

# h arold



# the team



**Kaavya Shah**  
Account Manager



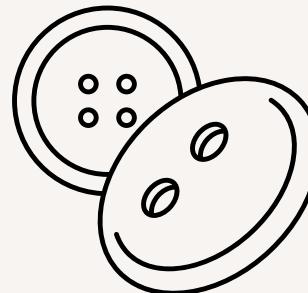
**Kara Hodgert**  
Copywriter



**Shreya Singh**  
Art Director

# the ask

Increase customer awareness and acquisition for Harold's **custom-made** and **ready-to-wear** offerings.



Reinvigorate Harold, all while capturing the attention and interest of our **two core customer segments**.

# the challenge

# target audiences



You know what's a BIG part of  
many mens' identities?

SPORTS.

SPORTS.

SPORTS.

SPORTS.

SPORTS.

SPORTS.

SPORTS



After all, it's a matter of  
**emotions, pride and loyalty.**



Just talking about their teams is never enough. **Men also like to show their support through what they wear.**

Jerseys, hoodies, sweaters - there's a lot to pick from. But it's all too casual.

Elevated, chic, **stylish team wear is just not a part of the game.**



**But what if we brought it in?**



We've  
done it  
for the  
players.



So, why don't we do it  
for the **people**?

**This time for Canada's most loved sport**

any guesses?



it's **HOCKEY**

## Most popular sports in terms of interest in Canada as of October 2023

Search:

Records: 13

Characteristic

Ranking

Characteristic	Ranking
Hockey	1st
Soccer	2nd
Basketball	3rd
Tennis	4th
Golf	5th
Badminton	6th
Curling	7th
Pickleball	8th
Squash	9th

Showing entries 1 to 9 (9 entries in total)

Additional Information

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Sources

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→ Use Ask Statista Research Service

Release date

November 2023

NHL

Region

Canada

Survey time period

October 12 to October 18, 2023

Number of respondents

1,493 respondents

**CANADA'S FAVOURITE HOCKEY TEAM** 

**TOP THREE BY GENERATION**

Generation	Toronto Maple Leafs	Montreal Canadiens	Vancouver Canucks
MILLENNIALS	29%	25%	10%
GEN X	26%	26%	11%
BOOMERS	28%	22%	11%
SILENT/CIVICS	37%	24%	7%



**CANADIAN FAMILY VALUES**

# Style is inherently a part of hockey, and it needs to be talked about!



# big idea

We're taking hockey and making it  
**sophisticated.**



MINIMAL - CASUAL - ELEGANT

# Harold > X < Hockey

*Crafted by Harry Rosen.*

# harold x hockey

Limited edition Ready-to-Wear NHL collection



the collection

\*limited edition - RTW



the collection

\*limited edition - RTW

# harold x hockey

Team Inspired Made To Measure (MTM)

- 32 Palettes for a Customized Wardrobe



Detroit Red Wings

Logo colors: #ce1126

White

Team colors: #ce1126

White



Edmonton Oilers

Logo colors: #ff4c00

White

#041e41

Team colors: #ff4c00

White

#041e41



Florida Panthers

Logo colors: #c8102e

Pantone / PMS 465 C

White

#041e42

Team colors: #c8102e

Pantone / PMS 465 C

#041e42



Los Angeles Kings

Logo colors: Black

#acaea9

#111111

White

Team colors: #acaea9

#111111

White



Minnesota Wild

Logo colors: #af1e24

CBCC 1113 3.8Y7.5/11.6

CBCC 0031 8.1Y8.5/2

White

#024930

Team colors: #af1e24

CBCC 1113 3.8Y7.5/11.6

CBCC 0031 8.1Y8.5/2

#024930



Montreal Canadiens

Logo colors: #af1e2d

White

#192168

Team colors: #af1e2d

White

#192168



targeted  
advertising

Inspired by You

# harold

Crafted by Harry Rosen

**Dear Season Ticket Holders,**

Harold wants you to suit up and get close to the boards!

**Harold X Hockey** is offering season ticket holders the chance to support your team with a beauty **15 % off**. Get your Harold Limited Edition NHL Wear and cheer like we're in game 7!

Present this and you'll receive 15% off Harold **Limited Edition NHL Wear** or book an appointment with one of our tailors to create your team attire.



