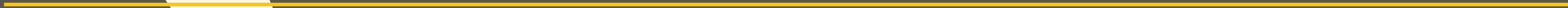




# NO FRILLS: BRINGING CANADIAN SHOPPERS BACK

● PITCH PRESENTATION

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Qianxin OU ( Cece )  
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# PROJECT BACKGROUND

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No Frills is one of the leading discount supermarket chains under Loblaw Companies Ltd and is positioned in the marketplace based on offering shoppers an inexpensive, and no-frills service.

In recent years, rising food costs, increased inflation, supply chain issues etc, have made consumers more price-sensitive.

This situation is particularly impacts for No Frills, which had built a reputation on low prices. Nowadays, with their prices are going up all the time, customers going to competing supermarkets instead.

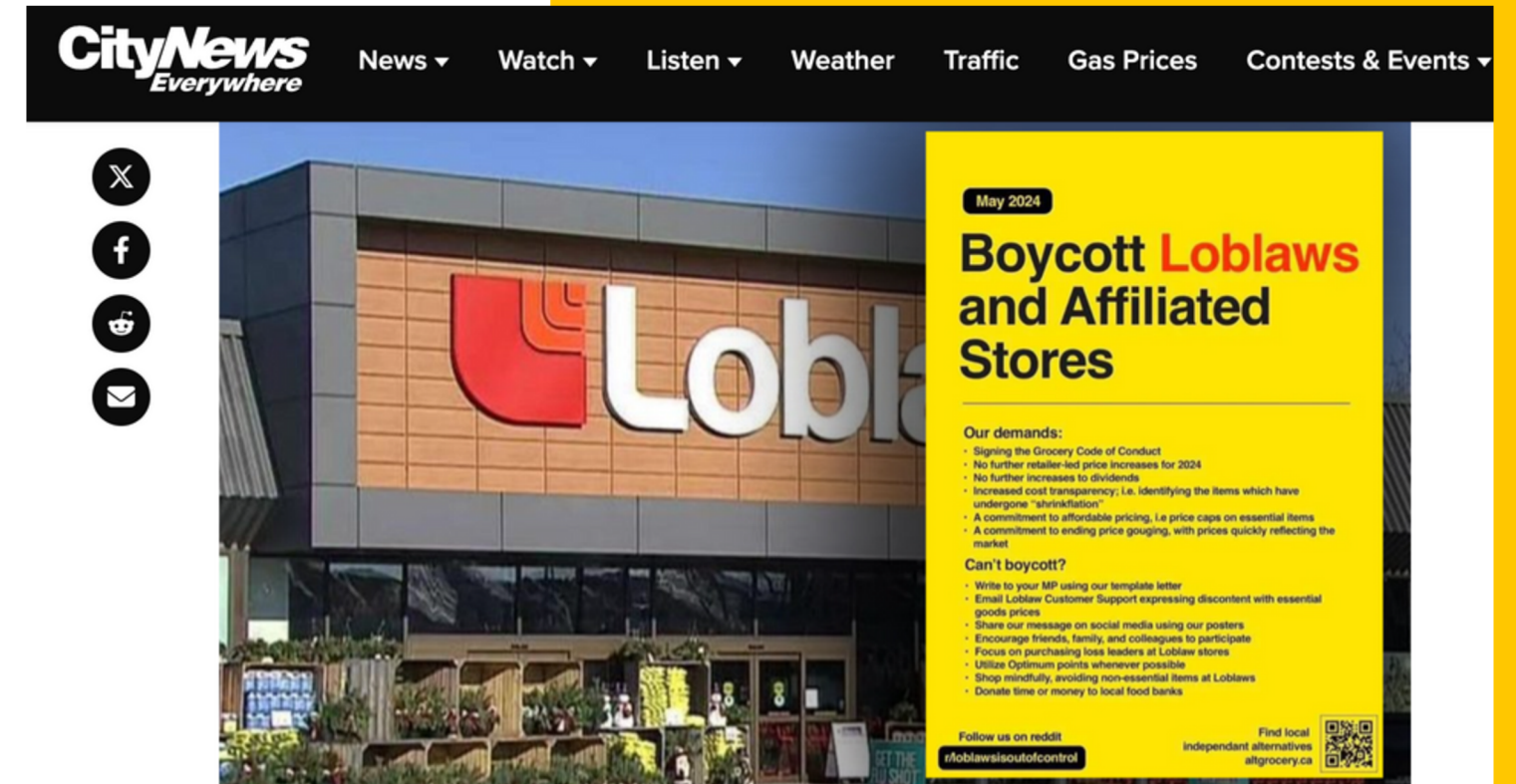
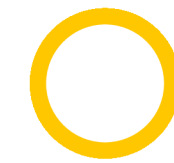


