

social media campaigns or apps that have effectively and innovatively been an aid to interactions with the business community.

#### **Other Promotion**

##### **Promotional Items**

Unique items created specifically to promote or reinforce business/tourism themes, opportunities, attractions, or services. Must be innovative and customized for the purpose. (No generic objects with brand/logos will be judged). Where applicable, abstract should detail any efforts made to choose sustainable materials for these items and what message that it is sending to the community.

##### **Promotional Video**

Videos created to promote and/or reinforce business/tourism themes, opportunities, attractions, and/or services. Where applicable, abstract should detail any sustainable efforts and/or message that the video is sending to the community.

##### **Promotional Events**

Events geared to promoting economic development / tourism opportunities, attractions and services. To be considered, abstract must detail concrete outcomes and results of the event to as well as any sustainable motives or message associated with this event.

## **SUBMISSION BACKGROUND INFORMATION**

If you are submitting in hard copy form attach this page to each submission, along with an abstract.

Budget Level (total economic development operating budget, not individual project budget).

Less Than \$200,000

\$200,001 - \$600,000

Greater than \$600,000

Category:

*Brand*

Title of Submission: *Nouvelle image de marque des cinémaux*

Organization/Municipality: *Québec International*

Name: *Sylvie Fortin*

Phone: *418 681-9700* E-mail: *sfortin@quebecinternational.ca*  
*poste 140*

\*Award Recipient: (if different from Organization above): \_\_\_\_\_

## 2019 MARKETING CANADA AWARDS – EDAC-ACDE

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### CATEGORY: BRAND/BRAND IDENTITY/APPLICATION

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**Project:** *Capitale-Nationale key clusters - New brand image*

#### **Purpose of the Project (including anticipated outcomes)**

With its wealth of expertise in the chief sectors, the Québec City region, along with Québec International (QI), supports the development of four key clusters recognized by the ACCORD Capitale-Nationale program. In this context, for over ten years, QI has supported the implementation of initiatives that meet the specific needs of companies in these sectors and has ensured that they are promoted locally, nationally, and internationally. In this regard, based on the strategic planning conducted by its team, entrepreneurs, and committed partners in recent months, QI presented the results of numerous hours of work and collaboration aimed at advancing the clusters and revamping their brand images. Moreover, QI has completely redesigned the brand images of the Capitale-Nationale key clusters, giving them a fresh new look to better meet the growing needs of these key sectors in the region.

#### **Effectiveness/Meeting Objectives (if known)**

After defining a vision for the refreshed brand image, QI and the cluster committees strove to simplify communication, maintain the reputation that they have gained, and—above all—introduce tools to promote the sense of belonging, mobilization, and positioning of each sector. Accordingly, the new brand image and visual identity of each cluster stemmed from premises such as regional affiliation, uniqueness, and expertise. This is why the new brand image highlights the targeted role of these clusters in QI, illustrates their significant contribution to the economic growth of the Québec City region, and positions these key industries on the regional, national, and international scales. To ensure the success of this large-scale change, QI has supported the launch of each cluster's new brand image with a communication and promotional strategy. This initiative has been translated into various communication tools (business cards, microsites, pamphlets, mailing, etc.). Beyond the graphic design, Québec International has devoted over two years to this effort.

#### **Challenges & Changes Made**

The efforts of QI and the cluster committees—in partnership with the City of Québec and the Ministère de l'Économie et de l'Innovation—should allow the region and its companies to stand out competitively in relation to other regions and in international markets due to their expertise. Composed of nearly 50 representatives from the QI team and companies, and with the participation of partners, consultations gave rise to a true dialogue where sharing and trust were at the heart of the exchanges. This acknowledgement of everyone's role and the respect for expertise—among other things—required openness in the global, complex, and diversified sense of regional development at the different stages of the process. However, this approach shed light on the advantages of dialogue and created synergy through the interaction of pooled resources and expertise.

#### **Target Audience (demographics)**

Based on the specific areas of expertise recognized, the ACCORD key clusters and hubs in the Capitale-Nationale region have been integrated into the QI economic development agency. Each cluster is defined as a group of companies conducting interrelated activities. In this context, it was vital to engage the committees of each cluster so that they could express and mobilize themselves and maintain their sense of belonging in the group and the region. In such an approach, commitment was essential. In this context, with the aim of supporting the companies, QI secured the services of the Propage firm for the consultation and planning period, as well as the LG2 firm for the construction of the new brand images of the clusters and their respective identities. Together, the clusters represent nearly 700 companies from the life sciences (health and biotechnologies), digital arts and interactive entertainment (information and communication technologies), bio-food (health foods), and green and smart building (construction and sustainable development) sectors.

