask

CTC is looking for your input on the future of the gift registry program at CTR. The ask for your team is:

With a budget of \$2,500,000, create an integrated marketing campaign to build awareness amongst Millennials and Gen Z and help increase CTR's gift registry market share. Pick a 6-week period in 2025 to run the campaign and explain how you will sustain it for the following year. You will have access to CTR's full portfolio of owned, earned, and paid marketing channels.

Requirements:

1. Industry Analysis
2. Assessment of CTR's Current State (i.e., internal analysis)
3. Campaign Strategy and Concept (\$2,500,000)
 - a. Target Market
 - b. Value Proposition
 - c. Objectives
 - d. Tactics & Key Messaging
 - e. Media Block Chart - Timing, Tactics, and Budget
 - f. Estimated Return on Investment

Please focus the content of your submission on new insights and your recommendations (requirements 2 and 3). Be sure to explain your rationale with the statistics provided in the case, industry data, and external research. There is no need to summarize the information from the case.

Additional Considerations:

As you approach this case, consider what milestones are most relevant to the target audience and consider the potential different uses for a gift registry, given CTR's registry program can be used for every milestone beyond the traditional uses (i.e., wedding or baby registries). Consider how being a leader in the gift registry market and capturing this new segment will add value to the corporation. Please remember that the gift registry program is **only available on CTR**; this case is not to be applied to CTC's other banners.

¹ Provided by MyRegistry, 2023





Submission

Submissions must be in the form of one of the below:

- 12-slide maximum PowerPoint presentation, with maximum of 10 pages of appendices (PDF)
- 2-page maximum written report (Arial font, size 10, single space), with maximum of 10 pages of appendices (PDF)
- 7-minute maximum video (YouTube or Vimeo link)

How to submit:

- All submissions must be submitted through the Contest website via the “Submit Now” button on the Submit Now page by **January 28, 2024, 11:59PM EST**
 - No submissions will be accepted if received past January 28, 2024, 11:59PM
 - Canadian Tire Corporation, Limited reserves the right to disqualify any submissions that do not follow the guidelines above
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