

## **2025 MARKETING CANADA AWARDS – EDAC**

### **CATEGORY 10: PROMOTIONAL VIDEO**

#### **PROJECT:      GLOBAL ENTREPRENEURSHIP WEEK**

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##### **Purpose of project (including anticipated outcomes)**

We leveraged Global Entrepreneurship Week, a worldwide initiative that celebrates and empowers entrepreneurs across countries and communities, to launch a video showcasing our expertise, the people behind our mission, and the energy of Quebec City's entrepreneurial ecosystem.

The video, published on November 18, 2024, featured three employees from different areas of the organization (technology entrepreneurship, innovation, and export and market development), each illustrating how they support businesses in tangible ways. They shared what drives them to work with entrepreneurs and how their roles respond to real needs.

Following that, we produced a series of short videos—some individual, some featuring all three team members—highlighting the human side of their work. These included inspiring stories and answers to frequently asked questions, such as how we measure the success of the entrepreneurs we support, or what trends they foresee in the world of entrepreneurship.

##### **Effectiveness/Meeting objectives**

The goal behind the initial video was to raise awareness and highlight Québec International's concrete actions by putting a human face on our mission and in a more engaging way—using video rather than text to better connect with our audience. The video series helped deepen that message by showcasing the real impact of our work. It also aimed to strengthen our positioning as a key player in supporting entrepreneurship and to foster greater engagement with our community.

Our content (a total of 21 posts) generated over 12,500 impressions, 10,719 views, and 344 interactions. LinkedIn proved to be the most effective platform for reaching our target audience.

##### **Challenges & changes made**

We encountered a few challenges during the video production. Since we wanted to capture a natural conversation between three people, some preparation was required to

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ensure they knew their key messages without sounding scripted. It was a delicate balance between being well-prepared and staying authentic.

Coordinating their schedules was another hurdle, especially since one of them works from a different office and all three have calendars that are heavily influenced by the availability of the entrepreneurs they support.

### **Target audience (demographics)**

The primary audience was the entrepreneurial community in the Greater Quebec City area and people with an interest in entrepreneurship. We also aimed to reach Québec International's internal teams; many of whom aren't always familiar with the work their colleagues do across different departments.

### **Specifics**

- One main video featuring 3 employees (1 min. 20, landscape format)
- 7 short videos (30 seconds each, portrait format)

All videos were filmed in a conference room at our office using our in-house equipment (lighting, cameras, microphones, etc.). Minimal editing was done to preserve an authentic, conversational tone.

They were shared on social media (LinkedIn, Instagram, and Facebook) from November 18, 2024, to April 2025. Some were also added to our newly launched TikTok account in early 2025.

### **Project's sustainability**

The content developed for this campaign remains relevant and can still be used to increase visibility across various platforms, including our website and newsletter, to explain to entrepreneurs what we can offer them.

Its format and tone allow for ongoing repurposing, whether as standalone clips in future campaigns, in presentations, or in onboarding materials for partners or new employees.

Beyond visibility, the project fostered stronger internal collaboration and a better understanding of our teams' roles, laying the groundwork for similar initiatives that highlight Québec International's human impact and expertise.

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# APPENDIX



## GLOBAL ENTREPRENEURSHIP WEEK

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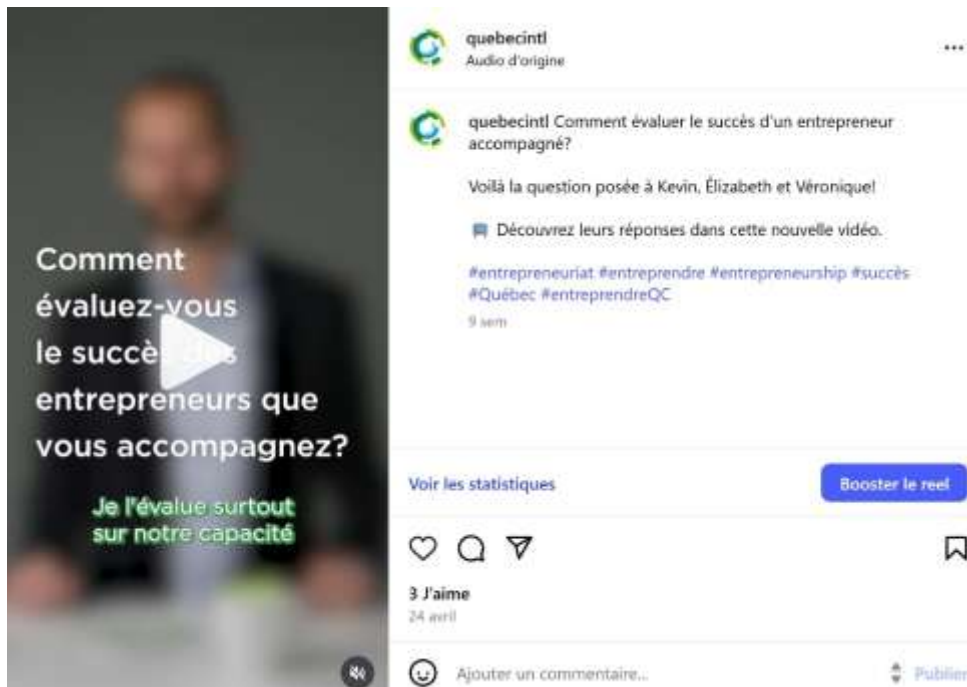
## VIDEOS

Main video



Link: <https://www.linkedin.com/feed/update/urn:li:activity:7264276090548850688/>

An example of a short video



Link: <https://www.tiktok.com/@quebecintl/video/7463148506279169286>


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# VISUALS

## Social media thumbnails



## Comments

 **Rosalie Simard, MBA** • 1er 7 mois ...  
Directrice - Projets & Partenariats @ 2 Degrés | Vice-Présidente @ Capita...  
Trois beaux humains qui sont vraiment là pour les bonnes raisons. Les entrepreneur-es ont de la chance de vous avoir! 🍋  
J'aime - 🗨️ 4 | Répondre

 **Gabon Mail Infos** 7 mois ...  
13 512 abonnés  
Très informatif  
J'aime - 🗨️ 1 | Répondre

 **Nathalie Stoltz** • 2e 7 mois ...  
Conseillère en commerce international et exportation. Je vous conseille e...  
Élizabeth Morency, j'adore!!!  
J'aime - 🗨️ 1 | Répondre

 **ecolequebecbrasil** 🍋 🍋 🍋  
11 sem Répondre

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# LINKS

[LinkedIn](#)

[Facebook](#)

[Instagram](#)

[TikTok](#)

# METRICS

From November 18<sup>th</sup>, 2024, to April 2025 (TikTok started on January 13<sup>th</sup>)

Social media	Posts	Reach	Views	Engagement*
Facebook	1	632	818	42
LinkedIn	7	11,911	5,952	223
Instagram	7	-	2,616	47
TikTok	6	-	1,333	32
Total	21	12,543	10,719	344

\*Comments, likes, shares