

Bespoke Insights

How Harry Rosen's New Data-Driven Culture
is Driving Sales Success



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HARRY ROSEN

Harry Rosen: Who We Are

- Iconic Canadian high-end men's clothing retailer
- Established in 1954
- 17 stores in 8 major Canadian markets
- Over 1,000 employees



Build Better Relationships

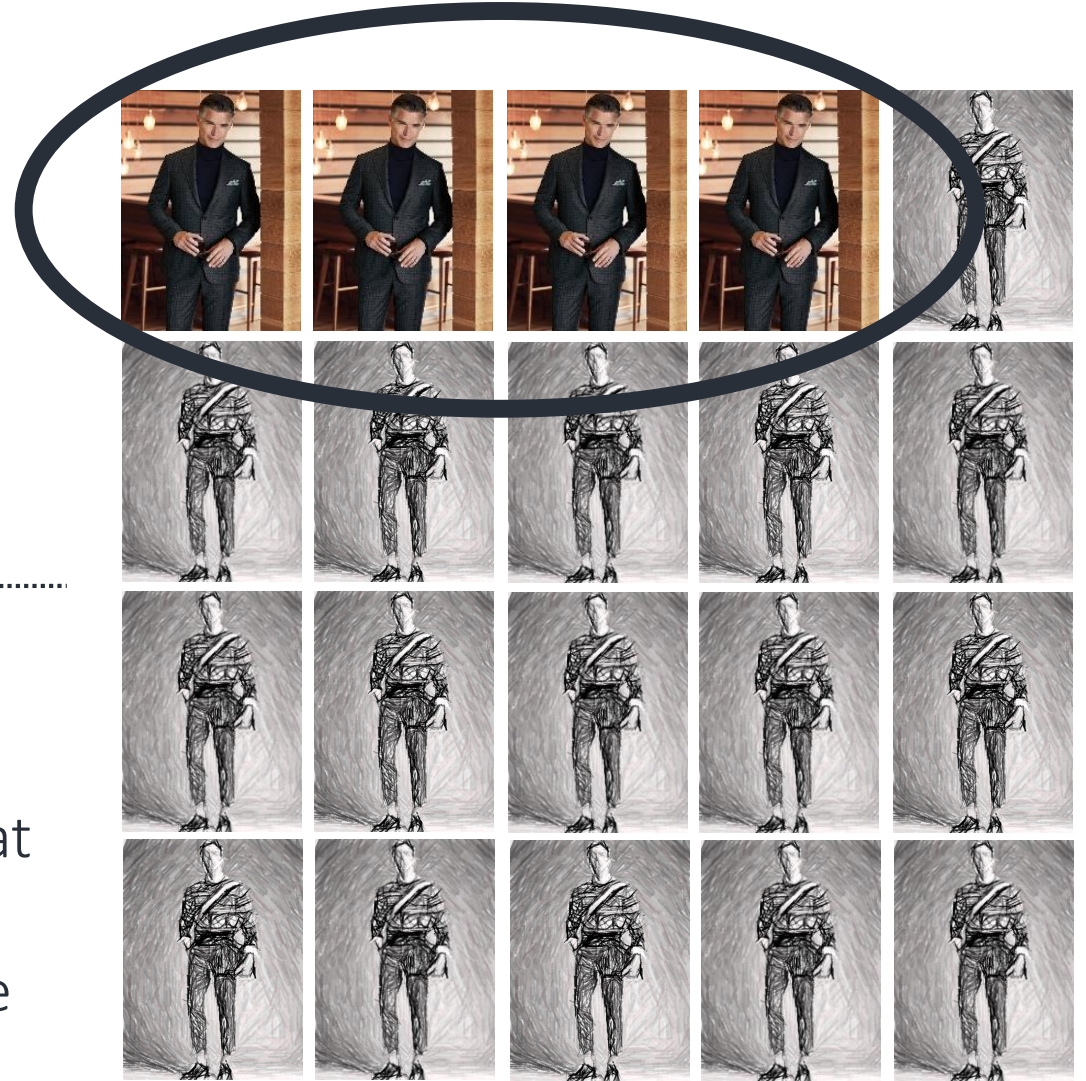
Share of Sales

Frequent
Customers

20%



- Top tier customers
- Higher volume of transactional data



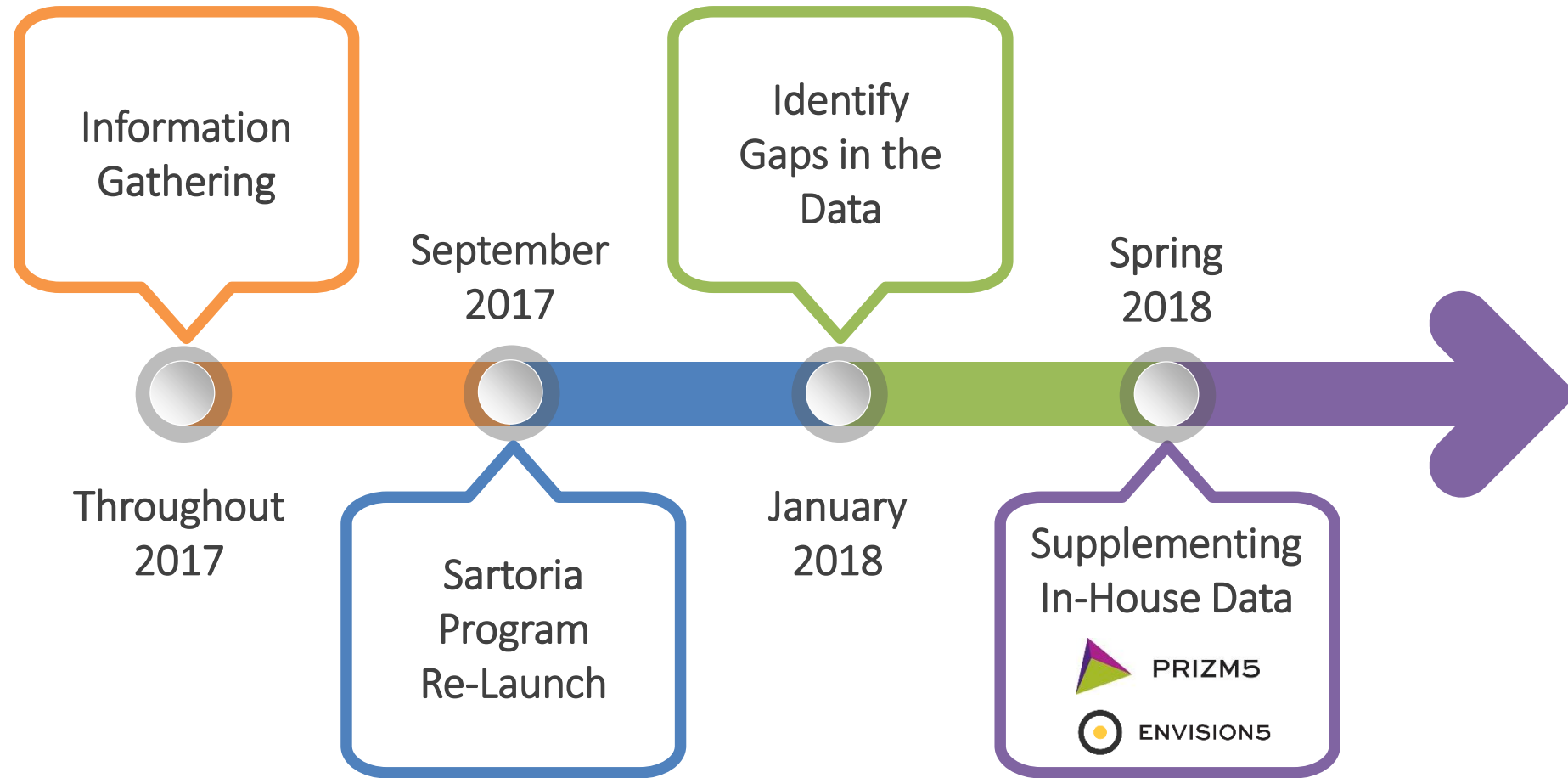
Occasional
Shoppers

80%

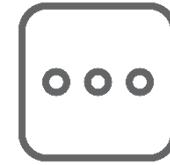


- Limited data
- Who are they? What are their shopping habits? How can we reach them?

