

# Commerce in Canada

The Path to Purchase Institute's quarterly roundup offers a look at the previous quarter's standout in-store activations and top news stories relevant to the Canadian commerce marketing community, along with proprietary Canadian shopper research factoids and, in this edition, we highlight our new Canada Omnichannel Landscape.

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## **Q3 2025** Roundup



# Trending

## Campaign Activity Brings the Funny

### Meet Brother Nature



P2PI Senior Editor Cyndi Loza chatted with Nature's Path CMO Raj Joshi about a [spring campaign](#). The organic breakfast and snack brand introduced Mother Nature's little brother, Brother Nature. Being kin to Mother Nature, Brother Nature has that healthy DNA, but he brings fun and relatability to the brand. The campaign got that effort underway with social activity and pop-ups, in large part designed to extend the brand's reach into U.S. markets.

### 1990s Nostalgia



Clearly Canadian kicked off a campaign this summer, reminding consumers the sparkling beverage brand is back. To spread the message, it launched an ad featuring another Canadian icon, Shania Twain. A [spot sends the singer](#) on a stunt-filled dash through the Northern Wilds to nab her drink of choice, which she assures the viewer is "still the one."

# Field Reports

Path to Purchase Institute editors and staff are always seeking interesting and relevant digital and in-store marketing and merchandising activity at various top retailers in Canada and the U.S. Recent field reports include:

### [Metro Courts Loyalty With Big Brands](#)

The Canadian grocer ran a series of sweepstakes featuring major brands, including Unilever's Hellmann's and Coca-Cola Co.'s Fuze. Members who made qualifying purchases could win prizes such as store gift cards or Canadian getaways valued at several thousand Canadian dollars.

### [Kraft Heinz Courts Bulk Buys at Sobeys](#)

The Canadian supermarket chain encouraged shoppers to stock up for summer fun. Consumers who bought Kraft Heinz SKUs scored loyalty points, store gift cards or sweepstakes entries. Store spectaculars and danglers helped drive home the message.

# Omnichannel Landscape

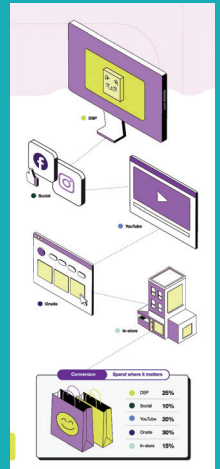
The Path to Purchase Institute released its [Canada Omnichannel Landscape](#), which gives an overview of retailer media networks and key partners in the Canadian marketplace. Besides looking at retailer media networks, the interactive landscape also focuses on several categories, including:

- In-store retail media
- Digital shelf optimization
- Grocery service and delivery networks
- DOOH, CTV and OTT
- Consumer promotions and rewards
- Commerce media platforms or tech companies



## Loblaw Connects the Dots

Loblaw Advance introduced a multi-touch attribution solution that illuminates how various media ad products contribute to conversion on the path to purchase.



The landscape also highlights P2PI member companies, and P2PI will continually update the [Canadian landscape](#) (as well as its U.S. version).

# Proprietary Research Spotlight

## Impact of Retail Media

**29%** of men completely agree that sponsored product ads make them feel interested or engaged.

**21%** of women reported that sponsored product ads made them feel the same.

**29%** of men say sponsored product ads make them feel more positive about the brand being advertised overall.

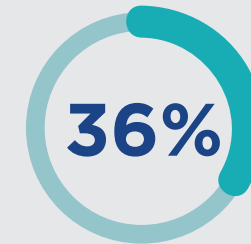
**19%** of women felt the same.

**26%** of men surveyed said sponsored product ads increase their likelihood of recommending the brand or product being advertised.

**20%** of women responded in kind.

## Younger shoppers tend to find more value in display ads.

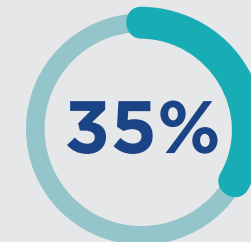
**36%** of Gen Z respondents said they completely agree that such ads made them feel more positive about the brand being advertised, compared to **23%** of Millennials.



said display ads made them want to learn more about the brand being advertised.



of Millennials agreed with the statement.



of Gen Zers strongly agreed that display ads improved their shopping experience



of Millennials felt the same.

The above research factoids are excerpted from [P2PI's proprietary study on Canadian shopper engagement with retail media](#), the broader results of which were unveiled at P2PI's second-annual [Retail Media Summit Canada event in 2025](#). The event will return to Toronto in [February 2026](#) with even more content, networking and attendees.



# In-Store Inspiration: Back-to-School Edition



Mondelez International's back-to-school spectacular spotted at a Toronto Metro grocery store highlighted snacks and touted a contest with a top prize of CA\$25,000 toward a vacation as well as assorted other prizes. Shoppers could enter the contest by scanning a QR code printed on danglers and a header card. The uppermost header cards depicted various Disney characters and Mondelez's "Snacktime Stars."



A Loblaws store in Markham, Ontario, set up a colorful aisle display highlighting offerings from its President's Choice own brand. It was stocked with Bento boxes, to-go cups, thermoses and cutting boards as the retailer made lunchroom essentials easy to grab and go.



A floorstand in a Toronto Healthy Planet store encouraged shoppers to "Snack Canadian for an A+ School Year" featuring Riverside Natural Foods' MadeGood oat bars.