



IFR Group

Boxing Day Knocks Out Black Friday

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With two major USA and Canada holidays completed, IFR found Canadian retailers were very competitive during Boxing Week compared to USA's Black Friday week, especially now that the Canadian dollar is teetering on par with the US dollar.

Dear Colleague:

With the USA Thanksgiving holiday (Black Friday) and the Canadian post-Christmas holiday (Boxing Day) completed, IFR analyzed exactly how competitive retailers were on both sides of the border for LCD/LED Televisions.

It's a known fact that Canadians usually cross the border to shop in the USA, but with the Canadian dollar so close to par, retailers on the Canadian side are vying for the Canadian consumer's dollar now more than ever.

In a full analysis of the two biggest holidays, IFR's Print Ad service revealed competitive pricing highlights, and most of this activity was performed by regional retailers instead of the nationals.

With the Print Ad service from IFR, you have complete coverage of Independent retail advertising right up to the big National chains.

IFR's Print Ad service not only allows you to view the pricing, but hyperlinks embedded within the reports also bring the data to life showing Ad images within your browser instantly linking you to the Print promotion.

On the following page, IFR outlines the key competitive models and their "winning" retailer with the most competitive price for LCD/LED Televisions.

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Canada Boxing Week Pricing Highlights versus USA Black Friday
All prices shown in native currency (USD for USA and CAD for Canada).

Brand	Model	Min \$ USA	Min \$ Canada	Winning Canada Retailer
LG	26 LH 20	399.99	<u>368.00</u>	Visions
PANASONIC	TC L37 X1	499.00	<u>498.00</u>	Bad Boy
SAMSUNG	LN 52 B 530	1,139.00	<u>1,098.00</u>	Soundsaround
SAMSUNG	LN 22 B 350	247.99	<u>198.00</u>	Soundsaround
SAMSUNG	PN 42 B 400	547.97	<u>539.99</u>	East Hamilton Radio
SONY	KDL 22 L 5000	329.97	<u>288.99</u>	Centre HiFi
SONY	KDL 46 S 5100	799.00	<u>768.00</u>	Soundsaround
SONY	KDL 46 Z 5100	1,599.97	<u>1,587.07</u>	London Drugs
SONY	KDL 46 S 504	798.00	<u>787.00</u>	Visions
SONY	KDL 46 W 5100	1,329.95	<u>1,299.99</u>	Future Shop
SONY	KDL 52 W 5100	1,659.00	<u>1,599.99</u>	Future Shop
SONY	KDL 55 V 5100	1,739.00	<u>1,699.99</u>	Best Buy

IFR Monitoring helps retailers and manufacturers measure critical Shelf Share, Print Advertising and Internet share across the country and around the world. IFR Monitoring exists in over 60 countries, and is part of the GfK Group, the No. 4 market research company worldwide.

For questions, please contact James Kennedy at JKennedy@ifrmonitoring.com