

2024 MARKETING CANADA AWARDS – EDAC

CATEGORY 10: PROMOTIONAL VIDEO AWARD

PROJECT: QUÉBEC CITY AREA BUSINESS DESTINATION

Purpose of project (including anticipated outcomes)

Today, on top of being home to the Government of Quebec, the Greater Québec City region has a strong, resilient economy that is full of opportunities. Innovation has always been a major driver of the region's economic growth. The Québec City region can count on its diverse industry with recognized expertise in cutting-edge sectors like IT, life sciences, optics and photonics, insurance and financial services, robotics, and electronics. The value of foreign direct investments (FDI) in the Québec City region reached a new record in 2023. QI's activities contributed to regional economic spinoffs of almost \$1 billion in FDI (\$990.3 million). Efforts in prospecting and attracting establishment and investment projects focused on business projects that would add value to the companies, ecosystems and supply chains already in place. Despite daunting projects and challenges, the technology sector particularly stood out this year. Among other things, the foreign investment team contributed to the establishment of four Microsoft data centres in the region, an exceptional project that positions the greater Québec City region in the high-tech and cybersecurity sectors.

In this context, Québec International (QI) had long entertained the ambition of creating a video to highlight the Québec City region's dynamic and attractive business environment. This production was designed to show the region's many assets in terms of business development to attract new investors and talent, but also to shine a spotlight on ambitious and innovative entrepreneurs.

Effectiveness/Meeting Objectives

The goal was to develop a striking communication tool, a showcase that sparked interest and encouraged investing or settling in Québec City. A tool to support Québec International's mandates to attract investments and talent. To that end, we had to focus on the strengths of the region and its promising industries. Therefore, Québec International's communications and foreign investment prospecting teams were called upon to define the strategy and select the innovative businesses to showcase. Almost 100 hours were dedicated to the reflection process and the identification of businesses, to select four businesses that were representative of the region to take part in filming and realizing the project. Despite a modest budget, the business environment promotion

tool was designed to be accessible to all of Québec International's business line teams, even though the target audiences were potential investors and talent.

Moreover, foreign direct investments are constantly increasing in the territory, going from \$324.2 million in 2020 to \$990.3 million in 2023. This progress shows that the strategies put in place are effective and that efforts in this direction must be continued. Video is an additional tool to support the team's work.

Challenges and Changes Made

The video illustrates the region and its potential through four businesses. Choosing the right businesses proved difficult, because they had to reflect the region's industrial diversity, innovation and economic success to boosting its attractiveness for potential investors and talent. Filming authorizations and business availability were major challenges in carrying out the project while respecting the timelines. Moreover, with a small budget of \$10,000, creativity and ingenuity were crucial. The team put in the effort to bring the project to life in an effective, captivating and high-impact format, combining sound, image and text, making the content easy to consume in several contexts and on several broadcasting platforms. The video was also made available in two versions, i.e. in both official languages, English and French.

Filmed by a team of professionals in collaboration with Québec International's team, the professional video highlights various aspects of the industry and the region to reach the target audience. Nowadays, communication is essentially made on the Internet. Therefore, in addition to being determined by the target audience, the video also had to be adapted to various broadcasting methods, including various platforms (social media, Web, TV, etc.).

Target Audience

The business environment promotion video became an essential tool to attract investors and showcase all the opportunities that the region has to offer. Highlighting its assets in terms of innovation, research and state-of-the-art sectors quickly become important arguments when it comes to selling the region. However, an even more defining characteristic of the region is the collaboration with proximity governments, partners like Global Affairs Canada and Investissement Québec International (IQI), municipalities, and the economic and business sectors. In that spirit, with the help of the video production firm LORA Films and four businesses from Québec City—BD, Creaform, Panthera Dental, and LÜ—Québec International created this immersive promotional tool, without it sounding like a self-centred ad. The video is mainly targeted toward investors, subsidiaries, parent companies and entrepreneur delegations to whom we hope to present the region.