### **Any specifics as detailed in the particular Awards Categories**

Québec International is committed to mobilizing industry players, developing their expertise, targeting business opportunities in and outside Quebec, working to develop their competitive advantages, developing a strong regional brand image, and promoting these industries. Therefore, besides allowing the clusters to expand nationally and internationally, the new brand image was developed to position the key industries, in particular by stimulating the development of innovative solutions, increasing awareness of their expertise, and helping to expand their business networks. In fact, in addition to taking on a dynamic attitude, each industry's brand image comes with a new name. Accordingly, the Life Sciences cluster became Québec VITAE, the Health Foods cluster took the name of Québec NUTRI, the Digital Arts and Interactive Entertainment cluster is now called Québec EPIX, and—finally—the Green and Smart Building cluster was named Québec BVI.

# **APPENDICES**

**KEY CLUSTER – NEW BRAND IMAGE**

## APPENDIX 1 – PRESS RELEASE



**QUÉBEC  
INTERNATIONAL**  
Développement économique

**PRESS RELEASE**  
For immediate release

**\$39M IN BENEFITS FOR THE CAPITALE-NATIONALE KEY CLUSTERS AND A NEW BRAND IMAGE**

New brand image, new opportunities: 2019 is a memorable year for the key clusters and Québec International

Québec City, June 4, 2019 — Québec International (QI) is proud to reveal the contribution of key clusters in the area's growth, with global economic benefits of nearly \$39M in 2018. The Agency supports the development of four key clusters recognized by the Capitale-Nationale ACCORD program. In this context, QI has been supporting, for over ten years, the implementation of initiatives that meet the specific needs of businesses in these sectors, and ensures that they are promoted at the local, national and international level.

Based on a strategic reflection involving its own team, entrepreneurs and engaged partners, QI now presents the results of many months of work and collaboration. QI has thoroughly remodelled the brand image of the Capitale-Nationale's key clusters, giving them a fresh new look to better meet the growing needs of these key sectors in the area.

After defining a vision for remodelling their brand image, QI and the different cluster committees strove to simplify communications, to maintain the reputation acquired and, more importantly, to implement new tools to improve the sense of belonging, mobilization, and positioning of each sector. Québec International President and CEO Carl Viel explained that the new brand image and visual identity reflect key principles such as regional affiliation, uniqueness and expertise.

"The new brand image highlights the targeted role of these key clusters in the organization. It also shows their significant contribution to the Québec City CMA economic growth. I am very proud of the results of this strategic reflection, which now positions our industries on a regional, national and international scale," said Carl Viel.

According to the committee presidents of each key cluster, distinguishing and highlighting their distinct expertise was essential. In fact, beyond simply depicting a more dynamic attitude, the new brand image displays the new name of each industry.

**QUÉBEC NUTRI**

"Feeding people by offering varied, innovative food products of the best nutritional quality and taste is the passion that drives the members of our cluster. For this reason, to illustrate this passion in all simplicity, we chose the prefix NUTRI," said the **QUÉBEC NUTRI** niche president Elaine Bélanger from Maison Orphée.

1035, Wilfrid-Pelletier, Suite 400, Québec City (Québec), G1W 0C5, Canada  
Phone 418-681-9700 | 1-877-681-9700 | Fax 418-681-335 | [quebecinternational.ca](http://quebecinternational.ca)

**INNOVATION COMMERCIALISATION CROISSANCE INVESTISSEMENT**

[FR](#) / [EN](#)

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**QUÉBEC  
VITAE**

"At the core of life sciences is the human being and his relationship with his environment, health, body, and quality of life. That's why the cluster committee chose VITAE, a Latin word associated with the term life, whose roots are at the origins of the language of science," said the **QUÉBEC VITAE** cluster president Patrice Gilbert from PetalMD.

**QUÉBEC  
EPIX**

"The name EPIX refers to the imagination and creativity, as well as the term "epic" used in the digital entertainment world. Moreover, members of the cluster committee wanted a name that reflected their expertise and journey in the development and commercialization of a product, for all sectors. The addition of the X at the end corresponds to the unit used to measure the definition of a digital image, the pixel," added the **QUÉBEC EPIX** cluster president Dali Berthiaume from Michel Dallaire from Groupe Dallaire.

