



CANADA GOOSE®

Greenland Sales & Brand Growth 2019-2022



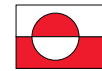


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Dani Reiss and the RFE team in Nuuk, Greenland.



Partners in the North

For seventeen years, RFE has built the Canada Goose brand where the brand DNA matters most – where the promise to take weather out of the equation lives every day.

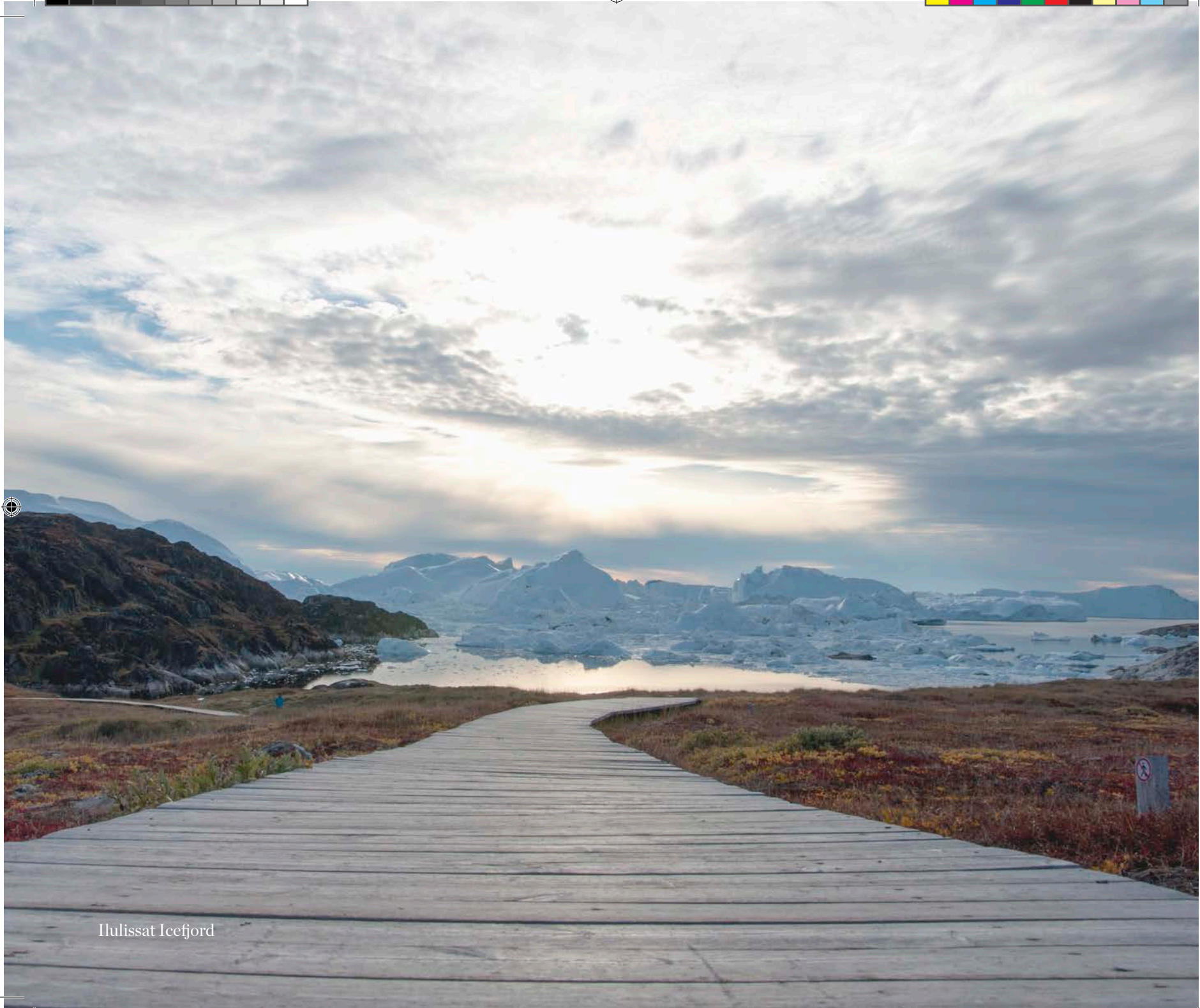
We're honoured to continue sharing such a unique brand in such a unique environment.





Objective:

Maintain Canada Goose positioning in the north by remaining the #1 outerwear brand in Greenland.



