

## Strategic Media Planning- Assignment 1

**Client Name:** Footwear

**Product/Brand:** Aldo

**Group Members:** Valentina Khalil, Madonna Amin, Noora Mirfakhraee, Austin Maisuria

**Instructor's Name:** Shady Elmansoury

### Category

#### **Issues:**

- Consumers are concerned if the product is high quality or not, due to many experiences where the shoes have either worn off or didn't last a year
- Consumers concerned about false advertisement within the store  
ex: In July 2020, there was a complaint regarding the product/service since the consumer was told by the salesperson that the shoes were leather which wasn't accurate, and lead to the shoes not lasting
- The more consumer complaints, the more desired outcomes  
ex: Gift card with \$80 tax included

#### **Market Size:**

- Fashion stores industry in Canada gone through a period of growth over the five years to 2021
- Increased consumer spending generated revenue for industry retailers of athletic, casual and dress shoes
- Shoe stores in Canada have a market size of \$5bn
- There are 3,144 businesses
- There's an industry employment of 35,235
- Aldo's major competitors include Caleres, Steve Madden, Charles & Keith

#### **Recent Innovations:**

##### *Aldo*

- Commitment on diversity and inclusion, focusing on female leadership
- Innovative wellness program encouraging associates to stay fit and reduce stress
- Sustainable collection made with recycled polyester and carbon
- Improving performance of the footwear and leather industries by working with the Sustainable Apparel Coalition and the Leather Working Group

##### *Caleres (Competitor)*

- Use of environmentally preferred materials in 100% of Caleres products and shoeboxes
- Reduces waste by 50% in Caleres' strategic sourcing supplier base
- Reduces energy consumption by 25% in retail stores and distribution centers

#### ***Steve Madden (Competitor)***

- Launched Cool Planet by Steve Madden; a sub brand that aims to make eco-friendly footwear at an affordable price
- Sustainable products priced at a high end
- Cool planet's women brand will launch with 19 styles including sneakers and sandals; prices will range from \$50-\$80

#### ***Charles & Keith (Competitor)***

- Positions itself into the "affordable luxury" market
- Collaborated with international organizations such as Gender Equality (UNWOMEN)
- Collaborated with Freeset to create an online exclusive collection; Floral Days

#### **Prospects for the Category:**

- Aldo itself and its competitors will continue targeting people aged 16-45
- Global footwear market estimated to reach \$530.3 billion by 2027
- Footwear industries will continue to use social media marketing as a major strategy
- Children segment would witness faster growth

#### **Online:**

- Statista proves Canadian respondents who buy fashion footwear and accessories in-store are at 86.8% while respondents who buy online are at 13.2%
- Fashion industries are now:
  - Enhancing the quality of photography with more engaging head to toe shots, making the shoe come alive
  - Offering product and technology videos, consumer ratings and reviews
  - Leveraging video content content to educate, inspire and engage consumers
  - Using customer data to personalize their offers and marketing messages

#### **Major News**

- COVID-19 pandemic has put too much pressure on the Aldo business
- Euromonitor estimates shoe retail in Canada will grow by 14.2% between 2017 and 2022
- Shift toward more active lifestyles drives demand for running and cycling footwear across the world
- In 2020, Aldo sold over \$1.2 billion worth of merchandise, but lost \$78.4 million at Canadian stores

- Aldo was asking courts in Canada and the US for protection from creditors while it restructures the business

## **Company/Brand**

### **Social Media Uses:**

- Aldo uses almost all the social media platforms, some of the platforms they use are; Youtube, LinkedIn, Pinterest, Facebook, Twitter, and Instagram.
- There are many ways to take advantage of social media platforms since the majority of the consumers are already using these platforms, Aldo is a step ahead with reaching them. Ex. Posting sales, Contests, New products

### **Advertising Activity:**

- Christopher Lombardo (2021) stated that “Aldo leans more into digital to change millennial perceptions” (p.1) they launched a new campaign called “stepping into the next” to target millennials through digital platforms.
- The whole point of the campaign is to let people know that aldo is not just a mall brand and that it is alot bigger than that.
- Another way to get attention was creating contests and promoting them through social media.

### **Community Involvement:**

#### ***Back to school***

- Every year Aldo donates shoes to children in need for back to school, along with school supplies and clothing.

#### ***Baskets of hope***

- Donations such as non-perishable food items, clothing, hygiene products and toys are collected and donated to those in need every year.

#### ***Giving Tuesday***

- After black Friday on Tuesday, Aldo gives back to the community for the winter season with gift baskets for families in need as well as homeless shelters.

## **Demographics**

<b>Age- Shopping In-Store/Online-Categories Shopped/Past 12 Mos-In-Store/In Person [Footwear]</b>			
Age	CDN POP%	Users %	Index
35-39	7.52	8.23	109
40-44	8.16	9.52	117
45-49	7.16	8.18	117
55-54	7.72	8.65	112
55-59	8.65	9.53	110
60-64	7.85	7.97	101

Source: Vividata Winter 2021 SCC

- 51.99 % of customers that shopped in stores in the last 12 months for footwear are between 35-64.
- Customers between the ages 35-64 are 1% more likely to shop in stores for footwear.

<b>Age- Aldo</b>			
Age	CDN POP%	Users %	Index
18-24	10.8	14.2	132.3
24-34	16.3	19.7	120.7
34-49	23.3	26.7	114.6

Source: PMB 2018 Readership and Product database

- 60.6 % of customers who shop at Aldo footwear are between the ages of 18-49.
- Customers between the ages 18-49 are 14.6% more likely to buy Aldo products.