The Solution: A Comprehensive, Data Driven Approach



Current Data Sources Were Assessed and Relunched



Even with the new loyalty program there were still gaps in the data



Distinct customer segments existed with occasional shoppers



Opportunity to leverage a previously untapped market

Complete Sketch of the Customer

Environics Analytics data brought our customers to life by filling in the missing pieces of information and rounding out our customer files



PRIZM5



ENVISION5

Opportunity for **personalization**
in communication tactics
and execution



Quick Win: Including PRIZM5 in Our Predictive Brand Model



Existing Model
Designed to
Predict Next
Brand Purchase



PRIZM5 Incorporated
to Identify
Customers' Lifestyle
Types and Behaviours



16%
Lift in Accuracy

PRIZM5 was Used to Segment Customers into Distinct and Actionable Segments

Cosmopolitan Elite



9%

of Harry
Rosen
Customers

Top Brand:

Zegna

Top Category Shopped:
Soft Jacket

Upscale Suburban Boomers



15%

of Harry
Rosen
Customers

Top Brand:

SAMUEL SOHN

Top Category Shopped:
Dress Shirts

Asian



12%

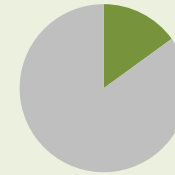
of Harry
Rosen
Customers

Top Brand:

MONCLER

Top Category Shopped:
Knitwear

Wealthy Diverse Urbanites



15%

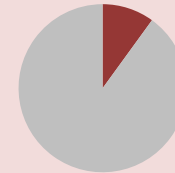
of Harry
Rosen
Customers

Top Brand:



Top Category Shopped:
Cloth Outerwear

Middle Income Urban Multiculturals



10%

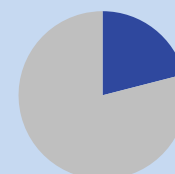
of Harry
Rosen
Customers

Top Brand:



Top Category Shopped:
Men's Grooming

Millennial



21%

of Harry
Rosen
Customers

Top Brand:

Z ZEGNA

Top Category Shopped:
Accessories

12th ANNUAL

EA
UC

ENVIRONICS
ANALYTICS

Comparing Two Key Target Segments

Cosmopolitan Elite



9%
of Harry
Rosen
Customers

Top Brand:
Zegna

Top Category Shopped:
Soft Jacket



Millennial



21%
of Harry
Rosen
Customers

Top Brand:
Z ZEGNA

Top Category Shopped:
Accessories

Each Segment Has Its Own Distinct Style

Cosmopolitan Elite



- 9% of Harry Rosen Customers
- Very wealthy, middle-aged, older families and couples

Top Brands Shopped



CANALI

Millennial



- 21% of Harry Rosen Customers
- Younger, upper-middle income singles and families

Top Brands Shopped

ZZEGNA



TOM FORD

Each Segment Has Its Own Distinct Style

Cosmopolitan Elite

Brand



CANALI



Category

Suits



Sport Jackets



Accessories



Grooming



Millennial

Brand



CANALI



Category

Suits



Sport Jackets



Accessories



Grooming



Target Segments Helped Determine Previously Unknown Potential Amongst Customers



Target Segments Enabled Tailored Communication and Strategy with Different Customers



Changing the Way We Think About Our Customers and Data



Brand-Specific Marketing Campaigns



Understanding Our Younger Customers

PRIZM5 Allowed us to Speak to Customers Differently



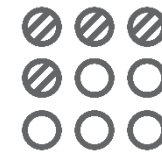
Advisor
Outreach



Product Selection



Direct Mailing
Campaign & Testing



Personalisation



Marketing



Geotargeting








Store Design



Media Buying

New Discoveries Through the Lens of PRIZM5

-  Harry Rosen appeals to a wide array of segments, not just the Cosmopolitan Elites
-  Cosmopolitan Elite customers are also shopping at The Outlet by Harry Rosen
-  Millennials not always looking for lower price points
-  Different purchasing behaviours within Asian segments
-  Hard data now used to align brands with segments vs. gut feel

Key Takeaways



Let the data speak for itself and change past assumptions



Be open-minded about what you might discover



Let data inform marketing, media buying, offer personalization, customer experience, store design



Leverage new knowledge to tailor messaging and fine tune communications

Questions?



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