# PROJECT BACKGROUND

The consumer boycott initially fermented rapidly on social media, with some consumers expressing their dissatisfaction with the continued rise in food prices through platforms such as Reddit and Facebook.

No Frills is faced with the need to act promptly in alleviating consumer grievances and restoring their perception of the “low price and clear” brand by recalibrating the price and operational triaging model.

The project by improve brand transparency, rectify the brand perception gap, and enhance the relationship with local communities all with an aim of enabling the brand to emerge from the crisis and restoring consumer trust.



Reddit posting calling for a boycott of Loblaws superimposed on top of an exterior photo of a Loblaws store. CITYNEWS

By Cormac Mac Sweeney

Posted June 2, 2024 9:36 am. Last Updated June 2, 2024 5:09 pm.

One month into a boycott of Loblaws, the effectiveness of the campaign against the grocery store giant remains uncertain.

The movement, initiated by a group on the social media platform Reddit called 'Loblaws is Out of Control,' encouraged Canadians to avoid shopping at the grocery chain or any of its affiliates for the month of May to protest soaring grocery prices and record-high profits posted by the company during a cost-of-living crisis. While we won't know for sure what impact the boycott has had on sales until second-quarter results are released, it likely won't be significant.



# OBJECTIVES

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## ● IMPROVE BRAND PRICING TRANSPARENCY:

Show consumers pricing strategies, provide a more transparent price structure for goods, explain the reasons for cost increases.

## ● STIMULATE MEMBERSHIP PROGRAMS:

Optimize membership programs (such as PC Optimum) and provide more discounts and coupons to encourage customers to return to stores.

## ● EMPHASIS LOCAL COMMUNITY RESPONSIBILITY:

Support local production food supply chains, especially under the influence of current tariffs, provide more local product options, and reshape the brand reputation.

## ● INCREASE SALES:

Through social media promotions and flyers, provide customers with various types of discount activities, such as limited-time offers, competitive price matching, and featured products in the “Hit of the Month” category of discounts to encourage and attract lost customers.

# PROBLEMS

WE WILL SOLVE THE PROBLEMS

## 01 Lack of Brand Visibility

Many businesses struggle with gaining visibility in a saturated market. Our solution involves a comprehensive analysis of your brand, audience, and competitors, leading to the development of a strategic branding.

## 02 Ineffective Digital Presence

Weak online presence can hinder business growth. Our agency offers an integrated approach to digital marketing, covering SEO optimization, social media management, content marketing, and more.