Ilulissat Icefjord





Nuuk



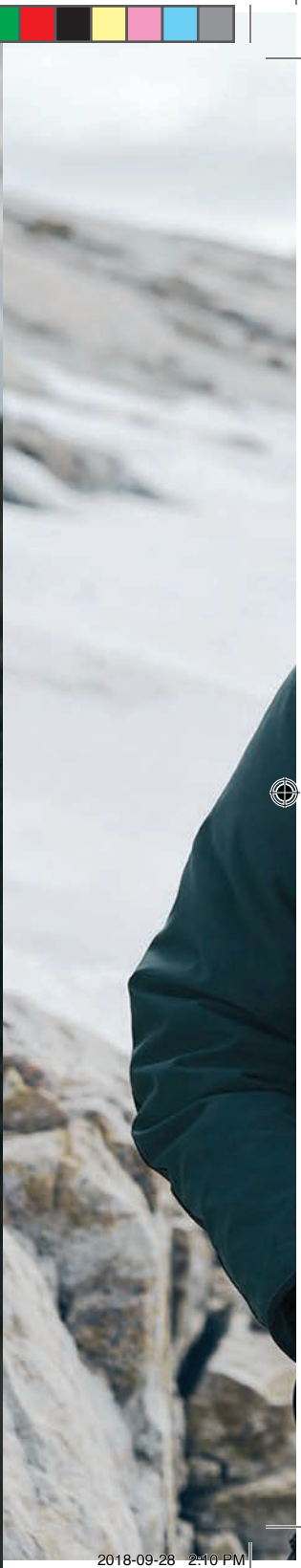


About Greenland & Greenlanders

Greenland is the world's least densely populated territory – a truly Arctic landscape 75% covered by the only permanent ice sheet outside of Antarctica. Though remote and culturally isolated, Greenlanders are an extremely proud people who long to share their heritage and unique way of life with the world. To this end, Canada Goose marketing activities in Greenland amplify Greenlandic pride, supporting local initiatives and executing global campaigns that showcase Arctic life and imagery on a global stage.

Canada Goose in Greenland

- Strong presence in Greenland for 15+ years
- Mature CG market; need to position CG as a year-round brand.
- Growth comes from new categories. (YKB, Spring/Summer)
- Since launching in Greenland, RFE has sold over 56,000 Jackets to a population of 56,000 people.



Sarain Fox
RFE Ambassador & Goose Person
Featured in CG F/W18 Global Campaign



Brand Growth

Align with Canada Goose global pursuits

- Amplify Canada Goose global pursuits through Greenlandic marketing activities.
- Bolster Canada Goose authenticity and heritage in a traditional market.
- Support new categories.

Connect to life in Greenland

- Partner with National and local organizations that embody key pursuits.
- Foster strong relationships with Greenlandic Goose People.



