

2022 MARKETING CANADA AWARDS – EDAC/ACDE

CATEGORY 10: PROMOTIONAL VIDEOS IN INTERNATIONAL RECRUITMENT

Project: Web series “I have Quebec in mind”/ Websérie « J’ai Québec en tête »

Purpose of project (including anticipated outcomes)

Québec International’s (QI) mandate includes attracting qualified workers, international students and foreign entrepreneurs. Therefore, the agency initiates an array of projects each year. In 2021, QI wanted to show potential candidates the reality of daily life in Québec City through a Web series of seven short videos, going beyond the usual clichés and preconceptions. Despite two years of pandemic, labour shortages remain a major challenge for businesses in the Capitale-Nationale and Chaudière-Appalaches regions, with many jobs remaining vacant and a limited local labour force. Thanks to its dynamism, its low unemployment rate and its high-quality utilities and services, the Québec City region offers several assets to those who wish to immigrate. The Web series helps dissipate some concerns that inevitably come with an immigration project in order to better prepare newcomers and persuade them to choose the Québec City region. The production of the Web series was entrusted to ZEBRA MEDIA, in close collaboration with Québec International’s team.

Effectiveness/Meeting Objectives

Québec International reached out to newcomers who were already settled in the Québec City region to tell their story with authenticity, creating a credible message based on actual experiences. The videos were created in an interview format for qualified workers and international students who are thinking of moving to Canada, with the goal of encouraging them to choose the Québec City region as their future home, which is known for its quality of life and ample job opportunities. The Web format helps reach an international audience and makes it easier to share on social media, which in turn also helps reach young, mobile candidates (students, young families, etc.). Moreover, because the videos were filmed in French, it was essential that they be subtitled in other languages (English, Spanish and Portuguese) to be accessible to a diverse audience.

Challenges and Changes Made

Finding participants who are comfortable speaking in front of a camera is often a challenge, but QI employees’ large network helped quickly identify relevant and eloquent volunteers. With the wealth of subjects to choose from, QI’s production team also had to make difficult choices to focus on one theme per video (seven in total). After the interviews, the challenge was to select and synthesize the information in order to deliver a clear and captivating story in just a few minutes. Five Québec International employees actively worked on the project to support ZEBRA MEDIA, providing 410 hours of work, including six days of shooting.

Target Audience

Intended for a diverse audience, i.e. qualified workers, families and international students, the videos feature five themes: the immigration project, work and studies, learning Québécois French, social integration and daily life, and social acceptability of religion and sexual orientation. These testimonies give an honest insight into the daily lives of newcomers (originally from France, Benin, Tunisia, Colombia, Brazil and Madagascar) who chose the Québec City region as their new home. Several recruitment missions from QI target these territories due to their cultural and linguistic similarities with Canada, their potential labour pool and the interest for Canada expressed by people from those regions. Since the moment the Web series was uploaded in February 2021, the videos and teaser trailers were viewed more than 77,000 times and were shared on Facebook, YouTube, Instagram, LinkedIn and Twitter. In addition to being published on Québec First's website and QI's social media accounts and newsletter, the videos were also promoted in targeted media in 2022. They were also used by Québec International in several presentations to investors, entrepreneurs and journalists.

Specifics of the Category

The videos tell the stories of newcomers and their experiences as they discovered the various aspects of life in Quebec, their surprises, their lessons, their adaptation process and the challenges they met. Overall, the vast majority said that they wanted to stay in Quebec, whether for their children, work and study opportunities, the locals' open-mindedness and welcoming personality, etc. All things considered, leaving their country for Quebec ended up being the right decision: this is the clear message that arose from the interviews with these diverse individuals. Giving the floor to ordinary people with diverse profiles and no hidden agenda, and showing them in their own work environment or neighbourhood, for example, increased the message credibility and its potential to convince, to help people take the leap and decide to move to the Québec City area.

Sustainability of the project

A teaser trailer was also developed to promote the Web series on social media. The videos were broadcast online, reducing the use of physical promotional material, which can become obsolete, therefore reducing the ecological footprint. These videos can be reused to meet other needs such as promotion, information or education. They also highlight Québec City and its surroundings while celebrating the diversity of newcomers' profiles and the region's openness to difference. The experience of newcomers and their integration into their new community are emphasized, reframing the immigration process into a broader context than just the individual and the economy: it is also a social project.