

Advertising Studio 1 - Copy&Ad

harold



Harry x Humber

By Kara, Shreya and Kaavya

the team



Kaavya Shah
Account Manager



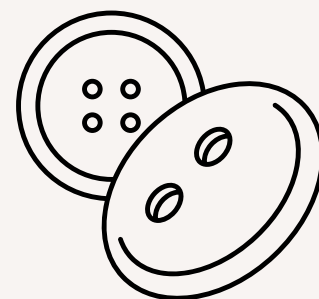
Kara Hodgert
Copywriter



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 |
|----------------|---------|
| 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](#)

DOWNLOAD

PDF

XLS

PNG

PPT

Sources

→ Show sources information

→ Show publisher information

→ Use Ask Statista Research Service

Release date

November 2023

Region

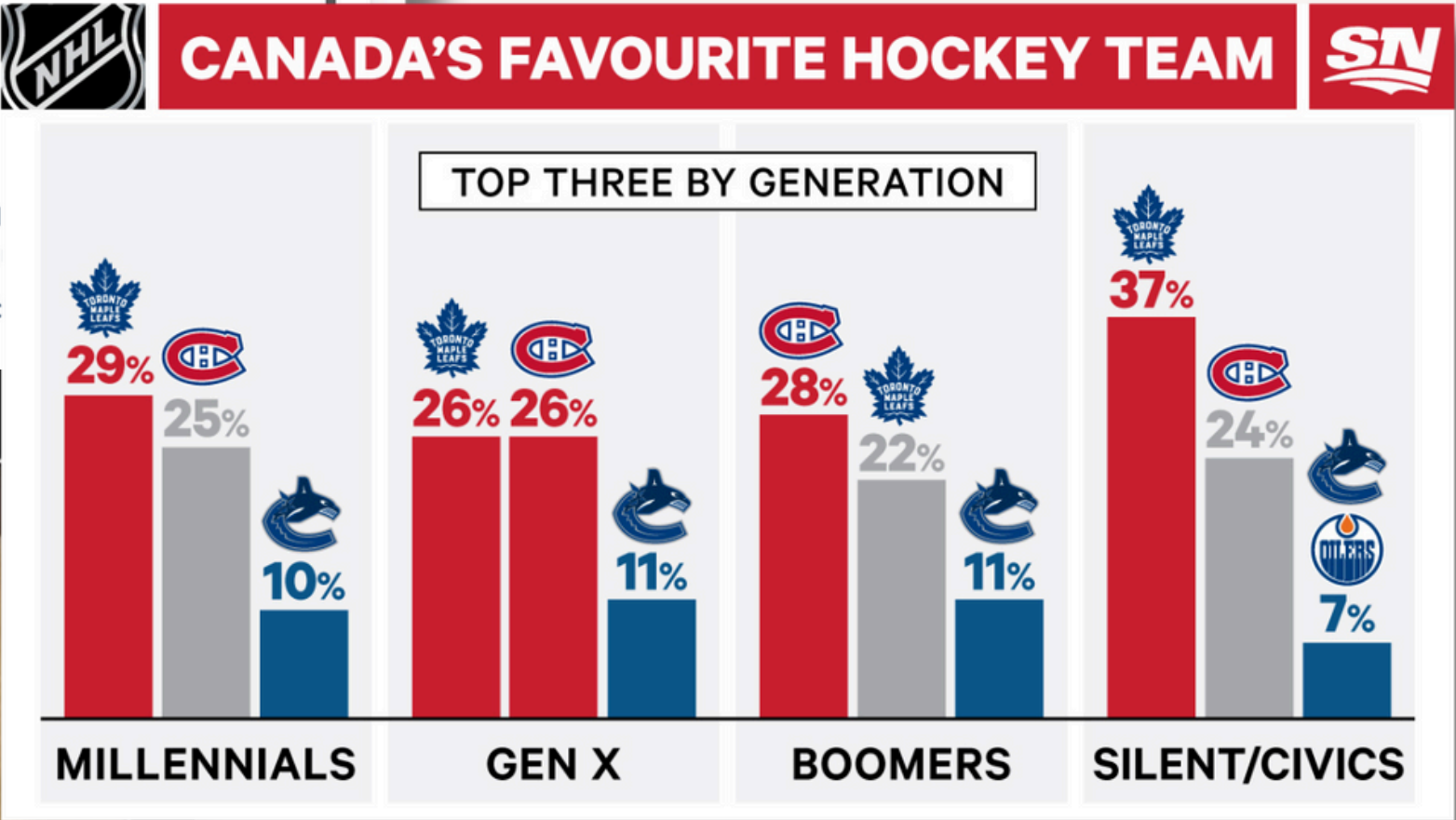
Canada

Survey time period

October 12 to Octobe

Number of response

1,493 respondents



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>

harold

Inspired by You X Crafted by Harry Rosen

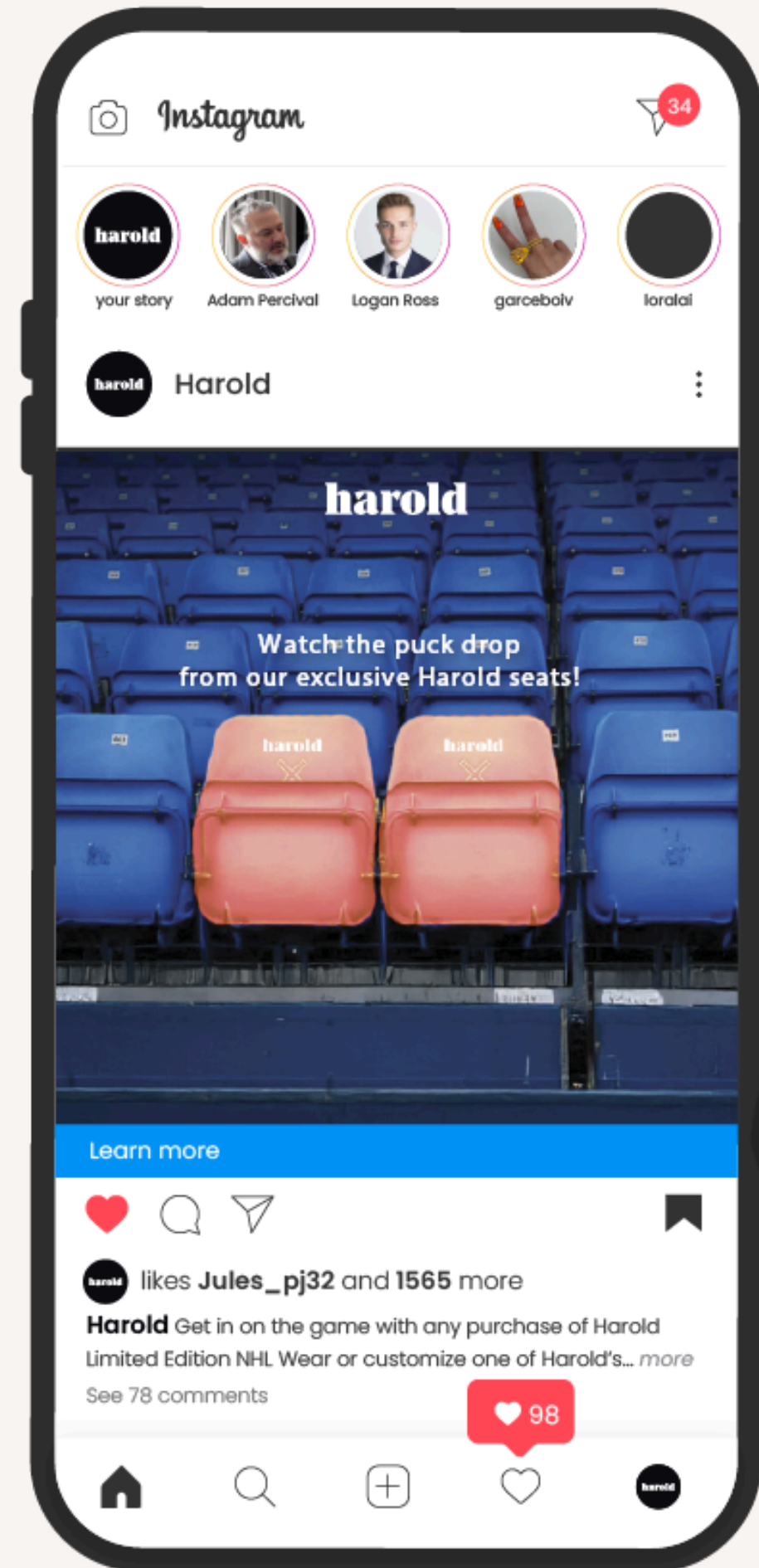


targeted
advertising

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!