## 03 Lack of Targeted Lead Generation

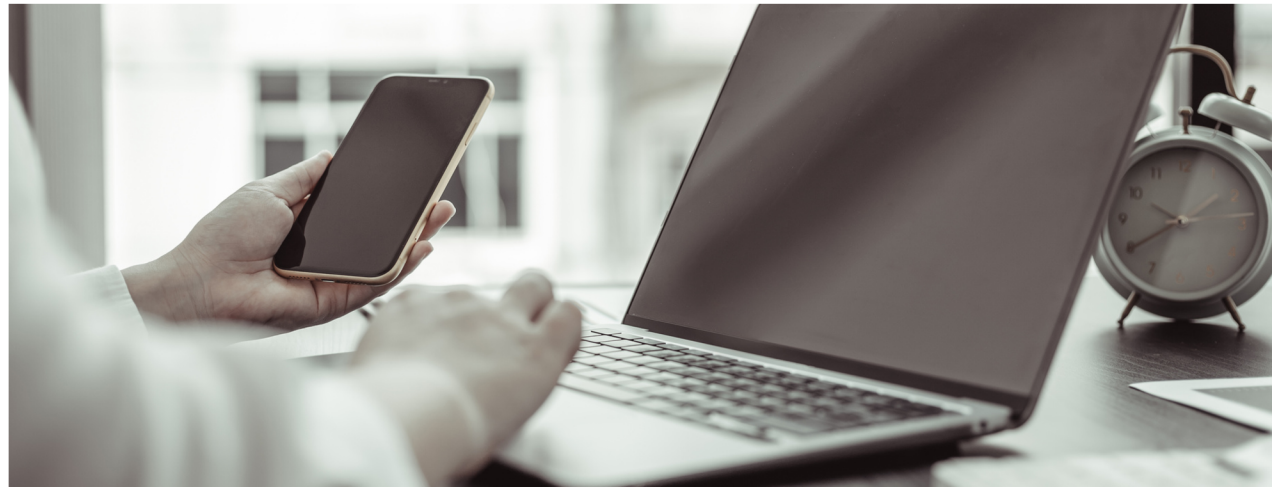
Many businesses struggle with generating quality leads that convert into customers. Our solution involves a meticulous understanding of your target audience, allowing us to develop highly targeted lead generation campaigns.



# SOLUTIONS

## SOLUTIONS OF THE PROBLEMS

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### 01 Lack of Brand Visibility

By defining your unique value proposition and creating a consistent brand identity, we ensure your business stands out and remains memorable in the minds of your target audience.

### 02 Ineffective Digital Presence

Through data-driven insights, we tailor strategies to maximize online visibility, engage your audience, and drive meaningful interactions, converting online engagements into tangible business outcomes.

### 02 Lack of Targeted Lead Generation

By leveraging strategic content, paid advertising, and personalized engagement tactics, we ensure that your marketing efforts are focused on reaching and converting the right audience.

# OUR SERVICE

WHAT WE COULD DO



## Strategic Brand Development

Our agency specializes in strategic brand development, ensuring that your brand not only resonates with your target audience but also stands out in a crowded market.

## Data-Driven Marketing

Our data-driven approach ensures that every campaign is backed by insights, maximizing ROI and driving tangible results.

## Creative Content Production

Content is king, and our agency excels in producing creative, engaging, and impactful content that resonates with your audience.

# MARKET SIZE

OUR CLIENTS COME FROM EVERYWHERE

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With a global perspective, our marketing agency has proudly served multinational clients, delivering tailored strategies that transcend borders and cultures, ensuring consistent brand success on a worldwide scale.

## Total Available Market (TAM)

The Total Available Market (TAM) represents the entire potential demand for our product or service, reflecting the vast landscape of opportunities awaiting exploration and market capture.

## Serviceable Available Market (SAM)

The Serviceable Available Market (SAM) represents the specific segment of the Total Available Market where our product or service can be realistically and effectively offered, defining the target audience for our strategic market approach.

