



CASE STUDY

E-COMMERCE STRATEGY & EXECUTION

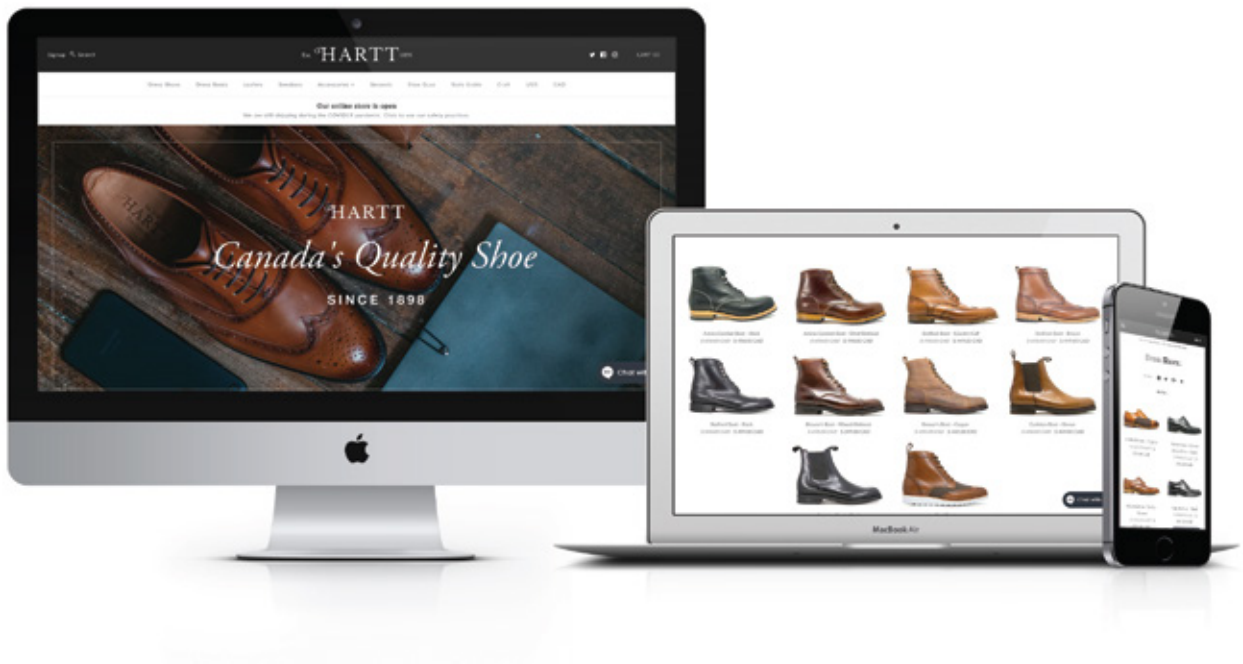
ginger. THE
DIGITAL
AGENCY

THE HARTT SHOE CO

Ginger's team worked closely with The Hartt Shoe Co. to develop an end-to-end eComm strategy. From initial market assessments to developing and implementing a successful marketing strategy and logistics plan, Ginger was able to help Hartt relaunch into the men's luxury shoe segment in North America.

While Hartt enjoyed strong brand recognition in Atlantic Canada, and among Canadian professionals who were started their careers before the 1980's, Hartt had very little brand equity in North America among it's primary target demographic.

Hartt is actively exporting men's fashion goods in a direct-to-consumer model to customers across Canada and the United States. Hartt's sales are directly attributable to paid digital marketing activities in markets outside of New Brunswick.



**MRS. DUNSTER'S GROUP OF COMPANIES:
MRS. DUNSTER'S RETAIL LOCATIONS, MCBUNS BAKERY,
KREDL'S CORNER MARKET**

During the early days of the Pandemic, the Mrs. Dunster's Group of Companies faced a shutdown of their traditional retail operations, Ginger was engaged to develop a plan to move their retail operations online using rapidly deployed eComm platforms.

Ginger developed a plan to build and deploy 4 eComm sites that would enable home delivery and curb side pickup across their retail operations in Atlantic Canada.

Within weeks of launch, these locations had restored a portion of their operations using this new model of business.