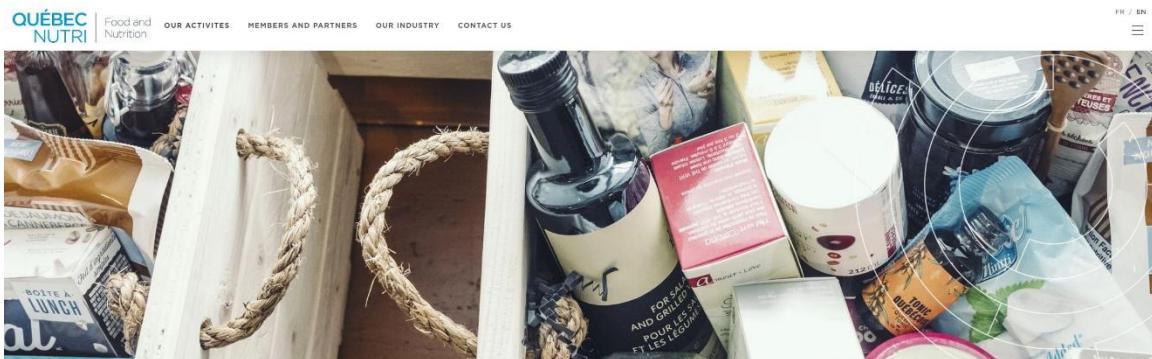
- 30 -

Source: Sylvie Fortin  
Senior Advisor – Public Affairs and Press Relations  
418-681-9700, ext. 260  
[sfortin@quebecinternational.ca](mailto:sfortin@quebecinternational.ca)

\* Copy of the press release in PDF version at the end of the appendices

## APPENDIX II – WEBSITE

<https://www.quebecinternational.ca/en/quebec-nutri>



**QUÉBEC  
NUTRI** | Food and Nutrition

[OUR ACTIVITIES](#) [MEMBERS AND PARTNERS](#) [OUR INDUSTRY](#) [CONTACT US](#)

[FR](#) / [EN](#)



**UNIFYING THE FOOD INDUSTRY**

In a market where consumers are increasingly demanding and mindful of their diet, Québec NUTRI brings together stakeholders from the food processing sector who care about the development and commercialization of added value products contributing to a healthier food offering. This cluster aims to create a pool of contact networks, advanced technologies and applied knowledge designed to help develop new health foods and support growth in local businesses.

Through different projects and activities, Québec NUTRI educates and supports all businesses in the food processing sector that wish to take a "healthy turn" in order to maintain or increase their competitiveness and develop new markets.

<https://www.quebecinternational.ca/en/quebec-vitae>



Discover the cluster dedicated to developing the life sciences and health technologies (LSHT) business ecosystem in the Québec City area! Through various projects and activities, Québec VITAE sets the necessary building blocks to develop a stronger, more competitive and better performing industry.

The cluster engages stakeholders in the business, finance and research sectors as well as public decision makers while striving for the development of the Québec City region LSHT sector. The cluster's strategy and actions follow the priorities identified collectively by members.

Moreover, Québec VITAE contributes to the visibility of local LSHT ecosystem forces by highlighting the region's capacity to:

- Transform research into commercial success.
- Attract capital.
- Develop state-of-the-art infrastructures.
- Promote the creation and growth of innovative and thriving businesses.

<https://www.quebecinternational.ca/en/quebec-bvi>



### BUILDING TOMORROW— ONE VISION, ENGAGED BUSINESSES AND A PROMISING SECTOR

Québec BVI is a structured business network that brings together stakeholders from the green and smart building sector, including designers, manufacturers and other experts with one shared goal: shaping the future of the building industry.

By implementing innovative initiatives and tangible development projects, the cluster supports Québec City area's distinct expertise and position as an excellence hub in:

- Low-environmental footprint buildings.
- Low energy buildings.
- Responsible architectural products.
- Innovative building technologies.

<https://www.quebecinternational.ca/en/quebec-epix>

QUEBEC EPIX OUR ACTIVITIES MEMBERS AND PARTNERS OUR INDUSTRY FR / EN

**UNITING UNIQUE, WORLD-CLASS EXPERTISE IN DIGITAL ARTS AND INTERACTIVE ENTERTAINMENT**

Québec EPIX is a wide network of stakeholders in the sectors of video games, animation, special effects and immersive and multimedia experience creation in the greater Québec City region. This collaboration and mobilization nexus is driven by a common desire to establish and grow the local industry.