## Serviceable Obtainable Market (SOM)

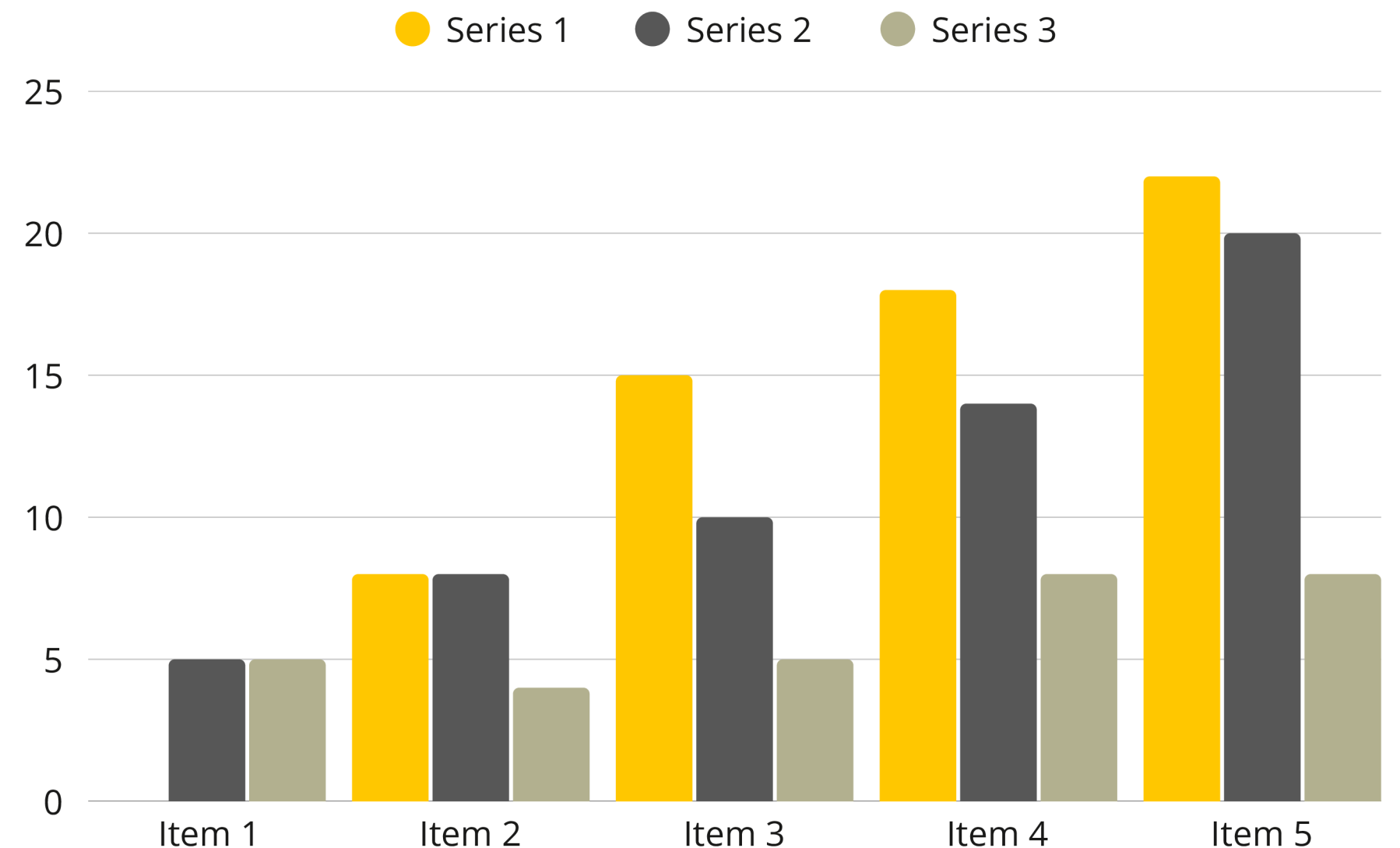
The Serviceable Obtainable Market (SOM) signifies the realistic and achievable portion of the Serviceable Available Market where our business aims to capture market share, emphasizing our practical and strategic approach to market penetration.