Brand Growth

Advertising/PR

Partnerships

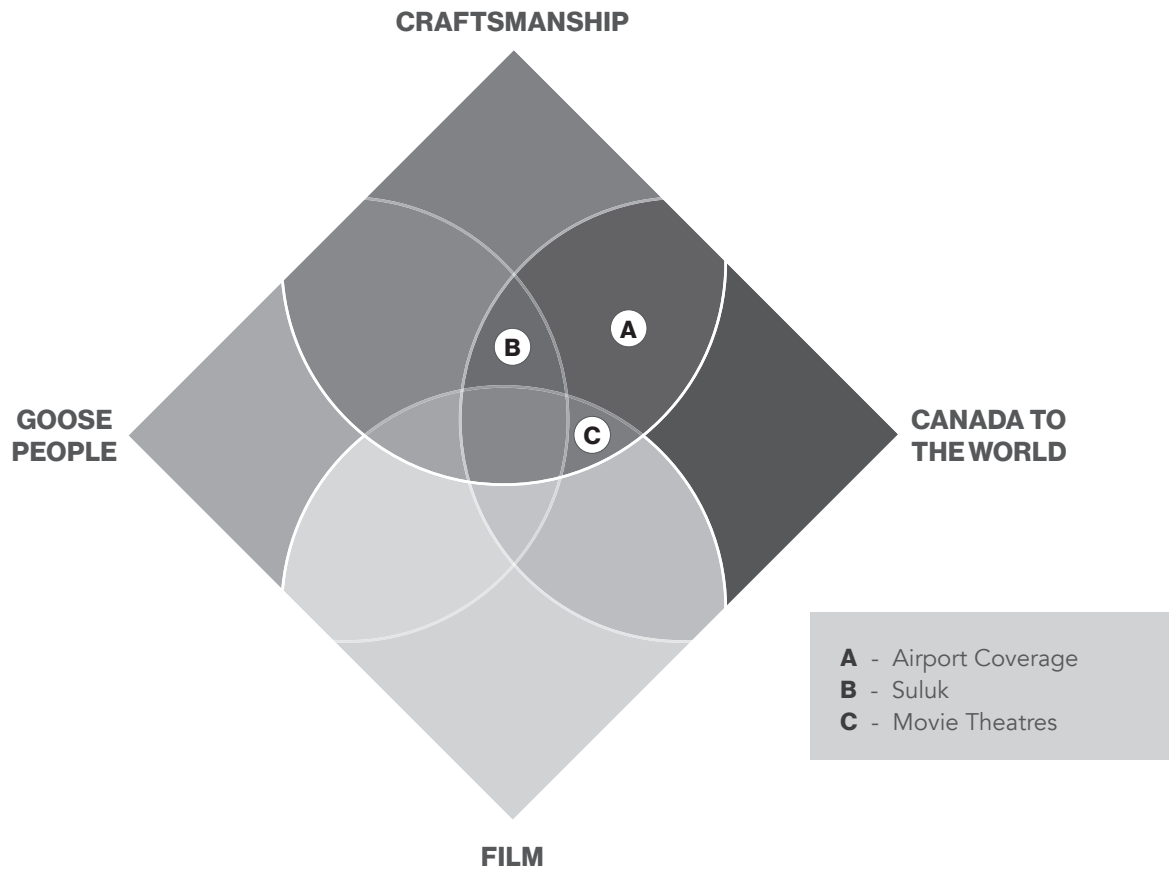
Connecting to life in Greenland

Dealer Support



Advertising

- Consistency across all media; CG image bank, global campaigns.
- Utilize Greenlandic celebrities and influencers.
- National print and digital.
- Build awareness for new categories, styles, layering.
- Strengthen relationships with dealers.





A Advertising / Airport Coverage

Airport Banners:

Large scale printed banners featuring Greenlandic celebrities, local influencers and global campaigns (updated seasonally) hung at the country's busiest airports (SFJ, Nuuk); amplifying Greenlandic society's connection to Canada Goose and its deeply rooted market position.

Airport Screens

Newly renovated digital screens in Greenland's busiest airports (Nuuk, Ilulissat, SFJ, Sisimiut) cycle through seasonal global campaigns, highlighting the connection to life and trends outside of Greenland and further the immersive brand experience associated with air travel in Greenland.





64.1814° N, 51.6941° W



B Advertising / Suluk Magazine

SULUK MAGAZINE:

Suluk is the in-flight magazine for Greenland's only national carrier and primary means for contact between communities. Canada Goose full page ads listing the nation's dealers and featuring global campaigns connect Greenlanders to each other and the international community.

suluk






ANUNI - AASIAAT • BUTIK MIKISOO - PAAMIUT • BUTIK SARA - KANGERLUSSUAQ -
 ILULISSAT - QASIGIANNGUIT - UUMMANNAQ • ITTU.NET - NUUK • NANORTALIK
 TOURISM SERVICE - NANORTALIK • POLARMAGASINET - NARSAQ - SISIMIUT •
 RITA SPORT - MANIITSOQ • TIMIMUT - QAQORTOQ

DISTRIBUTION - RAY FINE ENTERPRISES 001 819 684 5551

CANADA GOOSE

SULUK ISSUE 5 (SEPT - NOV)