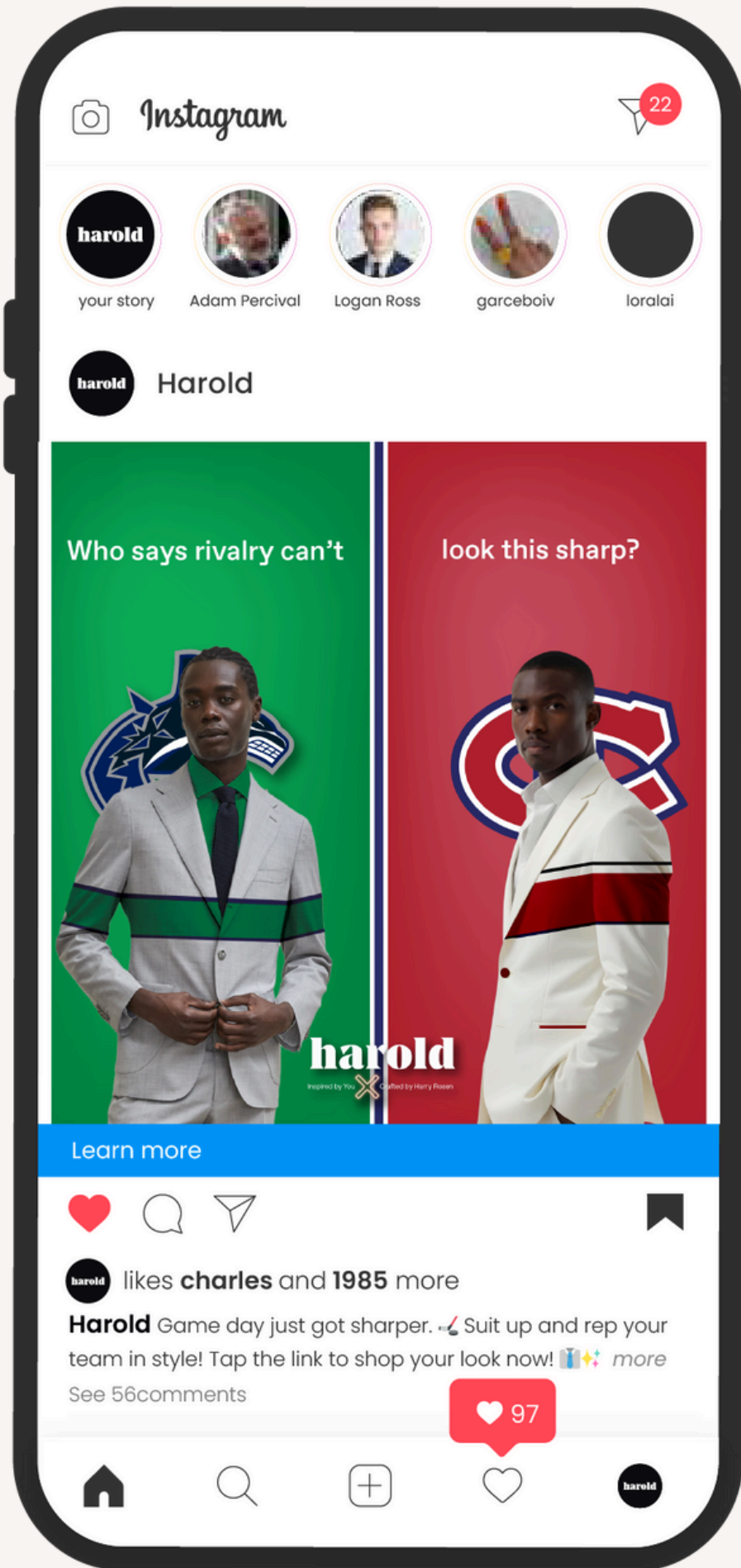




game night viewing



Social Media



Social Media



outdoor



outdoor

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!

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=x71akfhr94>

harold

Inspired by You X Crafted by Harry Rosen

