

President's Choice®



Something for Everyone
Experience a Whole New Level of Taste With Fine Foods and Flavours at Exceptional Value



President's Choice®



President's Choice®, Canada's leading food brand, revolutionizes its message to portray today's broader customer hunger pangs. In an age when Canadians are caring and conversing more about the value, quality, taste, sources, ingredients, and excitement of what they eat, the brand is encouraging customers to expect more from their food. The original president of the corporation was - Dave Nichol, who was also a Loblaws president at that time.



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The President's Choice's selection is aimed at people of all ages. Most are concerned parents who want to ensure that their children eat properly. The President's Choice aims at families, mothers, the elderly, and even teenagers. President's Choice offers Canadians great food and household products at low prices.



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Buyer Persona

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Target
Audience
- Needs



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Role - Homemaker
Age - 30-35
Family - has 1 son
Sharon

Key Identifiers

Homemaker
Educated
Health Conscious

Maria

Married. Stay-at-home mother with her son, Sharon - age in teens. Homeowner, middleclass, located in Toronto.

Goals	To make her son strong so that he can achieve his set goal
Challenges	Her son does not eat the healthy things and is more attracted towards playing games
Purchase Behavior	New customer; hasn't made a purchase from this brand before.
Interests & Hobbies	Her son is always engaged in playing video games and does not like to eat vegetables. But he always finishes his plate.
Benefits of product	Fresh cut and ready to eat, this colorful slaw mix is a pleasantly crisp blend of shredded broccoli, carrots and red cabbage. Quick and easy to toss with dressing or vinaigrette for salads, it also makes a great side for chicken and other mains. Add it to stir-fries and sautés, or enjoy it as a fresh topping for baked potatoes and pulled pork sandwiches. Children loves to it
Objections	She wants more options in vegetables which her son will love to eat without any objection.

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Target
Audience
- Needs



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Role - Business administration
Age - 25 -35
Family - has 1 daughter Karen
(age -5-10)

Key Identifiers

Full time Career
Family Oriented Values
Educated
Is Health Conscious

Harley

Is a working mom, who is balancing her career with raising a kid, all while keeping everyone healthy. She is educated, on-the-go woman who prefers vegan (plant-based products) products for her family.

Goals	To keep her family healthy and prevent sickness. Eat clean, healthy, and vegan food
Challenges	Packing a healthy meal for her daughter. Her daughter prefers to eat all junk food like other children
Purchase Behavior	New customer; hasn't made a purchase from this brand before.
Interests & Hobbies	Her daughter likes to eat cake and pastries.
Benefits of product	You want to add more plant based choices to your diet, but you're not about to sacrifice cheesecake. Neither are we. That's why we recreated New York-Style cheesecake from scratch using a lima bean base perfected with ingredients like coconut oil, blue agave syrup and salt to capture the creamy texture and subtle tart flavor. And it all sits on a flaky, golden, graham crumb crust. Serve it as is, or add fruit and a drizzle of your go-to chocolate sauce. Yum. Children loves to it
Objections	She wants more options in plant based products which her daughter will love to eat without any objection.

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Customer's Touchpoints



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Buyer's Journey

Buyer Persona Stages	Awareness	Research	Select & Validate	Transaction	Service & Return
Pain Points	Hunger is Realized	Consumer realizes need for healthy products	What is the cost compared to other products? What are the resulting benefits?	Where can I buy it?	People in my surroundings are looking for a good brand. Should I recommend it?
Triggers	Sees a social media post - PC's story.	Fiddles and tries to know about the brand	Look for the brand's website and finds the reviews for it	Tries to figure it out whether to buy online or offline	Spread word of mouth and get feedback or reviews
Content Formats & Ideas	<ul style="list-style-type: none"> * Text & Digital * Display ads about healthy diets * Social Media post about healthy products * Website blogs & articles 	<ul style="list-style-type: none"> * Responsive display ads * Explainer videos on product benefits safety * Blog on website * Social Media posts and influencers 	<ul style="list-style-type: none"> * Display ads on different food bloggers site * Video testimonial of product users * Social media users 	<ul style="list-style-type: none"> * Free surprise gift with the first purchase * Email sign up and subscribe to 10% off 	<ul style="list-style-type: none"> * blog for products * Contest using different product pic and referral

Measurements	* Impressions * Reach * Unique Visitors * Page Views	* Shares * clicks * comments * engagements * Actions on websites	* Bounce Rate * Time Rate * Actions on websites * Video Views	* # of transactions * \$ of Transactions * cart abandoned * Social media conversion	* Post engagements * Open rates * Website traffic * # of referrals
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Content Market Opportunities

Buyer Persona Stages	Awareness	Research	Select & Validate	Transaction	Service & Return
Content Ideas	<p>Emphasize the firm's objective and align to principles like healthy and safe products via:</p> <ul style="list-style-type: none"> *Blogs about food products *Social media, organic search and influencers that highlights the objective 	<p>Focus on educating people on why being health conscious is important and also why their products are beneficial</p> <ul style="list-style-type: none"> *Video showing benefits *Sharing stories 	<p>Focus on showcase how President's Choice's products are helpful in day-to-day needs including health</p>	<p>Showcasing different products that will work together better while checking out the cart</p> <ul style="list-style-type: none"> *email collection for newsletter, promotional product releases *brochure along with purchase 	<p>To establish brand loyalty and trust, focus on re-engaging customers after they've completed a purchase</p> <ul style="list-style-type: none"> * Social and search ads that re-market the relevant products
Channels	<p>Instagram YouTube Website blogs</p>	<p>Website blogs Organic and paid instagram Influencer partnerships</p>	<p>YouTube raw videos Google video ads</p>	<p>Email Brochures</p>	<p>Email Video ads that link back to site for purchase</p>
Measurement	<p>Impressions Reach Video views</p>	<p>Engagement Website visits</p>	<p>Bounce rates Bag & check out CTR Number of pages visited</p>	<p>Email ids' list Number of transactions Cart abandonment rate</p>	<p>New email referrals Repeat customer transactions</p>

Thank
You