ANUNI - AASIAAT • BUTIK MIKISOO - PAAMIUT • BUTIK SARA - KANGERLUSSUAQ -
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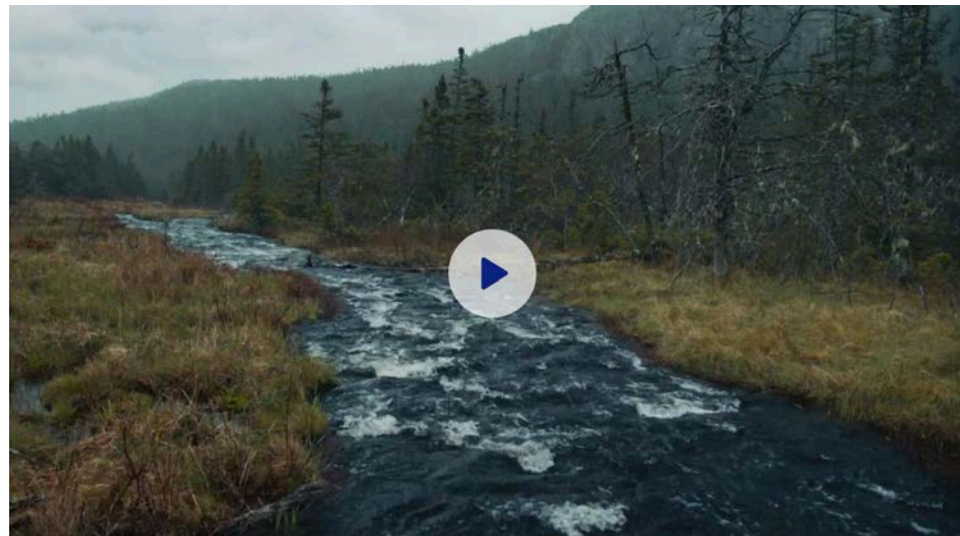




C Advertising / Movie Theatres

Movie Theatre Screens

Greenland is a small market with only two movie theatres. In Nuuk, the Katuaq theatre is a stunning, state of the art facility that houses most of the country's cultural events. Seasonally updated videos play before every movie in Greenland, amplifying the close ties between Canada Goose and the film industry.





15° 27.66' S - 145° 14.98' E





Brand Growth

Advertising/PR

Partnerships

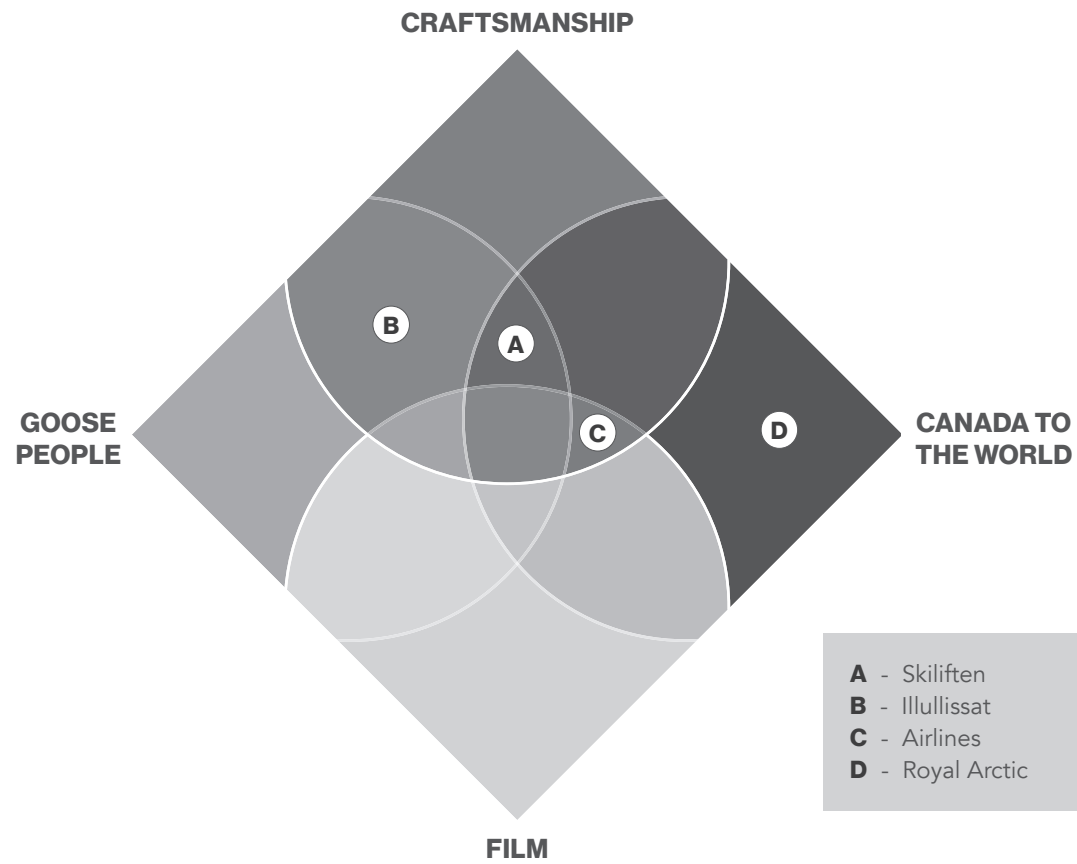
Connecting to life in Greenland

Dealer Support



Partnerships

- Key industrial, community, tourism partners.
- Outfit high visibility reference users.
- Maintain strong partnerships at all tourist destinations, world heritage sites, airports.