HHI- Shopping In-Store/Online-Categories Shopped/Past 12 Mos-In-Store/In Person [Footwear]			
HHI	CDN POP%	Users %	Index
\$75,000-\$99,999	15.52	16.08	104
\$100,000-\$124,999	12.09	12.8	106
\$125,000- \$149,999	7.84	8.7	111
\$150,000-\$199,999	6.99	8.15	117
\$200,000 or over	4.73	5.66	120

Source: Vividata Winter 2021 SCC

- 51.39 % of the customers who shopped in stores in the past twelve months for footwear have a household income of \$75,000 +.
- The Customers who make 75,000+ are 4% more likely to buy their footwear in store.

HHI- Aldo			
HHI	CDN POP%	Users %	Index
\$75,000- \$99,999	14.9	13.9	93
\$100,000-\$124,999	12.6	17.1	136.1
\$125,000 - \$149,999	7.2	9.6	133.2
\$150,000- \$199,999	6.6	10.7	162.5
\$200,000 or over	5.2	6.7	128

Source: PMB 2018 Readership and Product database

- 58% of customers who shop at Aldo footwear have a household income of \$75,000+.
- Customers who make 75,000+ are 7% less likely to buy Aldo products.

Gender - Shopping In-Store/Online-Categories Shopped/Past 12 Mos-In-Store/In Person [Footwear]			
Gender	CDN POP%	Users%	Index
Male	48.7	45.8	94
Female	51.3	54.2	106

Source: Vividata Winter 2021 SCC

- 54.21% of consumers who shopped for footwear are female.
- Both females and males are just as likely to shop for footwear.

Gender - Aldo			
Gender	CDN POP%	Users%	Index
Male	49.5	28..8	58.3
Female	50.5	71.2	140.8

Source: PMB 2018 Readership and Product database

- 71.2% of consumers who shopped for Aldo are female.
- Females are 40.8% more likely to shop for Aldo.

Education- Shopping In-Store/Online-Categories Shopped/Past 12 Mos-In-Store/In Person [Footwear]			
Education	CDN POP%	Users%	Index
No Certificate Or Diploma	4.8	4.3	90
Secondary/High School Graduate	23.1	21.0	91
University/Other Non-University Cert.	27.1	27.5	101
Bachelor's Degree	21.1	22.3	106
Post Graduate+ Degree	15.4	16.4	106

Source: Vividata Winter 2021 SCC

- 27.5% of consumers who shopped for footwear have University/Other Non-University Cert..
- Consumers who have a Bachelor's Degree are 6% more likely to shop for footwear.

Education- Aldo			
Education	CDN POP%	Users%	Index
No Certificate Or Diploma	12.8	9.1	71.2
Secondary/High School Graduate	18.8	19.2	102.2
University/Other Non-University Cert.	24.9	24.6	98.7
Bachelor's Degree	18.4	22.7	123.4
Post Graduate+ Degree	13.5	15.1	111.9

Source: PMB 2018 Readership and Product database

- 24.6% of consumers who shopped for Aldo have University/Other Non-University Cert..
- Consumers who have a Bachelor's Degree are 23.4% more likely to shop for Aldo.

HH Status - HH Structure - Shopping In-Store/Online-Categories Shopped/Past 12 Mos-In-Store/In Person [Footwear]			
HH Status - HH Structure	CDN POP%	Users%	Index
Couple With Children Living at Home	40.3	43.2	107
Couple-No Children Living At Home	21.3	21.3	100
Adult With Children Living At Home	7.8	8.3	106
Adult Living Alone	15.8	14.1	89
Adult Sharing Accommodation	10.6	9.5	89
Empty Nesters	15.6	15.0	96
Other	4.2	3.7	87

Source: Vividata Winter 2021 SCC

- 43.2% of consumers who shopped for footwear are Couple With Children Living at Home

- Consumers who are Couples With Children Living at Home are 7% more likely to shop for footwear.

HH Status - HH Structure- Aldo			
HH Status - HH Structure	CDN POP%	Users%	Index
Couple With Children Living at Home	42.4	46.0	108.4
Couple-No Children Living At Home	21.1	19.0	90.0
Adult With Children Living At Home	7.7	10.1	130.1
Adult Living Alone	12.5	8.5	67.8
Adult Sharing Accommodation	9.1	10.1	110.6
Empty Nesters	15.1	9.4	62.1
Other	7.0	6.3	89.4

Source: PMB 2018 Readership and Product database

- 46.0% of consumers who shopped for Aldo are Couples With Children Living at Home.
- Consumers who are Adults With Children Living At Home are 30.1% more likely to shop for Aldo.

## **Reference:**

Aldo Group. (2021). ALDO Community engagement | [www.aldogroup.com](http://www.aldogroup.com). Aldo. <https://www.aldogroup.com/communityengagement.html>

Aldo Shoes social media. (2021). Socialwedia. <https://socialwedia.com/AldoShoes>

Buchanan, M. (2021). sbmaldo-blog. Tumblr. <https://sbmaldo-blog.tumblr.com/BrandPositioning>

Christopher, L (2021, September 3). Aldo leans more into digital to change millennial perceptions. <https://mediaincanada.com/2021/09/03/aldo-puts-a-self-confident-foot-forward/>



Toneguzzi, M. (2021, January 19). Canadian Footwear Behemoth 'ALDO' Expands Eco Initiatives Amid Global Expansion. Retail Insider. <https://retail-insider.com/retail-insider/2019/10/canadian-footwear-behemoth-aldo-expands-eco-initiatives-amid-global-expansion/>