Any specifics as detailed in the particular Awards Categories

International subsidiaries contribute 10% of the region's GDP. Their reinvestments in the region currently represent over 80% of the spinoffs from foreign direct investment. This is why it is important to develop an attractive strategy for potential investors that effectively complements the industrial environment. The team focused on collaborative strategies, knowledge sharing and an emphasis on continuous business intelligence development. Additionally, the organization distinguished itself several times in 2023-2024 regarding foreign investment, with the agency receiving the Regional Investment Promotion Agency of the Year (Platinum) Award during the Go Global Awards 2023 in Providence, Rhode Island, for promoting the region and prospecting foreign investments in an innovative way. This is one of the highest distinctions given to investment promotion agencies. The *Business Facilities Magazine* also recognized the organization's efforts in the technology sector by giving it an award in the Economic Development Organization (EDO) category (pop. over 500K), in April 2024.

For the past three years, foreign investment in the region has been growing steadily, a testimony to the relevance of the business environment promotion strategies, like the various communications and marketing tools implemented. The recent videos were also posted on Québec International's YouTube channel and website and shared on the organization's social media accounts.

Any details regarding the sustainability of your project. Sustainability is about being mindful of one's place, processes, and mentality in order to influence change for the better of our communities, local and global.

Promoting the region's business environment is one of the agency's primary mandates for supporting teams, as it was the case with this video project. As part of these activities in 2023, the team rose up to some key challenges and seized many opportunities to innovate in terms of communications, marketing, public relations, economic studies and strategic monitoring. In total, 917 publications and promotional tools and 1,691 mentions in the media were generated, a testimony to the team's efforts and agility in promoting the region and its businesses both locally and outside the province of Quebec. The various communication platforms were leveraged daily to make sure that information about the organization, its teams and activities as well as economic news were shared continuously. The websites and social networks were used to share the information with the organization's audiences and clients. QI's websites were viewed by 9.2 million visitors, 50% of whom were from Africa, 45% from the Americas, 3% from Europe, and 2% from Asia.

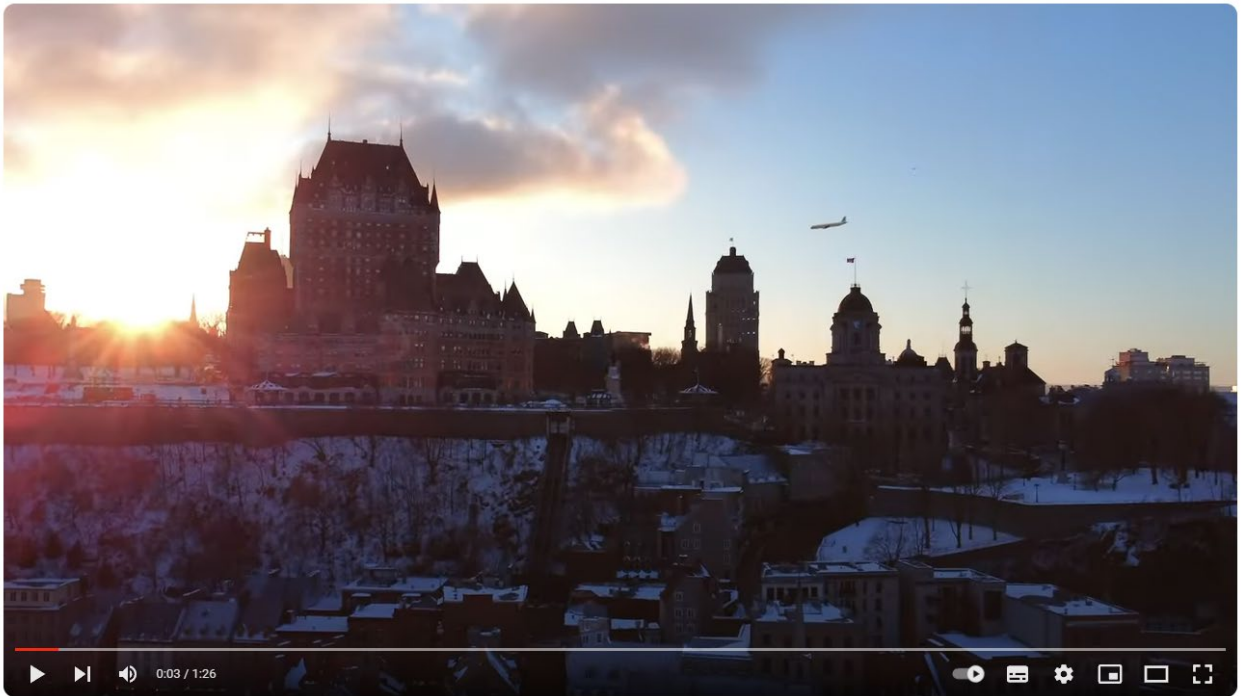
During 2023, QI was able to reassert its role in analyzing the region's economy. In fact, renowned organizations regularly turned to QI's expertise in the fields of economic studies and strategic monitoring. Promotional missions were held, and six distinctions have helped the agency steadily grow its importance on the international scene.