A Partnerships / Tourism

Sisorafit Skiliften:

Greenland's only ski hill and site for all national and international skiing events. Outfitting Sisorafit Ski Crew, high visibility reference users, in branded Canada Goose jackets (winter and spring styles) worn as part of their uniform. Showcasing seasonally updated large-scale indoor and outdoor banners (4), at high traffic areas of the lodge and chairlifts.

📍 NUUK
15° 27.66' S - 145° 14.98' E





CANADA GOOSE

15° 27.66' S - 145° 14.98' E



B Partnerships / Tourism

Ilulissat Isfjord:

A UNESCO World Heritage Site and the future home to the Global Climate Research Centre. 250KM North of the Arctic Circle this beautiful site attracts scholars and tourists from around the world.

The Ranger Office staff and international interns are outfitted in all-season Canada Goose outerwear and display Canada Goose banners promoting the sponsorship on site.



ILULISSAT
69° 06' 60.00" N -49° 29' 59.99" W





15° 27.66' S - 145° 14.98' E



C Partnerships / Industrial

Air Greenland:

Outfitting Air Greenland pilots and crew was Greenland's introduction to Canada Goose and is a critical legacy relationship championing the authenticity, craftsmanship and Greenlander's deep connection to the brand. Air travel is the lifeline between communities and employees are highly visible and respected key reference users.

 KANGERLUSSUAQ
40° 26' 46" N 79° 58' 56" W



air greenland 





BENTE LARSEN

Only four of the 100 pilots at Air Greenland are women. Bente Larsen has been one of them since early 2006 when she officially took over flying duties at the controls of one of the airline's Dash 7s. She considers herself extremely lucky and is thankful to have such a wonderful job.

Born and raised in Maniitsoq in southern Greenland in 1971, Bente long cherished her dream of becoming a pilot. It took a bit longer than originally planned but in the end Bente's determination and tenacity made it possible. She is a great proponent of people following their interests and living out their dreams.

QUOTE

I was raised as part of a big family at my grandparents' house because my mother was away getting her education. Coming from a small town in Greenland is difficult. You have to leave your family for years. Eventually, I want to live with my mother in Nuuk, the capital, and then moved to the south of Greenland.

While I was growing up in southern Greenland, I didn't see more airplanes but I did see helicopters every day. Every time I saw one I would think, "Wow! I'd love to fly one day." After high school in Denmark, I applied to become a pilot but missed my first try. I put my dream on hold but it was one to be forgotten.

My second interests were languages and administration, so I spent another three years away from home in Denmark, studying finance. I then moved back to Greenland, to Nuuk where I met my husband and worked for five years in the export department at Royal Greenland, the fish processing plant. Eventually, due to a blowout in the fish market, I was laid off. For me it was an opportunity to pursue my dream.

Even though I was older than most, I applied for the pilot training course again and was accepted. At that time, my husband and I had two girls. He is also a pilot. It was very hard to complete my training and manage a family at the same time. I graduated in 2004 and for more than a year I could not get a job as a pilot. I had to do something, so I took a tax in Nuuk waiting for my opportunity, which ultimately came my way.

I want to fly until I'm 65 because I have the best view from my office. My biggest dream is to fly with my husband someday. I never regret becoming an airline pilot and my advice to you is live out your dream, it's never too late!

Bente P. L.



Featured in:
Goose People
Canada Goose 50 Years



D Partnerships / Industrial

Royal Arctic:

Royal Arctic holds the exclusive concession to transport cargo to and from Greenland and between its settlements by sea. It is a lifeline to Greenland society.

Canada Goose jackets were provided to company officials and crew (pictured) for the official naming ceremony of their newest cargo vessel, Ivalo Artica, and upcoming ceremonies in 2018.



