

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

### **CATEGORY 8: APP/SOCIAL MEDIA**

**PROJECT:** FLASH QI

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

Quebec International distributes a weekly digital newsletter to over 7,700 subscribers. Along with a calendar of upcoming events, it features economic updates, press releases, highlights of local initiatives, and more. In January 2025, we launched our TikTok account with the goal of expanding our reach. We saw an opportunity to create a video version of the newsletter to engage a broader audience, not just business professionals.

The objective was to deliver quick updates to our [TikTok](#), [Instagram](#), [LinkedIn](#) and [Facebook](#) (stories only) followers, in less than a minute. We wanted to highlight the dynamic business environment of the Québec region and give our newsletter content a second life. That's how *Flash QI* was born.

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

Each week, we receive plenty of positive feedback and congratulations from partners, businesses, media outlets, and more. Employees also watch and engage with the videos. They stay up to date on what's happening in the region and on their colleagues' projects, even if they don't always take the time to read the newsletter.

From January to June, we got a total of around 40,000 views, 764 reactions and we reached over 11,400 people.

While each *Flash QI* ends with a call-to-action to subscribe to our newsletter (and the post includes one too), our main goal isn't to turn followers into subscribers. That said, we're proud to share that in just six months, the videos helped to grow our subscriber base from 7,552 to 7,712—a 2.12% increase.

Can we add that our mayor's started to do short videos to resume its week a few months after we launched ours?

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

Since it's challenging to attract new newsletter subscribers, *Flash QI* has become an effective way to reach new audiences, such as recruiters, HR professionals, CEOs, and entrepreneurs, we hope to collaborate with.

One challenge we encountered was TikTok itself: it's a complex platform that requires significant effort to generate views. That's why we partnered with an agency specializing in TikTok strategy. One of their key recommendations was to split each edition into 3 or 4

shorter videos (except on LinkedIn), to boost visibility and help the algorithm better target the right audience. We also started each video with a strong punch line.

The project was originally meant for our Instagram and TikTok account. However, after discussing with other employees, we decided to share it on QI [LinkedIn page](#) as well to benefit from the fanbase we have built in the last years.

Another ongoing challenge is the workload involved each week. Writing scripts (often before the newsletter is finalized), prepping, filming, editing and publishing can be time consuming. We add background visuals (photos or videos) to keep things engaging, but some topics are hard to illustrate, or colleagues forget to send content. That means we constantly must get creative!

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

Our main audience is businesses in the Great Québec City area, but this social media content is enabling us to reach people outside our ecosystem.

### **Specifics**

Each video is dynamic: images and videos are added in the background, subtitles allow viewers to watch it on mute, the tone is light, and funny stuffs are often added at the end of the videos. It's short and sweet (less than a minute) and adapted for social media (portrait format).

All filming and editing are done in-house, in a conference room we've turned into a studio, so the project runs with no added costs. The setup is simple: a camera, a microphone, a white wall, and some lighting. The videos are available only in French, just like all our social media content.

### **Project's sustainability**

This project focuses on efficient and scalable communication practices. We transform existing content and optimize it, extending its reach and giving more exposure to our activities. As we do everything by ourselves, using in-house tools and minimal equipment, in a conference room dedicated to shooting videos, no additional resources are required.

This approach maximizes the value of previously created materials, which reflects a mindful use of internal capacity. It also enables us to reach a broader, more diverse audience, including younger demographics and those who may not typically engage with email newsletters, thereby promoting equity in access to organizational updates.

*Flash QI* is a project that can be sustained over time. It could also be sold to future partners willing to pay to be featured in a video.

# APPENDIX



**QUÉBEC  
INTERNATIONAL**

Développement économique  
Economic Development

## FLASH QI

# VISUALS


## LinkedIn thumbnail



## TikTok, Instagram and Facebook thumbnails




## Comments



**Chantal Asselin, Ph.D.** • 2e  
Chargée de cours éducation (UQAR), Formatrice à l'IRIPQ, Chercheure as...


Félicitations ! 🎉

J'aime Répondre



**danielle beriau** • 1er  
Conseillère Principale Investissements Étrangers/Senior Advisor...


Bravo c'est très bien fait !




**Janaina Kamide** • 1er  
Directrice principale - Attraction et rétention de talents

J'adore! 🍌 🍌 🍌

J'aime ❤️ 1 Répondre · 1 réponse




**Sonia Corriveau**  • 1er  
Directrice de Quantino Incubateur en hautes technol...

(modifié) 5 mois

Vraiment excellente **Isabelle**!! Belle formule que ces nouvelles en rafales, bravo! 🍌


J'aime Répondre 1 réponse



**Sabri Elheni** • 3e et +  
Technicien Professionnel de Maintenance machines Textile

Infos utiles

J'aime Répondre





**TÁNURY energy Green. A2.** • 2e  
Eletcnista Industrial e renováveis energy,STEM,Ciêntista desenvolvedor,POU...

Congratulations.

Afficher la traduction


J'aime Répondre



**Éric Beauregard**  • 1er  
FSA ULaval \* Conseiller en communication \* Gestionnaire de co...

La belle idée! Le résultat est super! Bravo à vous 2! :)

J'aime 🍌 2 Répondre · 1 réponse





**Stéphane Sheehy** • 2e  
Gestionnaire Fonction publique chez Société de l'assurance aut...

Impressionnant bravo Isabelle!

Afficher la traduction

J'aime Répondre · 1 réponse



**entreprendre\_ici** 

14 sem Répondre

## LINKS

[TikTok](#)

[Instagram](#)

[LinkedIn](#)

A few examples:

<https://www.tiktok.com/@quebecintl/video/7504032657056124165>

<https://www.instagram.com/p/DKo3McGN5aH/>

<https://www.linkedin.com/feed/update/urn:li:activity:7318006489921511425/>

# METRICS

From January 14<sup>th</sup> to June 17<sup>th</sup>, 2025 (LinkedIn started on April 15<sup>th</sup>)

Social media	Posts	Reach	Views	Engagement*
TikTok	39	-	12,963	347
Instagram	39	-	15,382	177
Instagram (story)	20	1,681	2,257	5
LinkedIn	10	9,738	4,336	235
Facebook (story)	20	-	4,800**	-
Total	-	11,419	39,738	764

\*Comments, likes, shares

\*\* Facebook Stories stats were only available for the month of June. We used the available data from the month of June to calculate an average and extrapolate it across all the videos.