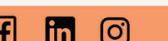
<https://www.youtube.com/watch?v=x71akfhbR94>

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Inspired by You



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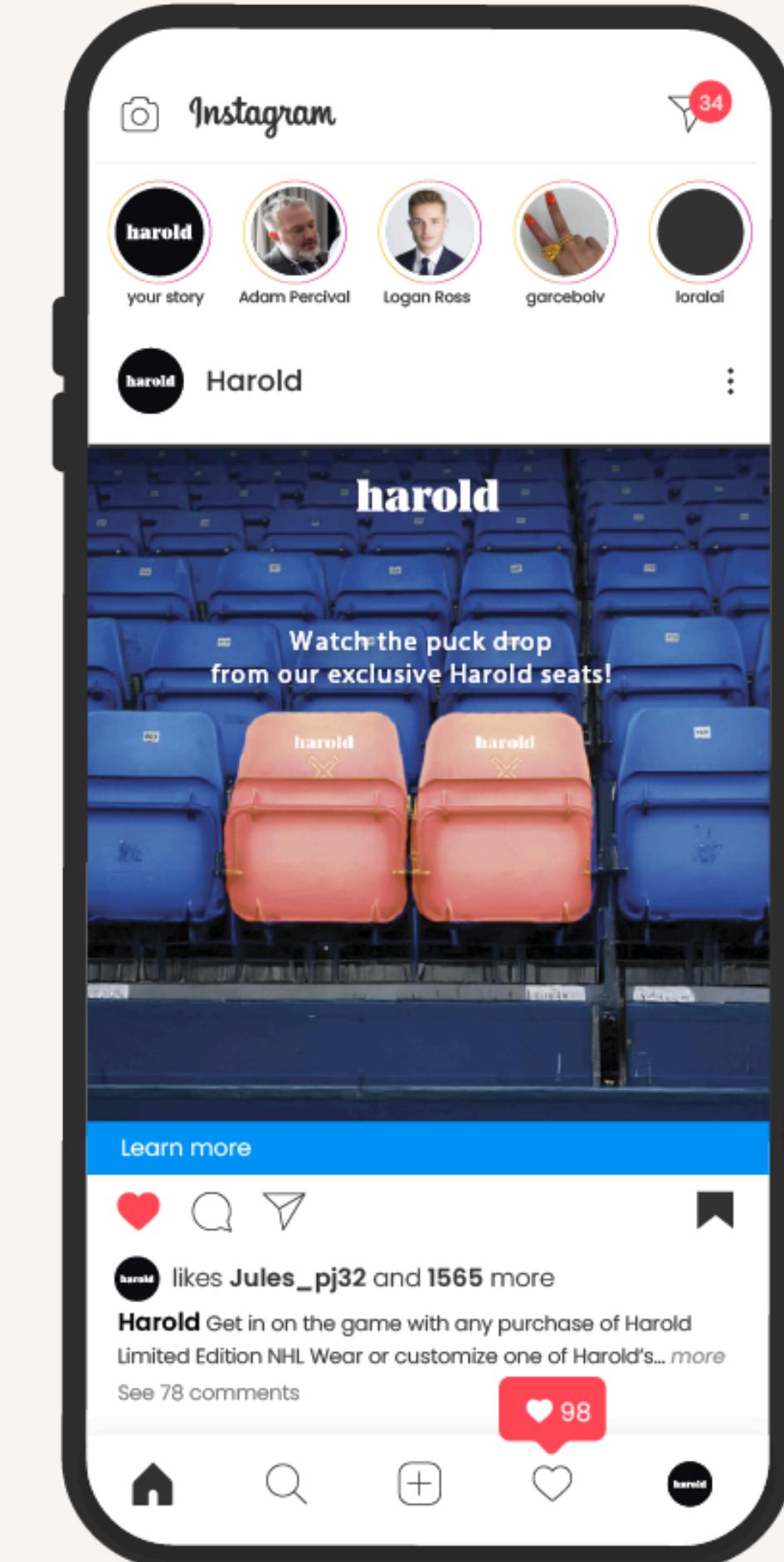


advertising  
marketing  
delegated

# social media

**WATCH THE PUCK DROP FROM OUR  
EXCLUSIVE HAROLD SEATS!**

Get in on the game! With any purchase of Harold Limited Edition NHL Wear or customization of one of Harold's MTM suits to support your team, you'll be entered to **win two seats at an NHL game or an upscale lounge during the playoffs!** It's time to celly boys!