NUUK
15° 27.66' S - 145° 14.98' E







Brand Growth

Advertising/PR

Partnerships

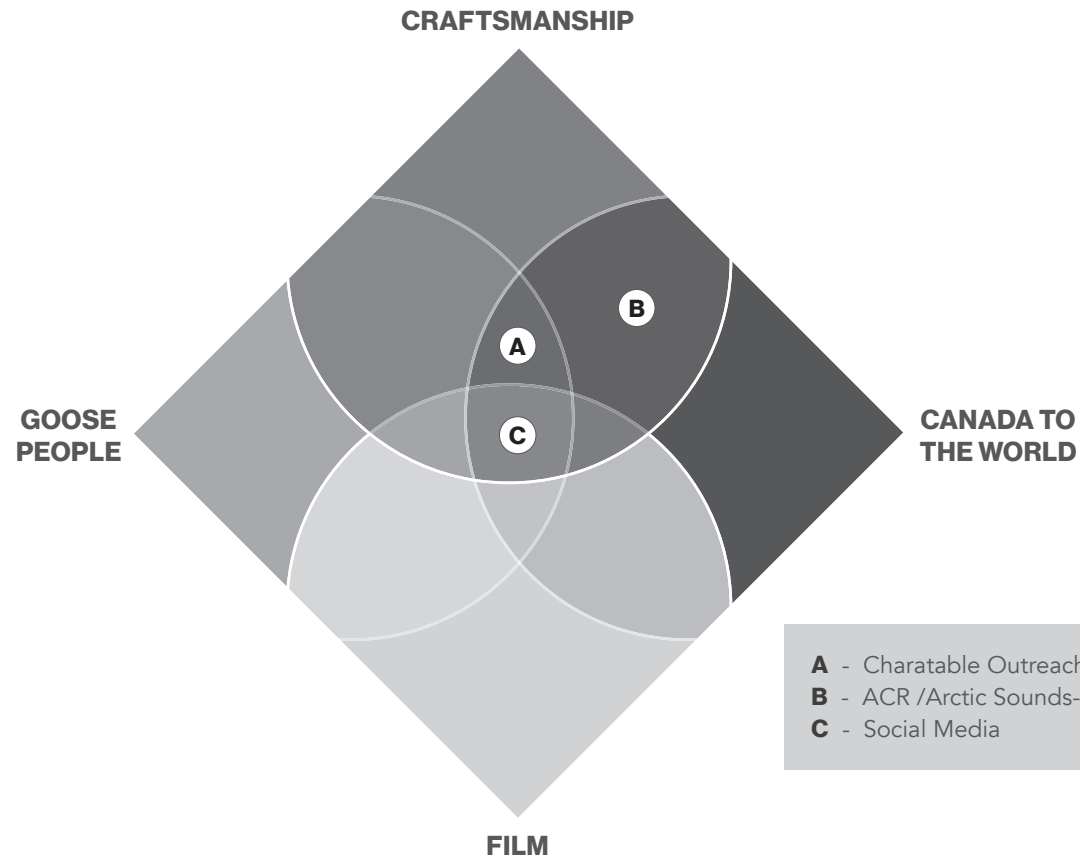
Connecting to life in Greenland

Dealer Support



Connecting to life in Greenland

- Establish and maintain emotional connection to the brand.
- Seek opportunities to showcase Indigenous people.
- Support high profile national initiatives internationally.



A - Charitable Outreach, Local Heroes
B - ACR /Arctic Sounds- Event Support
C - Social Media

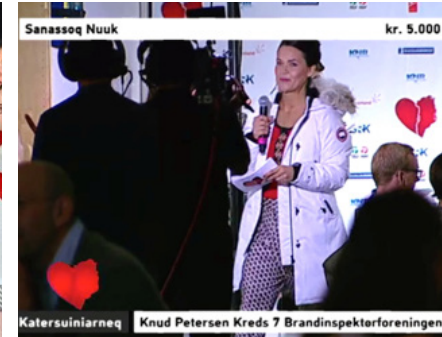


A Connecting / Charitable Outreach

Charitable Support:

Greenland is a close-knit country and it is critical that brand interactions be sincere and authentic to foster ongoing loyalty.

In partnership with KNR, Greenland's national broadcaster, Canada Goose parkas and children's snowsuits were donated to local charities, including NAKUUSA and Nanubørn.



Local Heroes:

Greenlanders were engaged through social media and dealer partnerships to "Share the Warmth" by nominating local role models whose contribution improves life in their communities. Three winners were selected to receive a Canada Goose Parka and be featured in profiles in Greenlandic media.

