

# FP MARKETING



COURTESY BROOKS BROTHERS

Brooks Brothers opened its first Canadian store in Vancouver in May, will open one in Toronto in late August and has plans to open its third Canadian outlet in Calgary.

## Premier New York clothier bucks bad times

# BRAVE BROOKS

BY **HOLLIE SHAW**

**B**rooks Brothers, the venerable U.S. brand synonymous with the three-piece suit, could not have predicted it would be making its splashy Canadian debut during the worst recession in decades.

But now that it's happening, the 191-year-old New York-based apparel company, which opened its first outlet on Vancouver's Alberni Street in May and will open another in Toronto's business core in late August, says it's actually an ideal time to market its preppy classics north of the U.S. border.

"A couple of years ago, we didn't have a crystal ball that there was going to be a downturn, but where we are quality-wise and price-point wise, we are fulfilling a niche that doesn't exist in the Canadian market right now," Brian Shaughnessy, Brooks Brothers' country manager for Canada, said in an interview. "And we can use that to our advantage."

Brooks Brothers sells its suits at an average \$1,200 although some are available for \$899. That "good

value" factor, along with grassroots advertising, local sponsorships and a brand renaissance thanks to outfitting characters on the hit TV shows *Gossip Girl* and *Mad Men*, are the clothier's chief marketing assets.

"In Canada, the key players are Harry Rosen in men's and Holt Renfrew in women's, and they are considerably higher priced," said Mr. Shaughnessy. "We feel there is a price niche right in there where we can slide in and compete."

More importantly, he says, Canada has a dearth of classic New England-style apparel. The fashion pages are awash with a rebirth of preppy styles, but try to find a specialty store carrying suits, stylish women's day dresses, tailored oxford-cloth shirts or argyle vests, and you'd be out of luck.

"There is definitely a relationship between Ralph Lauren and what the Europeans are calling 'Euro prep,' and for that fashion focus there is definitely a huge void [in Canada]," said Mr. Shaughnessy.

John Williams, retail consultant at J.C. Williams Group in Toronto, said, "Brooks Brothers is a famous brand and at one time it was synonymous with the Ivy League schools but [it] sort of lost it.

"Their Fifth Avenue store went kind of trendy and there was a shift in the brand's personality, which was a mistake," he said, noting retailer strayed from its crucial marketing and brand associations.

"Their products are well-made and, let's face it, most men are conservative, so as far as the positioning I think they are right on. There is a spot in the market between Harry Rosen and Tip Top. Having said that, it's a tough time entering the market."

Brooks Brothers' market entry in Canada comes as apparel sales are pounded by the recession.

Market researcher NPD Group reported apparel sales fell 8.6% in the three months ending April, 2009, from the same period in 2008. In the fourth quarter, the most critical time of year for many apparel retailers, most saw sales drop in the double digits. And luxury brands have been hit the hardest.

Just how bad it is illustrated by Polo Ralph Lauren Corp. On May 27, it reported a 57% plunge in net profit, and said sales at its Ralph Lauren stores open for more than a year tumbled 29%.

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## AD MISSIONS

# Travelling, without being a tourist

Canada is full of unexpected places, a point highlighted in a new campaign from DDB Canada for the Canadian Tourism Commission, entitled "Locals Know." The Ad Missions panel goes through the travelogue this week.

**Andrew Potter** is a *Maclean's* columnist, an editor at *The Ottawa Citizen* and co-author of *The Rebel Sell: Why the Culture Can't be Jammed*.

Everybody hates a tourist, as Jarvis Cocker sang, which is why nobody wants to be pegged as one. The hardest part about travelling anywhere is fighting your way through the obstacle course of the faux-authentic that the tourist industry puts in the way of the weary traveller: They want your money, you want an experience, and those are rarely compatible. But if getting off the tourist grid is what you are looking for, where better than to do it in your own backyard? You speak the language and are familiar with the native customs — now all you



need to do is find some local willing to show you where the real action is. This is a great campaign, perfectly tuned to the stripped-down "staycation" ethos of the summer. The message of casual outdoorsy excitement works better in the TV spots than in the print versions, but because it's a Canadian tourism campaign directed at Canadians, the place-branding techniques can be light-handed and knowing, and the CTC has pulled it off nicely.

**Andris Pone** is a Toronto-based brand strategy consultant.

These TV spots are beautifully shot. The extraordinary ex-

periences captured certainly justify the incredulity of the words that flash on the screen midway through: "Where is this?" The point-of-view camera work underscores these experiences as personal and unique and therefore, as something we want to do, too. Yet the campaign is confusing. "Locals Know," the line ending each ad, seems irrelevant and blunts my budding curiosity about "Where is this?" The ads are supposed to get Canadians exploring new places inside Canada, yet the exciting aspect of the supporting Web site, [localsknow.ca](http://localsknow.ca), is uploading our pictures of local places we've already been. I know that the CTC wants us also to explore pictures posted

by others, and then to visit the places depicted. But any honest user of a site like Facebook will tell you that posting and looking at your own pictures is a lot more fun.

