
SOCIAL LISTENING



CANADA GOOSE®

*The following pages
contain analysis and
insights on social
listening of Canada
Goose social accounts.*

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Table of Contents

page

3

Social Listening setup in Hootsuite

page

4

Expanded search with Hootsuite Apps

page

5

Tuning on searches

page

6

Social Listening Analysis

page

7

Insights & Recommendations



Social Listening Setup in Hootsuite

Streams setup in Hootsuite with search queries "Canada Goose" and "#canadagoose"

The screenshot displays the Hootsuite social listening interface with four streams. The top navigation bar includes a search icon, a stream name dropdown, and buttons for '+ Add stream', '+ Add social network', a refresh icon, and a 'View as: Standard' dropdown. The streams are as follows:

- Stream 1: #canadagoose**
 - Retweeted by BrassWeb
 - Post by BrantaMedia.Com @brantamediacom (Jun 6): "Everything You Need to Know About The Canada Goose" with link brantamedia.com/2021/05/09/eve... and hashtags #CanadaGoose #Geese #Birds. Engagement: 8 retweets, 4 likes.
 - Retweeted by HistoryInbooks
 - Post by BrantaMedia.Com @brantamediacom (Jun 6): "Everything You Need to Know About The Canada Goose" with link brantamedia.com/2021/05/09/eve... and hashtags #CanadaGoose #Geese #Birds. Engagement: 8 retweets, 4 likes.
 - Retweeted by BuyCoolTShirts
 - Post by BrantaMedia.Com @brantamediacom (Jun 6): "Everything You Need to Know About The Canada Goose" with link brantamedia.com/2021/05/09/eve... and hashtags #CanadaGoose #Geese #Birds. Engagement: 8 retweets, 4 likes.
- Stream 2: "canada goose"**
 - Retweeted by ezowolf1970
 - Post by support the animal liberation front @animal_front (8 hours ago): "Canada Goose pays this killer \$90 each for the bodily remains of our friends the coyotes. Then charges \$1000 for a jacket." Includes an image of a person holding up animal skins. Engagement: 11 retweets, 12 likes.
 - Reply by John @JohnSerwach (34 mins ago): "Nah, it would be Canada Goose all day!"
- Stream 3: Canada Goose AND a...**
 - Message: "Your stream has no content yet!"
- Stream 4: Canada Goose AND c...**
 - Post by CuratedWants.com @curatedwants (3 days ago): "Canada Goose Men's Seawolf Rain Jacket - Black - S" with link curatedwants.com/p/canada-goose... and hashtags #Jackets[clothing/men/clothing] #Discounts #Shopping #CanadaGoose. Includes an image of a black jacket.
 - Post by Vogue Business @voguebusiness (6 days ago): "Down jacket brands typically respond to the challenge of seasonal sales fluctuations by introducing lighter and cooler clothing for the spring and summer months. That can be a risky approach." with link voguebusiness.com/fashion/how-mo...

Expanded Search With Hootsuite Apps

Streams were setup in Hootsuite Apps Trendspottr & Right Relevance with search queries "Canada Goose" and "#canadagoose"

The screenshot displays the Hootsuite dashboard interface. At the top, the browser address bar shows the URL: `hootsuite.com/dashboard#/tabs?id=67043607`. The dashboard header includes a navigation menu with icons for home, compose, calendar, inbox, analytics, and profile. The main content area is titled "Canada Goose Listening 2" and contains three panels:

- TrendSpottr Pro:** Shows search results for `#canadagoose`. A message states: "No trending links were found for #canadagoose at this time. This is generally the result of there being too little recent activity about this search term. Please try another search term or phrase."
- Insights, Articles and I...:** Displays search results for "CANADA GOOSE". The "ARTICLES" tab is selected, showing a headline: "Neiman Marcus Group Goes Fur Free" from `finance.yahoo.com`, 2 hours ago. The article text reads: "The Neiman Marcus Group will discontinue selling any products containing animal fur by early 2023. The new policy eliminates animal fur products from the Neiman Marcus and Bergdorf Goodman stores and websites and calls for shutting down the fur salons at both divisions. Neiman Marcus has 21 fur salons..."
- Insights, Articles and I...:** Displays search results for "#CANADAGOOSE". The "ARTICLES" tab is selected, showing a headline: "Canada Goose announces it will stop using fur on ALL products" from `dailymail.co.uk`, 5 days ago. The article text reads: "Luxury parka-maker Canada Goose has announced it will stop making its products with real fur by the end of 2022 as the company looks to become more environmentally conscious after years of backlash from animal lovers. The company broke the news that its 'future is fur free' in a post on..."

On the right side of the dashboard, there is an "Add a stream" panel with tabs for "Networks", "Apps", and "Shared". Under the "Apps" tab, there is a green button labeled "Get more apps" and a list of installed apps: "Right Relevance Pro" (Insights, Articles and Influencers) and "TrendSpottr Pro".

Tuning on searches

As some of the Hootsuite streams did not fetch results, part of the social listening was done on Twitter using the Advanced Search option



Most of the results for search queries "Canada Goose" and "#canadagoose" were on the **bird instead of the brand** so, I had to fine tune it.

Additional streams were added to get results using following Boolean Operators :

- "Canada Goose AND apparel"
- "Canada Goose AND clothing"
- "canada goose -bird"
- "canada goose AND jacket"
- "canda goose OR canad goose OR canadagoose OR canadagoose OR #canadagoose OR #canadagose"

Brand's **hashtag #LiveInTheOpen was discovered** and was also added to the stream.

Social Listening Analysis



Animal lovers rejoice as Canada Goose announced to go fur-free

For several years, animal lovers and campaigners had been trolling the brand's tweet using various hashtags. However, last week, after the brand announced to end the use of fur on all coats, the decision seemed to go down well on Tweepers, who welcomed the decision. The announcement tweet received over 1000 likes and over 300 retweets in 5 days.



Canada Goose union and workers right

Some of the mentions are about the brand being engaged in a union-busting campaign against its own workers in Winnipeg. The same has been picking up momentum on social media as workers organize a rally in coming days.



Criticism from the Fur traders' group

Canada Goose's announcement sparked criticism from the International Fur Federation and the Fur traders' group in Northern Ontario and called on the brand to reconsider the decision.



Overall, the current brand sentiments seems to be **Positive** and the Fur-Free Canada Goose topic has been overlapping all other topics.

Insights & Recommendation



Impatient tweeps

Canada Goose will need to watch out for the audience getting impatient while transitioning to stop using fur. It may be helpful to run a countdown of months until the brand becomes fur-free using the hashtags like #CGcountdowntofurfree or #CGgoesfurfree



Handling the crisis

The employee union situation in Winnipeg needs to be taken care of before it worsens. Canada Goose would be better of posting updates about how it is handling the situation. Perhaps, showcase what it is already doing for its employees in terms of benefits.



Use of down

While a few mentions are about questioning the use of goose down in coats, Canada Goose should consider posting more about its efforts in sustainability, protecting nature and animals. Using hashtags like #CanadaGooseLovesAnimals would be helpful.

Thank You!