



CANADA

N67



Our Brand Statement

- Canada N67 is a clothing line that will feature various cloths specifically; t-shirts, hoodies, and hats.
- Canada N67 is a clothing line that will feature various cloths specifically; t-shirts, hoodies, and hats.
- Thus, promoting Canada as a brand has an emerging market.



Target Market



New Commers

- (Millennials & Generation Z –
 - International Students
 - & Refugees (example: Ukrainians).
-
- Since Canada has status, it is only appropriate to create a brand which gives people notoriety whether it be on social media, attending classes or just plain going out. Canada N67 is about status.



Target Market



Hip Hop Subculture

- Through hip hop subculture – Canada has become an established brand. Also, through social media there exist a perception - anyone living in Canada is considered to have status.
- Thus, it would be appropriate if people would establish presence on social media by wearing none other than Canada N67 brand.



Target Market

Generation Y & Z

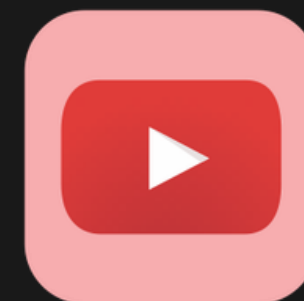
- Local Canadian's (Millennials & Generation Z) – Canadians are humble, yet they are also not afraid to be patriotic when appropriate.
- Whether it be during Canada day (July 1 st), the big hockey tournament (World Juniors, World Cup and or Olympics) what better way to celebrate the pride and joy by wearing Canada N67.



Marketing Strategy

- Canada N67 is a preliminary project thus it would be appropriate to start off small (cost effective) Social Media would be the mainstream as a means of promoting Canada N67 brand.
- Instagram and Tik Tok influencers would be ideal to help push the brand.

Follow us on



Marketing Strategy



Popular Destinations

New commers – Will feature both Millennials and Generation Z at prominent places such as

- Niagara Falls,
- CN Tower,
- Lake Louise,
- Parliament Building,
- Atlantic Canada and the outdoors of BC.

The idea is to give the perception of “Fun Times” thus people will associate the brand with having fun.

Marketing Strategy

Parties



- Canada N67 will also feature newcomers (male demographic) at parties associating themselves with local “Canadian” girls while wearing Canada N67 brand. Thus, future newcomers will have the perception if you wear the brand you will attract the type of attention you want.
- Canada N67 will also feature newcomers (male demographic) at parties associating themselves with local “Canadian” girls while wearing Canada N67 brand. Thus, future newcomers will have the perception if you wear the brand you will attract the type of attention you want.

Marketing Strategy

Shopping & Outings

Canada N67 will feature newcomers (females) wearing the brand while going to the

- mall all glammed up,
- attending local social gathering, and socializing with the local crowd while gaining POSITIVE attention (not negative attention).

Thus, future newcomers will have the perception wearing the brand is cool and makes you more “attention worthy”.



Marketing Strategy



Outdoors

Local Canadian's - Will feature both Millennials and Generation Z) at Team Canada

- sporting events,
- college parties,
- cottages,
- long distance road trips

and engaging in sporting events such as

- skiing,
- skating,
- ice hockey,
- baseball, and
- basketball.



Canada has a lot to be proud of thus lets celebrate the greatness of Canada by wearing Canada N67

CANADA

N67



Pleas

THANK YOU
FOR
WATCHING

COMMENT & SH

THANK YOU
FOR
WATCHING

THANK YOU
FOR
WATCHING

COMMEN