**Scott Reid** is a partner and creative director at Philter Communications Inc.

Doom and gloom about our economy has been somewhat mitigated lately with U.S. politicians touting the virtues of the "Canadian model" of fiscal responsibility, Luminato's takeover of *The Atlantic* magazine's Summer Fiction issue, and Richard Florida's incessant positivity about the power of creativity. All good things. These ads by DDB highlight some of Canada's other virtues. Enough of the "aw shucks" self-effacement and inane inferiority complex: it's about time we realized how little we know about our own vibrant and varied nation. This campaign highlights the exotic, the sophisticated, and perhaps most importantly when it comes to place branding, the experiential. What it doesn't do, thankfully, is sacrifice our sense of community and intimacy. What locals know is what Canada really is: a massive space full of different people and experiences that the rest of the world should know more about.

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## MARKETING REPORT

### PEPSI CAMPAIGN AIMS TO MAKE YOU SMILE

**BBDO** has launched a new marketing campaign for **PepsiCo Beverages Canada** urging people to "joy it forward," which incorporates the brand's new lopsided 'smile' logo. The campaign incorporates billboards and television, and transit-shelter, in-store and on-line ads that use bright colours and phrases. It uses the new Pepsi logo in place of the letter "O," in words "Smile More," "Enjoy" and "Joy it Forward." Says Cheryl Radisa, the soft-drink giant's vice-president of consumer marketing: "We're targeting a mindset with this new campaign,



not a demographic." Pepsi will take part in numerous festivals across the country over the summer, and street teams will encourage consumers to share their moments of joy and upload them to the "joyitforward.ca" site. "The insight behind the campaign is that people typically gravitate toward and draw energy from other positive action and people," said Ian MacKellar, executive vice-president and executive creative director at BBDO Toronto. *Hollie Shaw, Financial Post*

### MDC PARTNERS GETS ITSELF DADDY

Miami-based advertising giant Crispin, Porter + Bogusky, owned in majority by **MDC Partners Inc.** of Toronto, has acquired the Swedish digital agency, **Daddy**. "We believe that digital is at the centre of everything going forward," said Alex Bogusky, co-chairman at CP+B, which has service offices in London, Spain and Germany. "We've made digital the focus of our U.S. business, and with the acquisition of Daddy, it will now be the centre of CP+B Europe as well." Founded in 2000 and based in Gothenburg, Daddy's client list includes Scania, Ciba Vision, Heinz, SAS and Philips. Chuck Porter, co-chairman of the agency, noted CP+B had won digital agency of the year at the Cannes Lions advertising festival two times in the past three years, "without being a digital agency," he said. "It just proves to us where the business is going." MDC also announced this week that it had entered into an agreement with the University of Colorado at Boulder to create a new school focused on the digital arts and sciences. Sweden's Hyper Island, a digital learning program, is also a partner in the school and will provide exchange programs for teachers and students. *Hollie Shaw, Financial Post*

### MICROSOFT TAKES IN CLICK FRAUD

After an investigation that took longer than a year, **Microsoft Corp.** has filed its first lawsuit over click fraud in which people manipulate clicks on a Web advertisement. Microsoft filed the civil complaint Monday in United States District Court in Seattle against Eric Lam, Gordon Lam and Melanie Suen of Vancouver, along with several corporation names they were believed to have used, and several unnamed parties. Microsoft is seeking at least US\$750,000 in damages. That might seem a small amount for a company that had sales of US\$13.7-billion last quarter. But about one in every seven clicks on an advertisement is estimated to be fraudulent, according to the traffic analysis firm ClickForensics. Microsoft is

trying to make that kind of deception more expensive for perpetrators. "We have decided to become more active in the commercial fraud area on the enforcement side," said Tim Cranton, associate general counsel for Microsoft. "The theory is you can change the economics around crime or fraud by making it more expensive." Jeremy Fain, vice-president of industry services for the Interactive Advertising Bureau, a trade group, said that Microsoft's lawsuit was more than a warning shot. "Legally, if you commit wire fraud or mail fraud, there's a lot of very stiff penalties for that, where we don't have a lot of precedents, legally, from an Internet perspective yet," he said. It's really meant to try to create more of a legal precedent." *The New York Times*

### COKE RUNS WEBISODES FOR NESTEA BRAND

**Coca-Cola Co.**'s Nestea brand is the sole sponsor of a series being released this summer that, on the face of it, seems routine. The series has experienced actors and an award-winning director. It's set in an office environment, a familiar backdrop for primetime shows. But don't look for this show, entitled *CTRL*, on TV. And don't look for Nestea commercial breaks before or during the program. *CTRL* is part of a new slate of webisodes delivered exclusively through digital outlets: Internet sites, video on demand and gaming consoles. And Nestea isn't part of the credits; it's part of the story. The webisode fits well with Nestea's goal of winning over millennials, 18-to 34-year-olds, said Annis Lyles, vice-president of media and interactive for Coca-Cola North America. That generation of consumers is increasingly getting their media in bits and pieces through the Internet, she said. "It was the right place at the right time for the brand." The *CTRL* webisode, due out in mid-July, is written and directed by Canadian filmmaker Rob Kirbyson. It's based on his short film, *CTRL Z*, which won an award at last year's Sundance film festival. *Cox Newspapers*