



CANADA GOOSE®
Expedition Clothing Outfitters

Consumer Marketing and Branding Case Study

Brand Strategy

Canada Goose is one of the best extreme cold weather clothing lines in the world. In re-branding Canada Goose, Groove created a comprehensive brand strategy, a fresh corporate identity, print, online, packaging collateral, retail display and an advertising campaign.



CANADA GOOSE®
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catalogue



website



With a Canada Goose Parka Who Needs a Fishing Hut?

Stay outside and enjoy the scenery on your next outdoor adventure, while you stay warm and dry with high quality Canada Goose outdoorwear. A Canada Goose parka gives you the freedom to enjoy your outdoor experience, in the city, on the weekends, or at our products have been field tested by people who live, work and play in severe climates. Canada Goose is known throughout the world as the name for the toughest and best made cold weather clothing. Ask anyone who knows.



Made in Canada
For the outdoor season only
www.canadagoose.com



Don't Let a Little Snow and Ice Slow You Down.

Stay outside and enjoy the scenery on your next outdoor adventure, while you stay warm and dry with high quality Canada Goose outdoorwear. A Canada Goose parka gives you the freedom to enjoy your outdoor experience, in the city, on the weekends, or at our products have been field tested by people who live, work and play in severe climates. Canada Goose is known throughout the world as the name for the toughest and best made cold weather clothing. Ask anyone who knows.



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Ask Anyone Who Knows

Since 1921 Canada Goose has defined the best of those who enjoy the South Pole, climb Mount Everest or live and work in Canada's Arctic. It is their spirit that drives the innovation and commitment to quality that defines all our products. Rest assured that when you wear a Canada Goose Parka that you own the very best. Ask anyone who knows.



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Advertising

Groove designed this ad series to appear in selected outdoor magazines. The campaign objective was to project the respect and authenticity that the brand had earned in the scientific and professional community into the consumer market place.



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