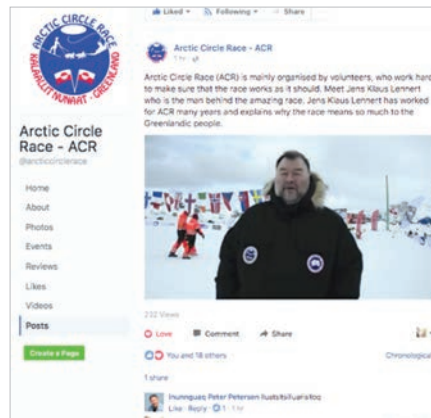
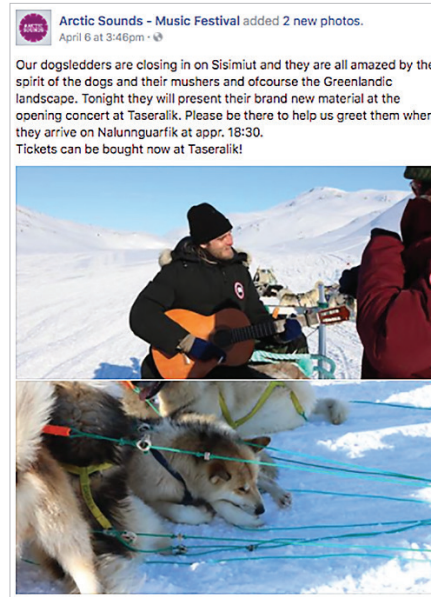
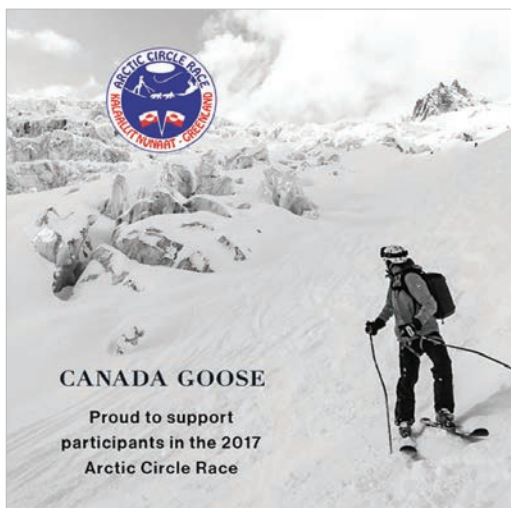




B Connecting / Event Support

Event Support

To highlight the brand's authentic connection to life in Greenland, social media is utilized to promote partnerships with key national events that reflect the Canada Goose brand promise to support active outdoor lifestyles in even the most extreme conditions. Posts with brand-aligned imagery were widely shared with high engagement rates, reaching between 30-40% of the country's population.





C Connecting / Social Media

Social Media

Greenlanders are an engaged community of Goose People and Canada Goose fans. RFE utilizes social media to secure user generated photos for future promotional use, promote community involvement, showcase new product categories, create retail demand through global campaign assets and reinforce the authorized dealer list.







Brand Growth

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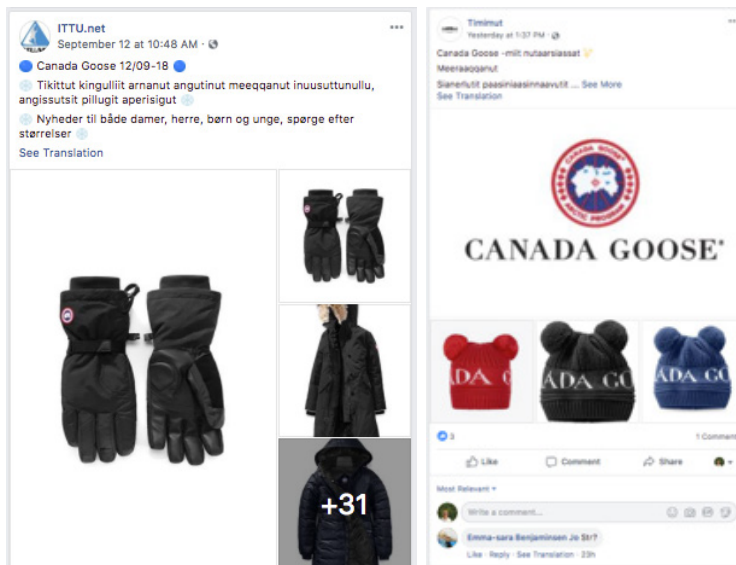