Through various projects and activities, Québec EPIX allows businesses of all sizes to bring together their vision and skills in implementing collaboration, exchange and partnership initiatives in order to:

- Increase competitiveness.
- Accelerate business and global market development.
- Promote innovation and R&D.

Drawing on the diversity of Québec City's digital arts and interactive entertainment sectors, Québec EPIX helps the greater Québec City area establish itself on the international scene.

## APPENDIX III – PROMOTION

### BUSINESS CARDS



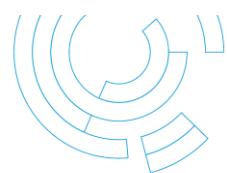
**QUÉBEC  
BVI** | Bâtiment vert et intelligent

Québec BVI est une marque déposée de Québec International.



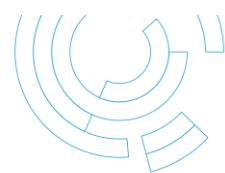
**QUÉBEC  
EPIX** | Arts numériques et divertissement interactif

Québec EPIX est une marque déposée de Québec International.



**QUÉBEC  
NUTRI** | Aliments santé

Québec NUTRI est une marque déposée de Québec International.



**QUÉBEC  
VITAE** | Sciences de la vie et technologies de la santé

Québec VITAE est une marque déposée de Québec International.

## MAILING

[Visualiser dans un navigateur.](#)

18 juin 2019



[Envoyer à un ami](#)

LE CRÉNEAU D'EXCELLENCE  
BÂTIMENT VERT ET  
INTELLIGENT DEVIENT

**QUÉBEC**  
**BVI** | Bâtiment vert  
et intelligent



### Du nouveau pour le créneau

Nous sommes heureux de vous dévoiler notre nouvelle image de marque. Le créneau d'excellence Bâtiment vert et intelligent devient Québec BVI. La démarche pour le changement de nom visait à mettre en valeur les entreprises de la ville de Québec à l'échelle locale, nationale et internationale. Cette nouvelle identité permettra de faire valoir le caractère distinctif de notre industrie et de ses entreprises lors des activités de promotion encadrées par le créneau en soulignant l'affiliation régionale, l'unicité et l'évocation de l'expertise.

Le terme BVI est issu d'une volonté des membres du comité de conserver l'acronyme Bâtiment Vert Intelligent. Cette intention témoigne, d'une part de la mobilisation et de l'attachement au nom d'origine, et d'autre part, elle reconnaît l'intégration à l'appartenance à la région en y ajoutant le nom QUÉBEC, et aussi l'intégration de ce secteur clé à l'ensemble des créneaux chez Québec International.

Bonne continuation au sein de notre créneau.

[Découvrez Québec BVI >](#)

[Visualiser dans un navigateur.](#)

12 juin 2019

Envoyer à un ami



Aliments  
santé



## LES NOUVEAUTÉS DU CRÉNEAU

### LA NOUVELLE IMAGE DU CRÉNEAU

Nous sommes heureux de vous dévoiler notre nouvelle image de marque. Le créneau d'excellence Aliments santé devient Québec NUTRI. La démarche pour le changement de nom visait à mettre en valeur les entreprises de la région de Québec à l'échelle locale, nationale et internationale. Cette nouvelle identité permettra de faire valoir le caractère distinctif de notre industrie et de ses entreprises lors des activités de promotion encadrées par le créneau en soulignant l'affiliation régionale, l'unicité et l'évocation de l'expertise.

L'alimentation et la nutrition constituent en soi une expérience humaine. Partager un repas, intégrer des aliments sains pour la santé des québécois sont des éléments étroitement liés à la passion de membres du créneau pour le développement et la recherche de produits alimentaires de qualité. De plus, s'ajoute à cela la valorisation du terroir québécois. Pour toutes ses caractéristiques, en toute simplicité nous avons opté pour le préfix NUTRI.

[Bonne continuation au sein de notre créneau.](#)

## WEB BANNER

VOS CRÉNEAUX D'EXCELLENCE  
ONT DE NOUVEAUX NOMS

**QUÉBEC NUTRI** | Aliments santé

**QUÉBEC VITAE** | Sciences de la vie et technologies de la santé



**QUÉBEC BVI** | Bâtiment vert et intelligent

**QUÉBEC EPIX** | Arts numériques et divertissement interactif

## SOCIAL MEDIA PROMOTION

Québec International  
17 434 abonnés  
3 sem.

