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Nordstrom courts Canadian consumers with multichannel campaign

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Nordstrom has launched a Canada-specific campaign. Image courtesy of Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is looking north with a marketing campaign that caters to Canadian consumers.

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Nordstrom's "True North" effort was inspired by lyrics from the national anthem "O Canada." While Nordstrom has been operating stores in Canada since 2014, this is the retailer's first national marketing campaign.

O Canada

In French, nord means "north." The campaign produced in collaboration with Toronto-based agency Ogilvy aims to celebrate not only the meaning of the Nordstrom name, but also the values that the retailer has in common with Canada.

"As we got to know the Nordstrom team and visited its stores, we realized how much Canadians and Nordstrom have in common," said Laurie Young, CEO of Ogilvy Toronto, in a statement. "It is truly serendipitous that 'nord' means 'north' in French."

The campaign celebrates both the welcoming nature of Canadians and their personal style. A cast of 13 locals includes a stylist, blogger and a human rights activist.

Canadian-born photographer and director Justin Close captured these individuals at locations around Toronto.

Nordstrom True Nord

Nordstrom's campaign is appearing in digital, television and social media, including YouTube. The effort is also running in out of home placements including billboards, transit shelters and digital screens.

Online, Nordstrom's Canadian Web site will have a special experience.

Since expanding north a few years ago, Nordstrom has looked to cater to its Canadian clientele.

Last year, the retailer expanded its loyalty rewards credit card program to Canadian shoppers with the extension of its Visa rewards card.

This program had been available in the United States for a while then, but finally made its way north of the border to Canada. Canadian customers are now able to earn rewards points for every purchase made on their Nordstrom rewards credit card and apply those points to future purchases ([see story](#)).

"We've been proud to serve our Canadian customers since 2014," said Scott Meden, chief marketing officer of Nordstrom, in a statement. "We value the richness that diversity and culture bring to our communities, and our Canadian customers and employees set an example with their warm, welcoming and inclusive spirit.

"Our hope with this campaign is to celebrate all Canadians and the values we share and strive to reflect as a brand," he said.

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