

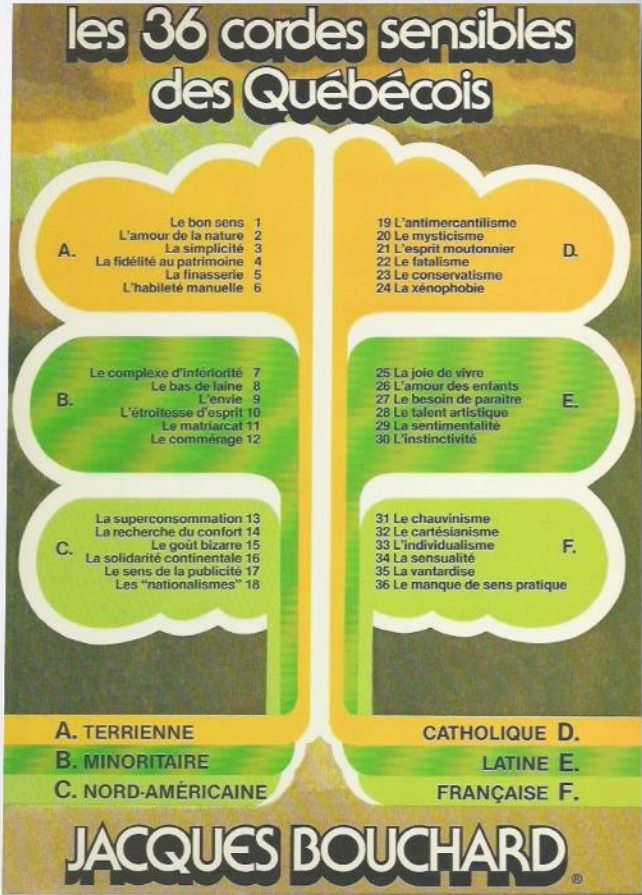


Leger

# CRACKING THE QUEBEC CODE IN 45 MINUTES



# 18 OF THE 36 CULTURAL MARKERS OF THE SEVENTIES ARE GONE



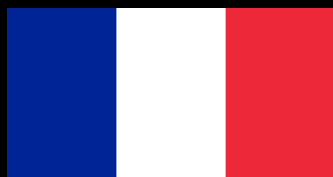
MARKER CATEGORY	TOTAL
Latin	5/6
Roots, tradition	5/6
North American	4/6
France	2/6
Minority complex	2/6
Catholicism	0/6



FROM A CULTURAL  
POINT OF VIEW,  
WHO DO QUEBECERS  
FEEL CLOSEST TO?



FROM A CULTURAL  
POINT OF VIEW,  
WHO DO QUEBECERS  
FEEL CLOSEST TO?