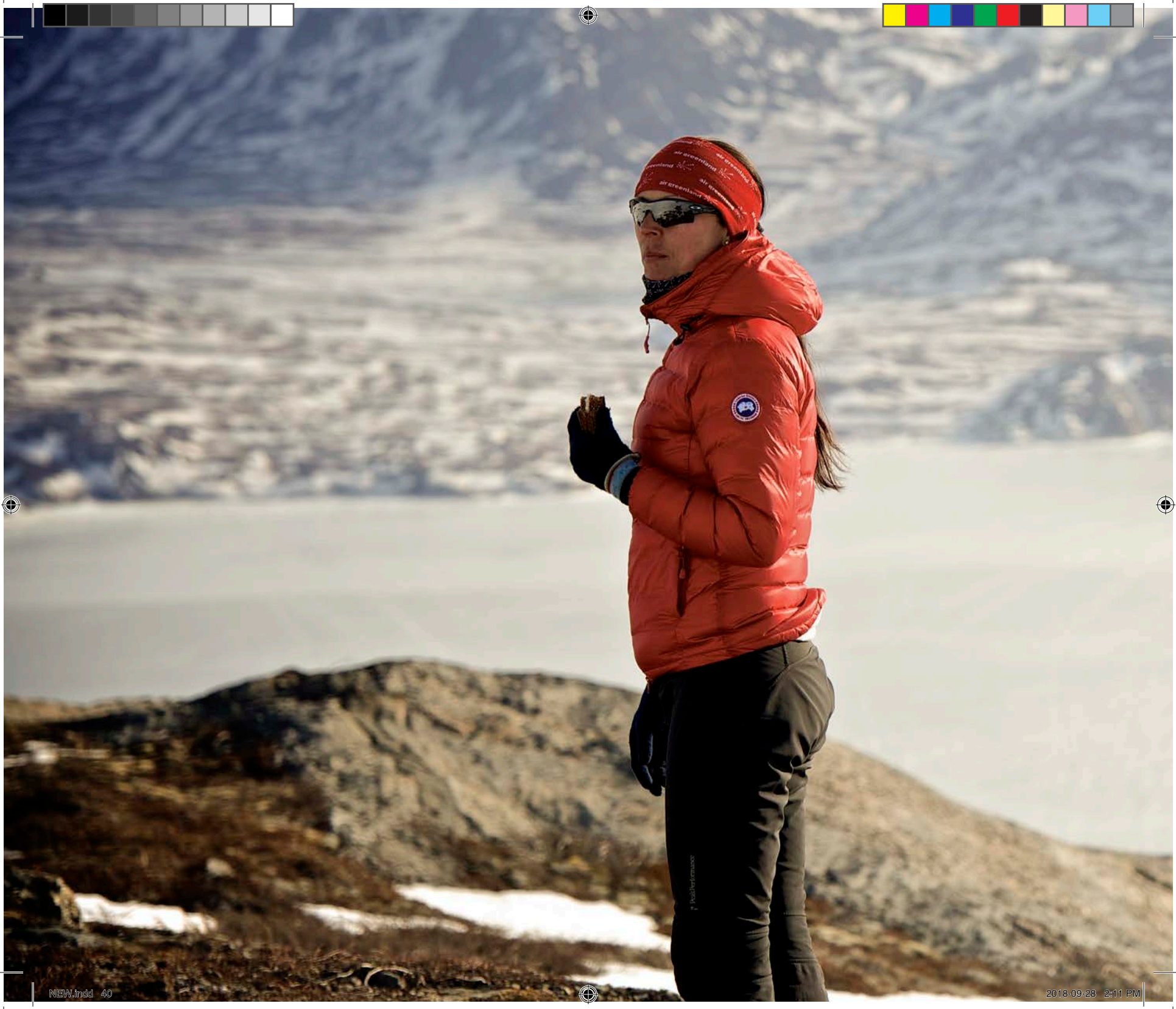
B Dealer Support

In-Store & Online

Each of Greenland's twelve largest towns have a Canada Goose retailer. As a small market, dealers are integral pillars in their communities.

RFE engages actively through frequent contact, in-person visits, partner activations, updating POP/merchandising and providing fresh social media and electronic assets.









RFE Team & Approach

Ray Fine Enterprises

Thirty five years ago RFE pioneered the sharing of global brands in the Arctic and today builds brands, shares brand stories and maintains top positioning at retailers across the world.

- Brand-building approach
- Specialized, experienced RFE Canada Goose team (sales, marketing, design, operations)



Ray Fine



Josh Fine



Aron Slipacoff



Jason Dimmell



Randy Murray



Joe Robertson



Martin Ratajczak



Habib Yusuf







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