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#QuébecBVI #Bâtimentvert #BâtimentIntelligent

[www.quebecbvi.com](http://www.quebecbvi.com)

LE CRÉNEAU D'EXCELLENCE  
BÂTIMENT VERT ET  
INTELLIGENT DEVIENT

**QUÉBEC BVI** | Bâtiment vert et intelligent



...

Québec International  
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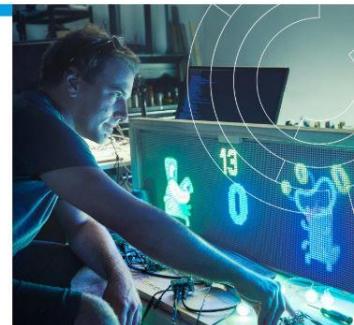
Le créneau d'excellence Arts numériques et divertissement interactif devient Québec EPIX. Le nom EPIX réfère à l'imagination et à la créativité ainsi qu'au terme « épic » dont l'emploi est fréquent dans l'univers du divertissement numérique. Aussi les membres du comité de créneau ont souhaité un nom qui met en relief leur expertise et l'épopée dans le développement et la commercialisation d'un produit, et ce, pour l'ensemble des filières. L'ajout d'un X à la fin, correspond à l'unité de mesure pour la définition d'une image numérique, soit le PIXEL.

#QuébecEpix #ArtsNumériques #DivertissementIntéractif

[www.quebecepix.com](http://www.quebecepix.com)

LE CRÉNEAU D'EXCELLENCE  
ARTS NUMÉRIQUES ET  
DIVERTISSEMENT  
INTERACTIF DEVIENT

**QUÉBEC EPIX** | Arts numériques et divertissement interactif



...

**Québec International**  
17 434 abonnés  
1 mois

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#QuébecNutri #AlimentsSanté

<https://lnkd.in/eVcXc5C>

LE CRÉNEAU D'EXCELLENCE  
ALIMENTS SANTÉ DEVIENT

**QUÉBEC**  
**NUTRI** | Aliments santé



20

**Québec International**  
17 434 abonnés  
1 mois • Modifié

Le créneau d'excellence Sciences de la vie et technologies de la santé devient Québec VITAE. Au cœur des sciences de la vie se trouve l'humain, et le rapport qu'il entretient avec son environnement, sa santé, son corps, et sa qualité de vie. C'est pourquoi, le comité du créneau s'est arrêté sur Vitae, nom latin qui s'associe au terme vie, et dont les racines sont à l'origine du langage des sciences.

#QuébecVitae #SciencesDeLaVie

[www.quebecvitae.com](http://www.quebecvitae.com)

LE CRÉNEAU D'EXCELLENCE  
SCIENCES DE LA VIE DEVIENT

**QUÉBEC**  
**VITAE** | Sciences de la vie et  
technologies de la santé

18



## \$39M IN BENEFITS FOR THE CAPITALE-NATIONALE KEY CLUSTERS AND A NEW BRAND IMAGE

**New brand image, new opportunities: 2019 is a memorable year for the key clusters  
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NUTRI**

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## **QUÉBEC BVI**

“The term BVI was born from the will of the committee members to preserve the acronym BVI, which stands for “Bâtiment Vert et Intelligent” (green and smart building). On the one hand, this intention shows the mobilization and attachment to the original name. On the other hand, the addition of QUÉBEC recognizes the sense of belonging to the area and integrates this key sector with the other clusters at Québec International,” added the QUÉBEC BVI cluster president Michel Dallaire from Groupe Dallaire.

- 30 -

Source: Sylvie Fortin  
Senior Advisor – Public Affairs and Press Relations  
418-681-9700, ext. 260  
[sfortin@quebecinternational.ca](mailto:sfortin@quebecinternational.ca)

## APPENDIX

<b>Economic Benefits per Key Cluster</b>	
<b>Capitale-Nationale Key Cluster</b>	<b>Economic benefits, 2018</b>
Health foods (QUÉBEC NUTRI)	\$7.1M
Digital arts and interactive entertainment (QUÉBEC EPIX)	\$2.3M
Green and smart building (QUÉBEC BVI)	\$1.6M
Life sciences (QUÉBEC VITAE)	\$27.9M
<b>TOTAL</b>	<b>\$38.9M</b>