# BUSINESS MODEL

## OUR BUSINESS MODEL

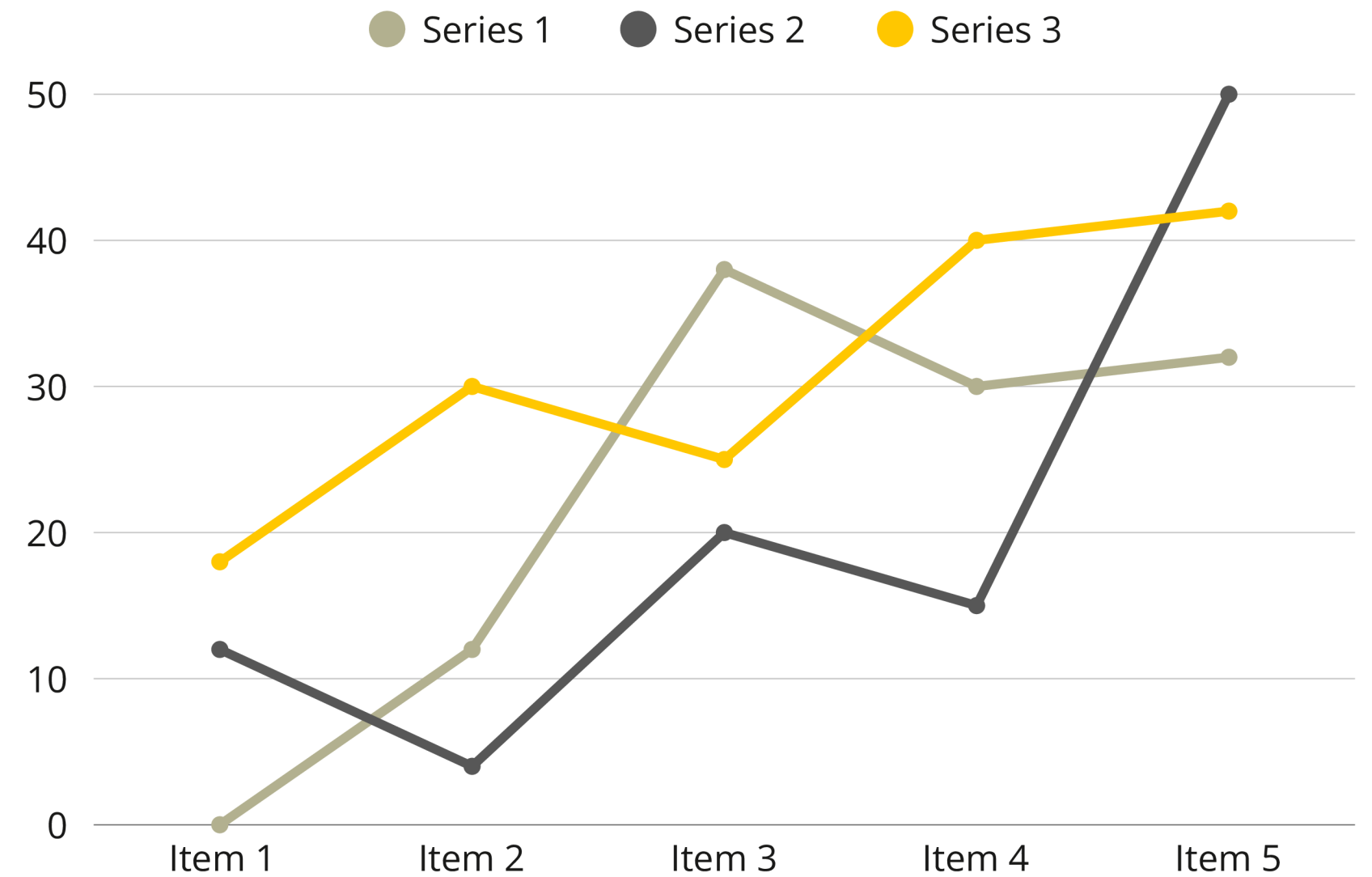
Our business model thrives on delivering value through strategic innovation, client-centric solutions, and a dynamic blend of creativity and analytics.

