

THE FIX IT

Here to fix what's broken...



MARCH 4, 2026

Agenda

- (1) Defining a “Canadian”
- (2) What’s not working?
- (3) What’s the ideal framework in Retail.
- (4) Implications and fixing



What defines a
CANADIAN?

The following slides will show you distinct images, your role is to select whether your beliefs are stereotypically biased, or do you believe that Canada is more diverse as compared to what media portrays...



DRAKE???

As if it couldn't be more obvious

YOUR AVERAGE STEREOTYPE



HOCKEY?

Of course a true Canadian lives and
breathes hockey

YOUR AVERAGE STEREOTYPE



MAPLE SYRUP

THE canadian gift for family
back home

YOUR AVERAGE STEREOTYPE

**HOWEVER, THERE IS
MUCH MORE TO IT**

YOUR AVERAGE STEREOTYPE



Canada is much more than just Maple Syrup, people being polite and Hockey. The diverse range of cultures and people is what makes Canada unique!



The *Big* Issue

Brands positioning themselves as inclusive, yet failing to deliver authentic inclusivity across many factors creates mistrust, weakens brand loyalty, and leaves diverse consumers feeling marginalized rather than genuinely valued.

WHAT'S THE BARRIER?



Performative **INCLUSION**

Time to call out the false claims about being
“inclusive”

Are we really Diverse?

Or just pretending to be...?



ARITZIA

*Actual Screenshot from Aritzia's website

Sizes



LIMITED



Cultural Moments



NOWHERE TO BE SEEN



ZARA

*Actual Screenshot from Zara's website

Beauty Standards



UNREALISTIC & EUROCENTRIC



Representation



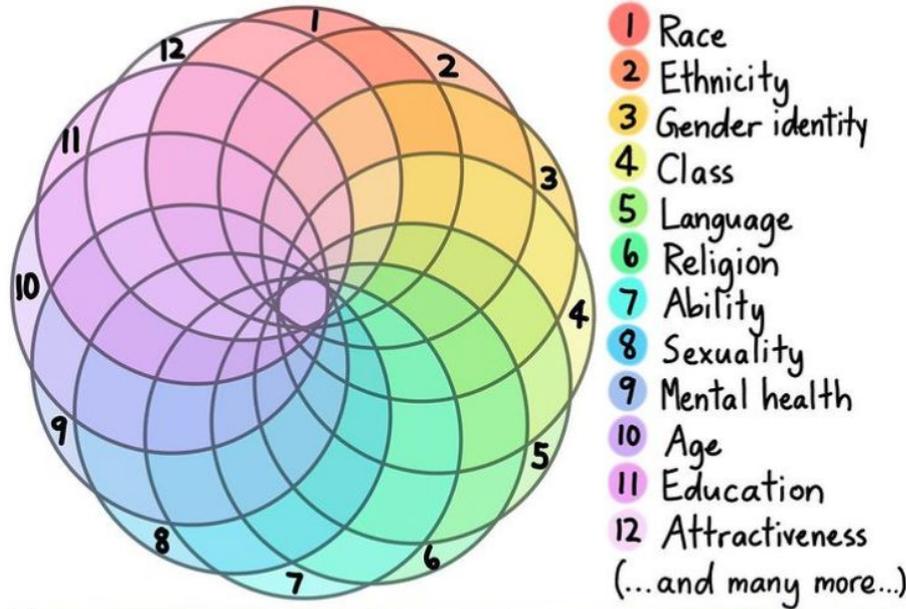
FOR THE SAKE OF IT



Inclusion needs
DEPTH

Inclusion cannot live only in campaigns. It must shape design, access, and everyday retail realities.

INTERSECTIONALITY



Intersectionality is a lens through which you can see where power comes and collides, where it locks and intersects. It is the acknowledgement that everyone has their unique experiences of discrimination and privilege.

-Kimberlé Crenshaw

Identity Isn't a Trend.

Hudson's Bay 2010 Olympic-themed Cowichan Sweater.

