

Footwear

Aldo

Madonna Amin, Austin Maisuria, Noora Mirfakhraee, Valentina Khalil
Shady

Leisure Habits/Personal Characteristics

Mavy is a very fashionable person, she studies fashion design and loves to keep up with fashion. She loves entertaining at home (64.1%, 130) and watching movies. She really enjoys shopping (42.6%, 152) and she does not use a shopping list (29.6%, 109) while she is shopping. She checks several sources before making a significant purchase (68.3%, 113). She wakes up and check digital magazines (19.3%, 139), digital newspaper (20.4%, 129) which she's a medium user for both of them. Then she sits down and watch television (50.7%, 129) but she doesn't watch tv much, she's a light user for tv. She barely listens to radio (52.8%, 102), she's a light user. She's a heavy user on internet (38.7%, 127), she uses internet mostly on her phone (55.0%, 176). She hasn't used the bus longer than a month (66.3%, 118). She feels neutral/3 (36.3%, 102) about digital OOH. But sometimes she notices (47.0%, 111) the digital OOH. She has made some purchases past week (3.7%, 135) after seeing OOH ad. Lastly, she lives in Ontario.

Media Habits

Magazine:

M/F, 18-49, HHI 75,000+				
	Magazines (Print)		Magazines (Digital)	
	%	Index	%	Index
Light	14.35	109	31.96	68
Medium light	13.26	98	17.61	133
Medium	15.43	111	19.13	139
Medium heavy	13.26	100	18.7	151
Heavy	11.09	83	12.61	94

Source: Vividata Winter 2021 SCC

- 14.35% of Aldo's target are light magazine (print) readers. They are 9% more likely to be light magazine (print) readers. 15.43% of Aldo's target are medium magazine (print) readers which means they are 11% more likely to be medium magazine (print) readers.
- 19.13% of Aldo's target are medium digital magazine readers. The target is 39% more likely to be medium digital magazine readers and 18.7% of the target are medium to heavy digital magazine readers. They are 51% more likely to be digital magazine readers.
- This table shows that Aldo's target are more likely to read digital magazines compared to print magazines.

Newspaper:

M/F, 18-49, HHI 75,000+				
	Newspaper (Print)		Newspaper (Digital)	
	%	Index	%	Index
Light	5.2	70	30.0	84
Medium light	11.5	123	17.2	102
Medium	6.1	75	20.4	129
Medium heavy	6.3	74	15.2	92
Heavy	2.6	35	17.0	113

Source: Vividata Winter 2021 SCC

11.52% of Aldo's target are medium light print newspaper readers. They are 23% more likely to be medium light print newspaper readers.

20.43% of Aldo's target are medium digital newspaper readers. They are 29% more likely to be medium digital newspapers users. 16.96% of the target are also heavy digital newspaper readers, they are 13% more likely to be heavy digital newspapers users.

This table shows that Aldo's target audience is more likely to be digital newspapers users.

Television:

M/F, 18-49, HHI 75,000+		
Television		
	%	Index
Light	50.7	129
Medium	32.2	88
Heavy	17.0	70

Source: Vividata Winter 2021 SCC

50.65% of Aldo's target are light television users. They are 29% more likely to be light television users.

This table shows that Aldo's target watches less than 10 hours television.

Radio:

M/F, 18-49, HHI 75,000+		
Radio		
	%	Index
Light	52.8	102
Medium	31.7	117
Heavy	15.4	73

Source: Vividata Winter 2021 SCC

52.83% of Aldo's target are light radio listeners. They are 2% more likely to be light radio users.

Internet:

M/F, 18-49, HHI 75,000+			
Internet			
	%	Index	
Light	21.5	58	
Medium	39.8	122	
Heavy	38.7	127	

Source: Vividata Winter 2021 SCC

38.7% of Aldo's target are heavy internet users. They are 27% more likely to be heavy internet users.

Internet via phone:

M/F, 18-49, HHI 75,000+			
Internet via phone			
	%	Index	
Light	14.6	36	
Medium	30.4	107	
Heavy	55.0	176	

Source: Vividata Winter 2021 SCC

55% of Aldo's target are heavy internet users via their phones. They are 76% more likely to be heavy intent users via their phones.