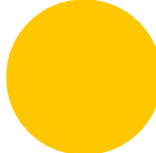




# STATISTIC

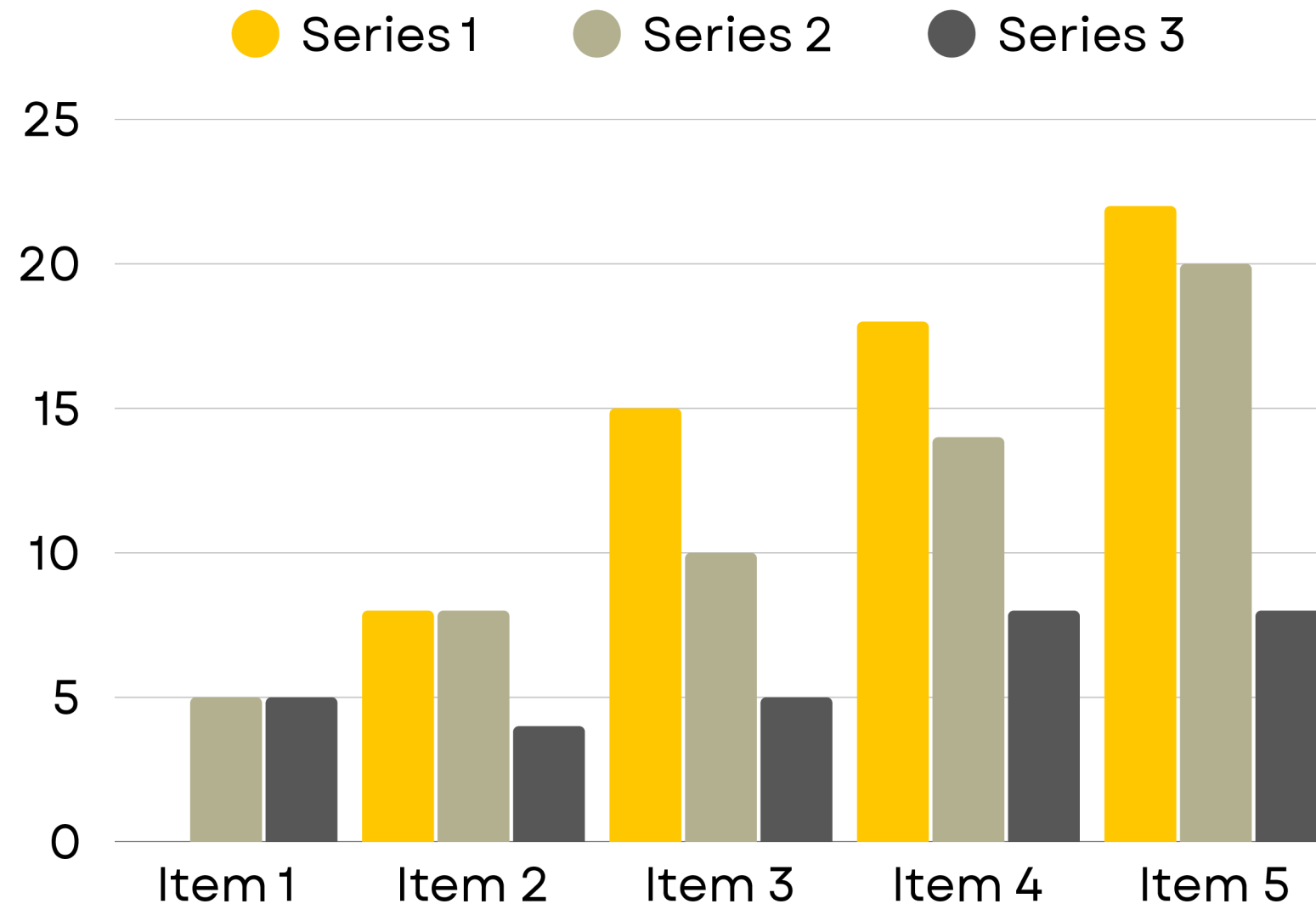
## CLIENT'S SATISFACTION

At the heart of our success lies the unwavering satisfaction of our clients. We take pride in fostering lasting partnerships, consistently exceeding expectations, and delivering results that not only meet but surpass the unique objectives of each client we serve.



