

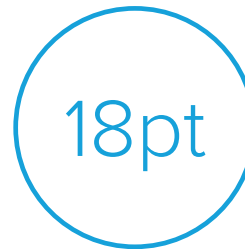


## Snowing Kindness in Canada

For two weeks in March, Canadian Tire ran a video ad campaign on Instagram to generate awareness for #ShovelltForward. Shoveling a neighbor's driveway is as Canadian as winter itself, so the retailer started a nationwide campaign centered around this very act of kindness. The program used footage of neighbors braving the cold as a way of encouraging Canadians to band together, embrace the season and enjoy life in Canada.



lift in ad recall



lift in campaign awareness



lift in favorability

### STORY

#### Work, Live and Play Better

Canadian Tire was founded in 1922 and provides Canadians with products for life in Canada across its Living, Playing, Fixing, Automotive and Seasonal categories. With nearly 490 stores in communities large and small across the country, Canadian Tire is one of Canada's most iconic, innovative and trusted brands.

### GOAL

#### Generating Awareness Coast-to-Coast

Canadian Tire wanted to increase its brand relevancy with active Canadians aged 21-54 in communities coast-to-coast, as well as spread the word about the #ShovelltForward campaign.

### SOLUTION

#### A Nice Surprise for Your Neighbors

Over a two-week period in March, Canadian Tire ran two sponsored video ads on Instagram, targeted towards engaging its social media community. Mirroring the #ShovelltForward campaign direction, the video creative centered around the concept that shoveling a neighbor's driveway is an act of kindness as Canadian as winter itself.

As an example, one of the videos profiled a woman's sheer delight as a team of Canadian Tire employees, shovels in hand, arrived at her door unannounced and asked permission to help clear her driveway. The video creative was paired with copy that read "Magical elves or friendly Canadians? Whichever you are, remember to #ShovelltForward."

Canadian Tire was thrilled with the impact this campaign had from a brand building, social engagement and favorability perspective. Overall, they saw a 45-point lift in ad recall which is both nine times higher than the Nielsen average, and 2.8 times higher than the Instagram average. Additional results included an 18-point lift in campaign awareness and 6-point lift in the target groups' likelihood to recommend the brand.

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*Canadian Tire is executing smart digital programs that grow our business and engage our customers. The success of the #ShovelltForward campaign on Instagram is a perfect example of that.*

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Warren Cable  
Vice President of Digital  
Canadian Tire