M/F, 18-49, HHI 75,000+			
public transit last used			
	%	index	
Yesterday	10.2	115	
Past week	15.9	98	
Past month	23.7	98	
Longer than a month ago	66.3	118	
Never	10.0	51	

Source: Vividata Winter 2021 SCC

- 66.3% of Aldo's target haven't used public transit longer than a month ago. They are 18% more likely to not used public transit in the last month or longer.
- 10.22% of Aldo's target have used public transit the day before the survey. They are 15% more likely to have used public transit everyday.

M/F, 18-49, HHI 75,000+			
Out of Home-Views on Digital Screen OOH ads			
	%	index	
Strongly agree 5	12.0	138	
4	25.0	101	
3	36.3	102	
2	22.2	110	
Strongly disagree 1	4.6	43	

Source: Vividata Winter 2021 SCC

11.96% of Aldo's users are strongly agree that the OOH advertisings often catch their attention. They are 38% more likely to be agreeing with this statement. 22.17% of the target is only somewhat agree with this statement. They are 10% more likely to almost disagree with "OOH digital ads get their attention".

M/F, 18-49, HHI 75,000+			
Out of Home-Views on Digital Screen OOH ads			
	%	index	
Each time	6.3	102	
Most of the time	37.0	137	
Sometimes	47.0	111	
Almost never	7.2	62	
Never	2.6	128	

Source: Vividata Winter 2021 SCC

36.96% of the target says they notice the OOH ads most of the time. They are 37% more likely to notice the ads most of the time. 46.96% of the target on the other hand say they only sometimes notice the ads. The target is 11% more likely to say sometimes.

M/F, 18-49, HHI 75,000+			
Out of Home-When Last Time Action Taken-Purchased a product/brand/service			
	%	index	
Yesterday	1.1	211	
Past week	3.7	135	
Past month	4.4	84	

Source: Vividata Winter 2021 SCC

3.7% of Aldo's target have purchased a products/ service after seeing and OOH ad in the past week. They are 35% more likely to purchase a product/ service in the past week after seeing an OOH ad.

M/F, 18-49, HHI 75,000+			
Flyers/Inserts/Coupons-Personally Read/Looked Into Print/Digital in the Past 12 Mos			
	%	index	
Yes	89.8	111	
No	10.2	54	

Source: Vividata Winter 2021 SCC

As you can see in this chart 89.78% of Aldo's target have said yes to actually paying attention to flyers, coupons and etc. They are 11% more likely to say yes to this statement.

Geography

Footwear In-Store/ In Person shopping						
Region	CDN POP %	Footwear Users %	Aldo Users %	CDI	BDI	BOI
Atlantic	6.5	6.0	2.9	93	45	206
Quebec	23.0	22.4	22.8	98	99	98
Ontario	38.6	38.6	37.2	100	96	104
Prairies	18.2	18.5	12.9	101	71	143
BC	13.7	14.5	24.1	106	176	60

Source: Vividata Winter 2021 SCC

The top two geographic that will be used are Ontario and Prairies. Prairies has the greatest opportunity because it has one of the highest brand opportunity indexes. Ontario has the 3rd highest brand opportunity. The reason Aldo choice these two geographic is because they have a high CDI and a low BDI which it means that it would be easier to convince our customers to buy from us. The reason Aldo didn't choice Atlantic, even though it has the highest BOI, it because it has the lowest users %, Aldo users %, CDI, and BDI. For this reason, Aldo feels strongly starting with Ontario, and Prairies for now.

The main target customers are customers who shop at store. Even though Aldo e-commerce shoppers are growing more and more every year. But they still only represent 25% total of Aldo revenue, 15% coming from e-commerce directly, and a 10% of 25% of those customers are ordering online but from walking into our store. So still 75% of Aldo revenue are coming from customers shopping in our stories or trying on the products and buy it while they still in store but online.