APPENDIX

**QUÉBEC INTERNATIONAL
VIDEO QUÉBEC CITY
AREA BUSINESS DESTINATION**

ONLINE ON SOCIAL MEDIAS

YOU TUBE



French link : <https://www.youtube.com/watch?v=iMIb8EERbdU> 313 view

English link : <https://www.youtube.com/watch?v=bMzCSmY2Ewk> 187 view

FACEBOOK

French link : <https://www.facebook.com/QCINTL/videos/1082515242813518>

836 view | 28 reactions

INSTAGRAM

French link : <https://www.instagram.com/reel/C6Y5tBRLVmf>

1943 views | 69 interactions

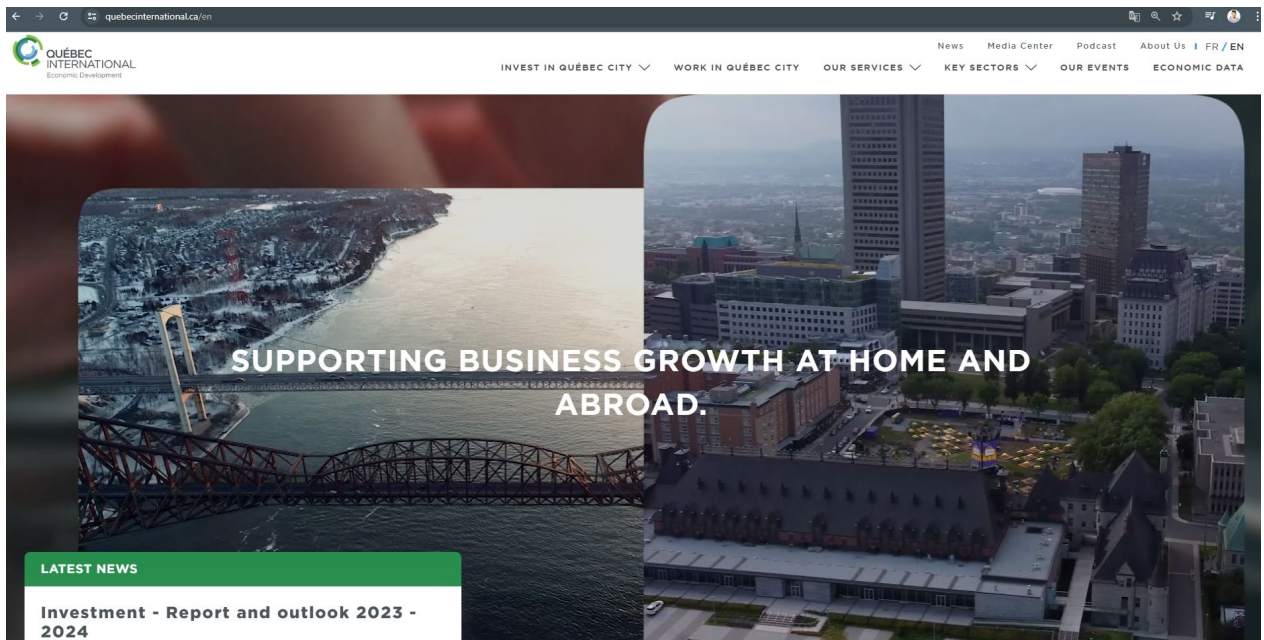
LINKEDIN

French link :

<https://www.linkedin.com/feed/update/urn:li:ugcPost:7191082548637184000/>

7562 views | 365 clicks | 136 reactions | 29 shares

WEBSITE



French link <https://www.quebecinternational.ca/> 9,437 views (Since April 30)

English link <https://www.quebecinternational.ca/en> 2,049 views (Since April 30)