



CASE STUDY

Taylor

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CAMPAIGN: CF HOLIDAY DRIVE-THRU
CLIENT: CADILLAC FAIRVIEW
AGENCY: SALT XC
BUILDER/PRODUCER: TAYLOR GROUP

OVERVIEW:

This holiday season Cadillac Fairview (CF) had to reimagine its in-person holiday experiences. To meet customers' expectations of a safe and efficient shopping trip that still celebrated the magic of the season CF decided to rethink the time honoured tradition of Santa.

CF, a leader in best-in-class retail experiences, led the way by taking over an outdoor space at CF Sherway Gardens in Toronto for a 30-minute, interactive drive-thru Santa experience. The CF team paired up with Taylor Group & Salt XC to ensure that families could get in the holiday spirit and safely meet Santa in 2020.

THE EXPERIENCE:

Christmas stories are an iconic part of the holiday season, so the team set out to create their own for the CF Holiday Drive-Thru. Guests begin the experience by being greeted by their Elf guide at the North Pole Post Office and follow him on a journey to deliver a Holiday Cheer Battery to Santa in order to fix his sleigh. Using in-car radio messages to help communicate the experience and manage flow, the journey consists of six immersive "chapters" staffed by elves. These "chapters" include: a post office introduction, Christmas trivia in the twinkle-light



tunnel, crafting a poem in the enchanted forest, singing carols in the town square, playing eye-spy in Santa's workshop, and ultimately meeting Santa at his sleigh.

Along the way, the Holiday Cheer Battery increasingly charges, powered by the guests' outpouring of holiday spirit. When the battery is fully charged, Santa plugs it into his sleigh and voila, Christmas is saved! Santa is thrilled, and of course, has time for a photo before he leaves for a test flight. Guests position their car in front of the sleigh (replacing the reindeer) and take a photo to commemorate their trip through the North Pole.

PRIORITIZING SAFETY:

During creative planning sessions CF, Salt XC and Taylor Group teams prioritized ideas that limited risks for guests, staff, and Santa, such as operating with masked staff in pods and pivoting to a completely in-car experience. While developing the program, COVID-19 cases increased leading up to an opening day that coincided with a city-wide lock down. Working with the City of Toronto health officials, CF Holiday Drive-Thru was cleared to open on November 25, 2020.

THE RESULTS:

Torontonians were eager to get their time with Santa this year, selling out the 30-day event in 40 minutes. Although this year is different and challenging for many families, the CF Holiday Drive-Thru is sure to bring joy and holiday spirit to the local community.