Seasonality

	Aldo Footwear Sales Pattern												
Month	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
Sales	\$ 185,000	\$ 150,000	\$ 130,000	\$ 170,000	\$ 70,000	\$ 95,000	\$ 100,000	\$ 120,000	\$ 135,000	\$ 150,000	\$ 165,000	\$ 190,000	\$ 1,660,000
Sales %	11%	9%	8%	10%	4%	6%	6%	7%	8%	9%	10%	11%	

- As shown, sales percent differs depending on the season. Many of Aldo footwear includes boots and are winter and slightly spring season related. As a result, the number of sales are

higher around the winter months of cold weather such as November-December and January-April. Based on sales percent, May accounts for the lowest sales at 4% while January and December account for the highest at 11% sales. Customers are 2% less likely to purchase Aldo footwear in Feb and Oct than in Dec and Jan. People are 7% more likely to purchase Aldo footwear in Dec and Jan than in May.

2. The top three months of sales are Nov at 10% sales, Dec at 11% sales, and Jan at 11% sales. These are priorities because that's the time of the year where the winter season starts kicking in heavily and people have a desire for getting pairs of boots, etc. Note that Aldo already has a wide variety of options to choose from that could be worn for the season, and that makes people more likely to get their attention caught. Nov-Jan are priorities because Aldo is aware of the winter season helping their sales increase, considering the items are high quality as well.

Competition

Product Similarity

- Aldo footwear top 2 similar competitors are Browns & The shoe company.
- Browns is one of Aldo competitors and this competitor is offering more name brand footwear at their retail store for both genders (male & female) and even children. The second competitor coming up behind Aldo is the shoe company, the shoe company offers name brand and designer shoes for all genders and age groups for a lower cost.

Brand	Current users
Aldo	A18-49, HHI \$75M+
Browns	A25-49, HHI \$75M+
The shoe Company	A35-64, HHI \$75M+

With the chart above comparing Aldo to its 2 competitors it shows that Aldo has a great range with its target group from 18-49. Similarities are that the HHI are all similar in range with the same income range of 75M+.

Competitive Geographic Analysis					
Region	CDN POP %	CDI	Aldo BDI	Browns BDI	The shoe company BDI
Atlantic	6.5	93	45	14	194
Quebec	23.0	98	99	207	2
Ontario	38.6	100	96	41	89
Prairies	18.2	101	71	3	40
B.C	13.7	106	176	111	144

As seen in the chart above Aldo BDI is an all-time high in the province of British Columbia (B.C), second highest is the shoe company in the Atlantic region and finally browns BDI in Quebec with 207.

Share of Voice

Footwear stores – Share of Voice (%)							
Brand	Total	News	Magazine	OOH	Radio	TV	Online
Aldo	17.6	17.5	0	22.2	8.5	32.2	13.9
Browns	15.7	28.4	0	26.2	12.4	1.9	18.5
The Shoe Company	7.1	19	0	0	0.8	14.8	1.1

Above is the share of voice chart, and the highest (%) from each brands category is highlighted, Aldo is the highest in TV with 32.2%.

Share of Medium

Footwear stores – Spend by Medium %							
Brand	Total Media	News	Magazine	OOH	Radio	TV	Online
Aldo	100.0%	19.1%	0.0%	19.3%	12.7%	37.6%	11.4%
Brown's	100.0%	34.5%	0.0%	25.4%	20.6%	2.4%	17.0%
The Shoe Company	100.0%	51.5%	0.0%	0.0%	3.1%	43.2%	2.3%

Above is the spend by medium chart, and the highest (%) from each brands category is highlighted, Aldo is the highest in TV with 37.6%. Aldo spends the least money in news 19.1% vs Brown's spend most of their money advertising in news 34.5%, and The Shoe Company 51.5%.

Reference:

Sonsev, V. (2018, May 2). Aldo's Fresh Take On The Online To In-Store Customer Journey. Forbes. <https://www.forbes.com/sites/veronikasonsev/2018/05/02/aldos-fresh-take-on-the-online-to-in-store-customer-journey/?sh=ff196ed7df4f>