

Canadian Consumer Apparel Insights Program Description

Prepared By

Trendex



What Is Canadian Consumer Apparel Insights?

- ◆ **New continuous marketing intelligence service**
- ◆ **Funded by the Apparel Development Centre**
- ◆ **Joint Venture between:**
Canadian Apparel Federation  **Trendex**

What Is the Program Objective?

To provide Canadian apparel suppliers with:

An inexpensive research vehicle than can be leveraged to gather marketing related information for either the suppliers own uses or to be used in retailer presentations

How Is the Programs Information Collected?

The program is based on survey's conducted via the internet twice a year with nationally representative samples of 3000 adult Canadians

Each semi annual survey has two parts:

- ◆ Individual supplier customized questions**
- ◆ Brand awareness questions (varies)**
 - ◆ Women's Lingerie**
 - ◆ Men's Workwear**

What Type of Information Can Be Obtained?

Specific questions asked by a supplier could address:

- ◆ Brand awareness**
- ◆ Shopping patterns**
- ◆ Product usage**
- ◆ Importance of product attributes**
- ◆ Brand image**

Example Questions

The following are examples of the types of single questions that could be asked:

- ◆ **Example One:** What brand of jeans fits the best? Do you prefer buttons or a zipper on the front of your jeans?
- ◆ **Example Two:** Will you purchase pants that are not wrinkle free? Do you use a dry cleaner to launder your wrinkle free pants
- ◆ **Example Three:** What size dress do you wear and in what three stores have you made your last purchases of dresses?

What Are the Uses of the Program?

The program has numerous potential uses for an individual apparel supplier including:

- ◆ Identifying niche opportunities**
- ◆ Profiling market segments**
- ◆ Monitoring the effectiveness of ad spending**
- ◆ Determining individual sales territory potential**
- ◆ Etc.**

What Do Participating Companies Receive?

- ◆ **Written report detailing the findings of company's question(s)**
- ◆ **Five – six pages of related market share information based on Trendex's Quarterly Consumer Purchase Apparel Service**
- ◆ **CAF Annual Market Overview Report**

What Is The Cost Of Participating?

COST OF INDIVIDUAL SUPPLIER QUESTIONS

Frequency of Survey

Questions	One Time	Two Times
One	\$2,100	\$1,850
Two	\$1,750	\$1,500
Three	\$1,500	\$1,250
Four	\$1,250	\$1,000