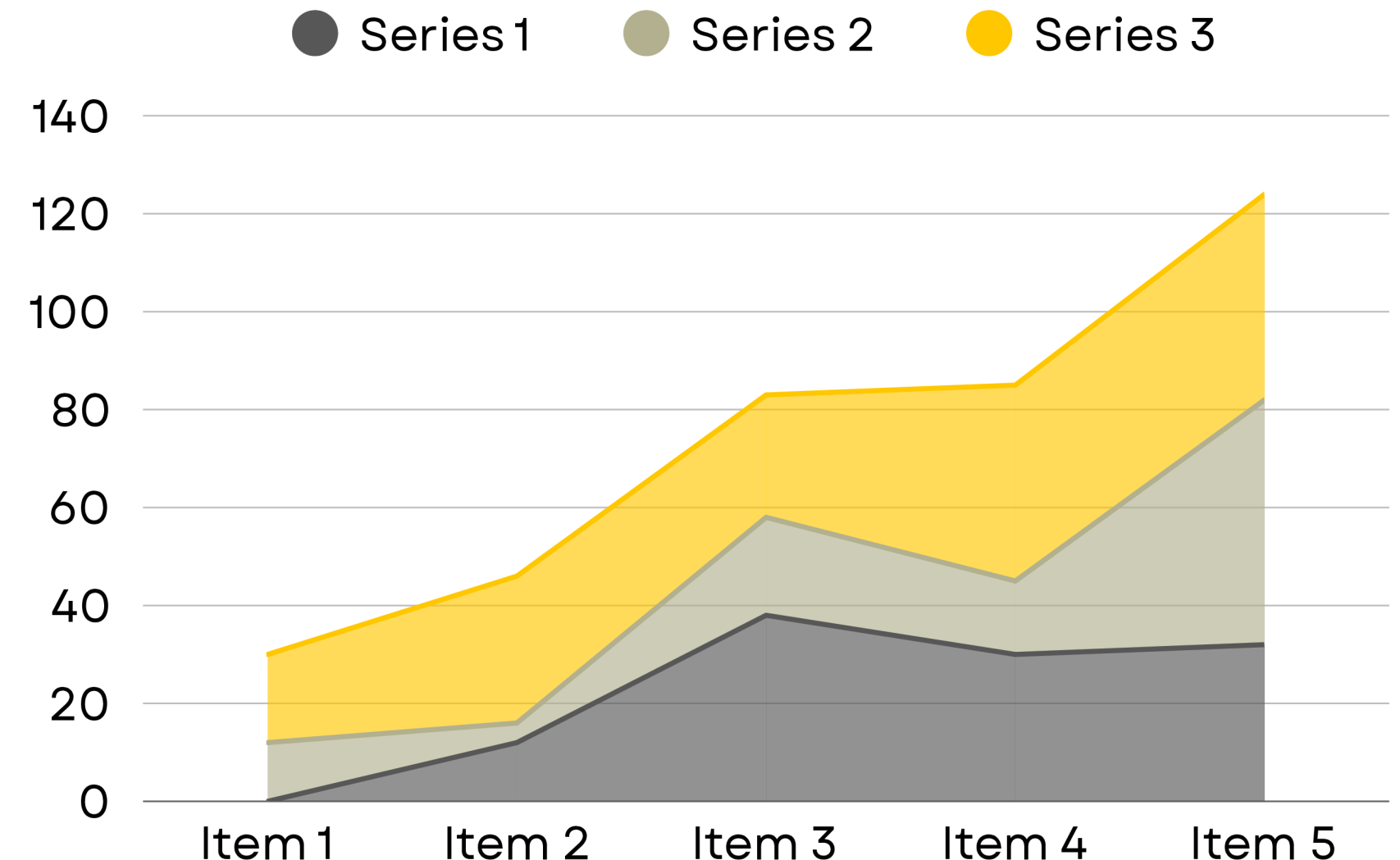
-  From brand positioning and messaging to visual identity, we guide you through every step.
-  Navigate the path to increased sales with our insightful report and offering a strategic roadmap.
-  Amplify your revenue streams, engage customers, and unlock the full potential of your business.

# STATISTIC



## Our Customer's Satisfaction

An impressive client satisfaction rate underscores our unwavering commitment to delivering exceptional service and exceeding expectations.



## Repeat Order Rate

Our remarkable client repeat order rate of 123 times are testament to the quality of our products/services and the trust our clients place in our ability.

# STATISTIC

## CLIENT'S SATISFACTION



At the heart of our success lies the unwavering satisfaction of our clients. We take pride in fostering lasting partnerships, consistently exceeding expectations, and delivering results that not only meet but surpass the unique objectives of each client we serve.

90%

Our client loyalty speaks volumes as evidenced by a robust repeat order rate

99%

Our paramount focus on client satisfaction is the bedrock of our agency's success.

# TESTIMONIAL



In a world flooded with marketing noise, Think Unlimited stands out as a beacon of creativity and effectiveness.



Benjamin Shah

The level of expertise and personalized attention to our unique needs has made them an invaluable partner.



Murad Naser



I've been thoroughly impressed with the exceptional level of service and creativity they bring to the table.



Drew Feig



# THANK YOU

 FOR YOUR NICE ATTENTION

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