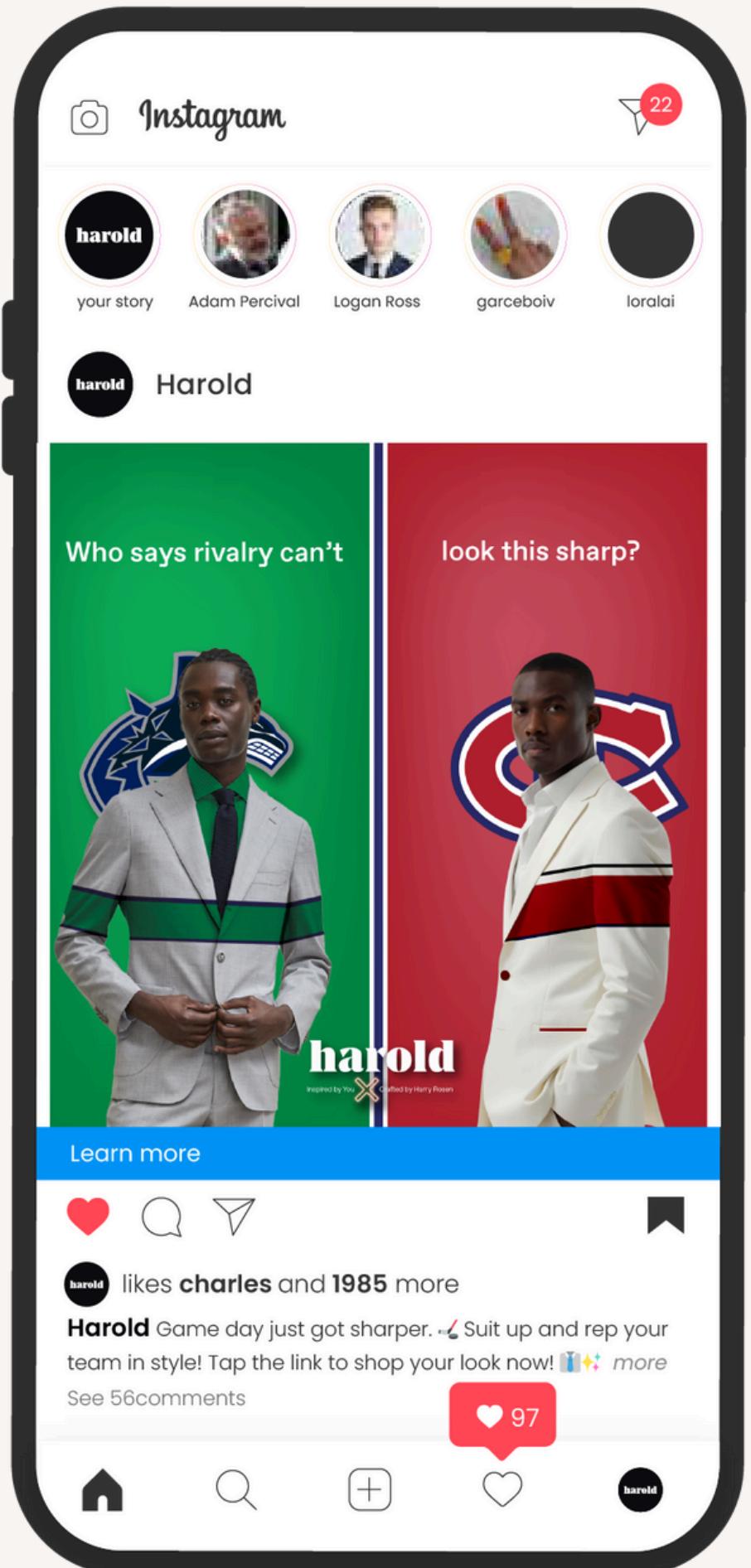


game night viewing

# Social Media



# Social Media





JOJOJOJOJO



Out of  
JOJO

in-store display





# why it works

- Taps into a deep-rooted emotional connection and sense of pride people feel when supporting their teams
- Gives our audience creative inspiration and makes the buying process that much more engaging
- Suits and teams are meant to be longterm relationships!

Inspired by You

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# harold

Inspired by You Crafted by Harry Rosen