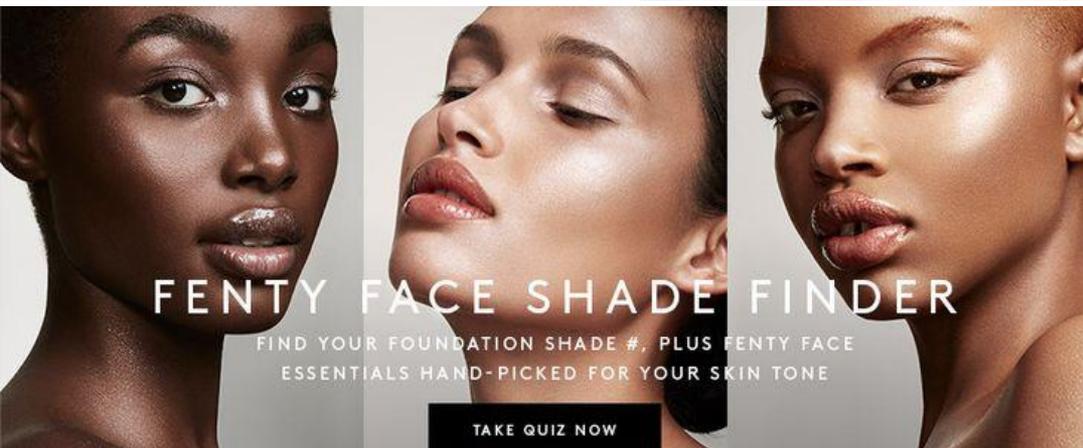


Zena Roland holds a knitted sweater she created for the Knit With Purpose launch

“It’s a canvas narrating the tales of the Coast Salish people”

<https://knitwithpurpose.com/>

What Structural Inclusion Looks Like



- Casting diverse models, across race, gender, and age
- Aligning with major cultural moments and festivities
- Fenty set a new industry benchmark by making competitors expand their ranges
- Positioning diversity as central to brand DNA, and not a seasonal messaging
- Redefined universal beauty and aesthetic standards in their respective industries

THE RETAIL



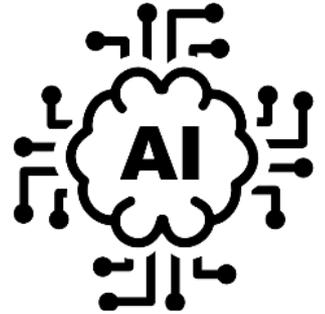
EA

Representation

Economic Realism

AI & Analytics

Language & Locality



If a campaign can't pass the R.E.A.L. check, it shouldn't be live
in a country as plural as Canada

REPRESENTATION

- At least two body types in every hero campaign; 3 sizes shown in e-comm imagery for key products.
- Indigenous and racialized models appear as protagonists and decision-makers, not just background diversity.
- Indigenous motifs on clothing → partner with Indigenous designers, share revenue, and stock their labels as core Canadian fashion, not “festival” novelties.



Stress test: If we strip the logo, would Indigenous, racialized, and newcomer Canadians recognize themselves – or just the same old slim, urban default?

ECONOMIC REALISM

- Synqrinus + Leger: BIPOC, newcomer, and Indigenous Canadians face strong economic pressure from housing and groceries.
- Ban generic ‘you deserve’ language that ignores these pressures.
- Show re-wearing, repair, rental, resale, student discounts – at least one storyline per campaign.

Stress test: If someone juggling rent and groceries heard this script, would it sound like their life – or pure fantasy?”

AI & ANALYTICS

- Every key insight from AI (e.g., Insights Wizard) must be checked for bias and confidence by segment
- Purchase data segmentation must flag who is missing (cash-based shoppers, remote communities, limited connectivity).
- Before finalizing, ask:
 - How will this land?
 - Will it resonate?
 - Where confidence is lowest?
 - Does my target market have access to it?



LANGUAGE & LOCALITY



- Add at least one relevant community language per neighbourhood
- Commit a fixed % of media year-round to Indigenous/BIPOC audiences (e.g., APTN, community creators) year-round.
- *Example: Denim launch in specific Indian or Arabic communities; Indigenous-designed capsule runs on APTN.*



The Benefits of **R.E.A.L**

Do
Canadians
feel seen?

Are we honest about
the pressure our
audience face?

Have we
questioned our
AI framework

Are we
speaking their
language?

Inclusion cannot live only in campaigns. It must shape design, access, and everyday retail realities.

Are you ready to be
R.E.A.L?