1/3

LANGUAGE,  
CULTURE  
& EMOTION



1/3

CUSTOMS AND  
POLITICAL  
INSTITUTIONS



1/3

THE DREAM,  
CAPITALISM



ENGLISH CANADIANS AND  
FRENCH CANADIANS ARE  
**71% THE SAME,**

BUT NO MARKETER  
CAN AFFORD SUCH  
**LOW  
EFFECTIVENESS.**





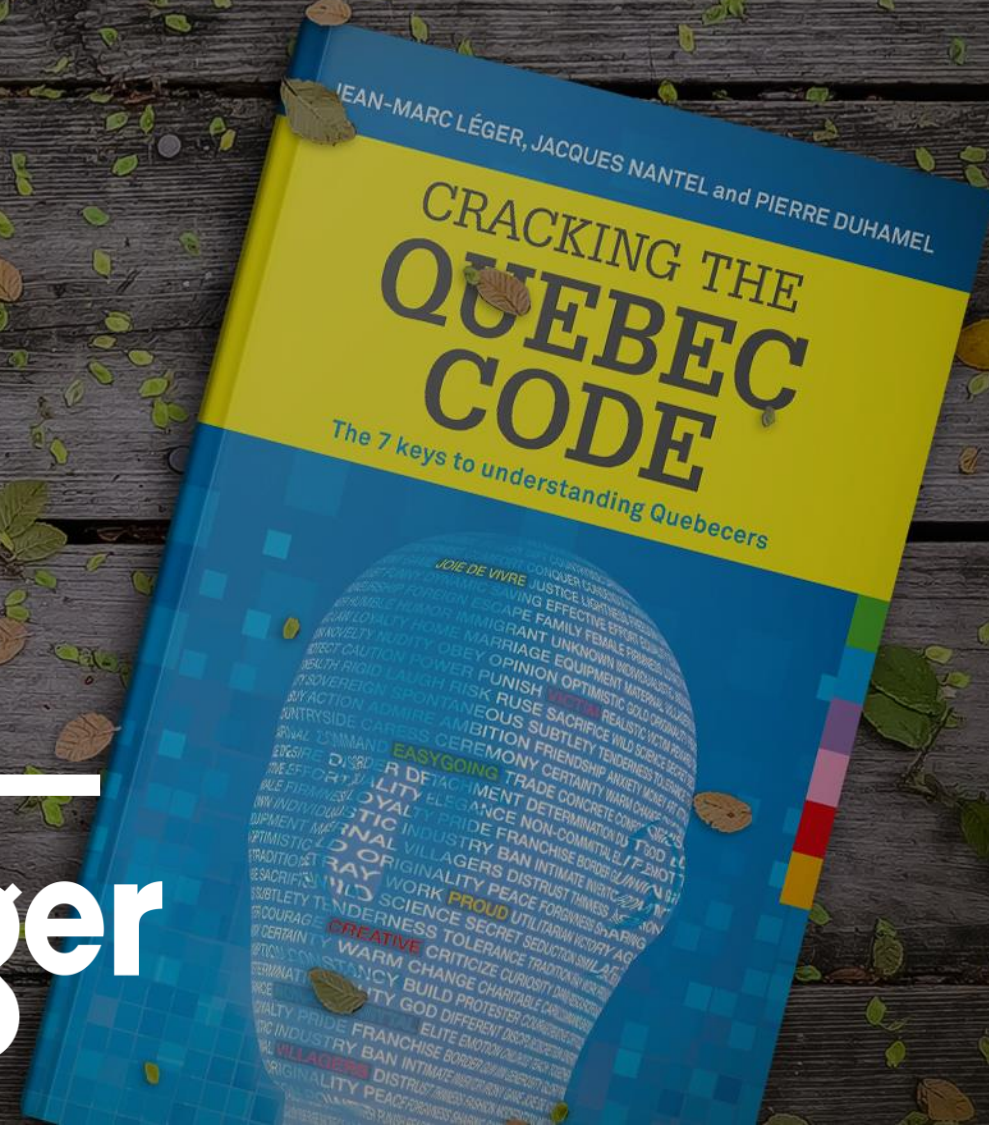


29%



# IS THE KEY FOR YOUR SUCCESS IN QUEBEC

# Leger





What are the top words in this list that  
make you react most positively?

**affection moral honesty**

**God**

**stranger ingenuity sensual**

**certitude marriage soldier**

**emotion prudence**

**tolerance savings warmth**

What are the top words in this list that  
make you react most positively?

**affection** moral honesty

God

stranger **ingenuity** **sensual**

certitude marriage soldier

**emotion** prudence

**tolerance** savings **warmth**



What are the top words in this list that  
make you react most positively?

affection moral honesty

God

stranger ingenuity sensual

certitude marriage soldier

emotion prudence

tolerance savings warmth





# JOIE DE VIVRE

Leger





# HERE AND NOW

LIVING IN THE MOMENT  
OR PREPARING FOR  
THE FUTURE?

74% vs 46%





**Sobeys**





**23% OF THE CANADIAN  
POPULATION**

**43% OF SWIMMING POOLS  
INSTALLED**

**QUEBEC HAS MORE SWIMMING  
POOLS PER CAPITA THEN...**

**FLORIDA**

**CALIFORNIA**



# Customers, employees and partners

- Replacing should with could
- Short-term thinkers
- What's the emotion coming out of this?
- « Be reasonable » is a tougher sell





# CONSENSUS-SEEKER





# CONSENSUS-SEEKER

WHAT IS IMPORTANT?  
OBTAINING CONSENSUS AT ALL  
COSTS OR CHOOSING THE BEST  
OPTION?

51% vs 37%



**92% of viewing  
audience (French  
Quebec)**

**3.9 M viewers ...  
live! 4.3 total**



**Bye Bye  
2021**

**Leger**



Le seul autre  
endroit où on  
trouve l'équivalent  
du Bye Bye!!

*Áramótaskaupið*









# Customers, employees and partners

- The need to feel they are part of the decision, were consulted
- They want to « jump onboard » but will not jump first
- Consensual, organic, authentic, consultative ...



A woman with dark hair tied back, wearing a black leather jacket, is seen from the side, looking out of a train window. The train is moving, as indicated by the blurred background. The scene is set in a train station with a blue and white color scheme.

# NON- COMMITAL

*“I’M NOT SURE WHETHER  
I’M STILL UNDECIDED.”*

*“FOR QUEBECERS IT IS  
URGENT TO WAIT.”*



# Customers, employees and partners

- They have an issue with commitment
- Behaviours may not match words
- They require more « facetime », the handshake over the memo
- Boots on the ground





# VICTIM

*“When you encounter an attractive offer, is your first instinct to trust it or distrust it?”*

**73% vs 56%**

**MORE SUSPICIOUS**





# VICTIM

*“THE BIGGEST FEAR IS  
THE FEAR OF FAILURE.”*



# Customers, employees and partners

- It's always somebody else's fault
- Winning their trust will take longer
- Again, they want genuine one-on-one relationships
- Quebecers trust people, not institutions. Boots on the ground

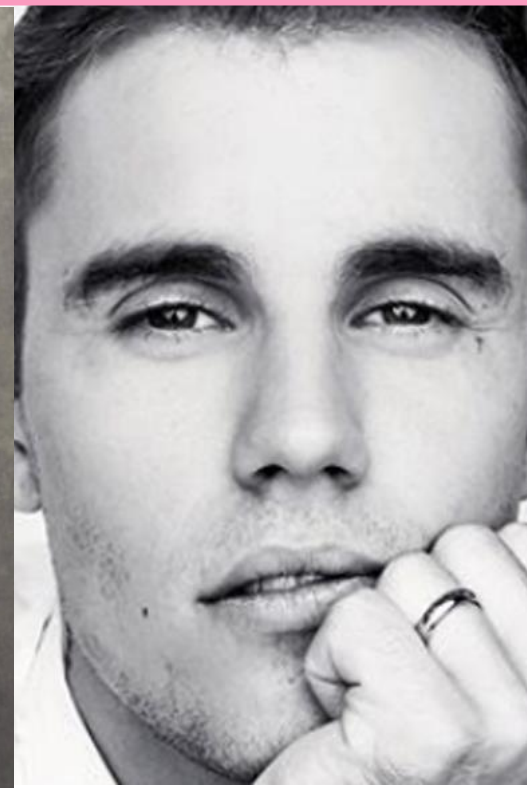


A man with a beard and short brown hair is smiling at the camera. He is wearing a blue, white, and red plaid button-down shirt over a white t-shirt. He is standing in a vineyard with green leaves and clusters of purple grapes visible in the background. The background is softly blurred.

# VILLAGER

Leger

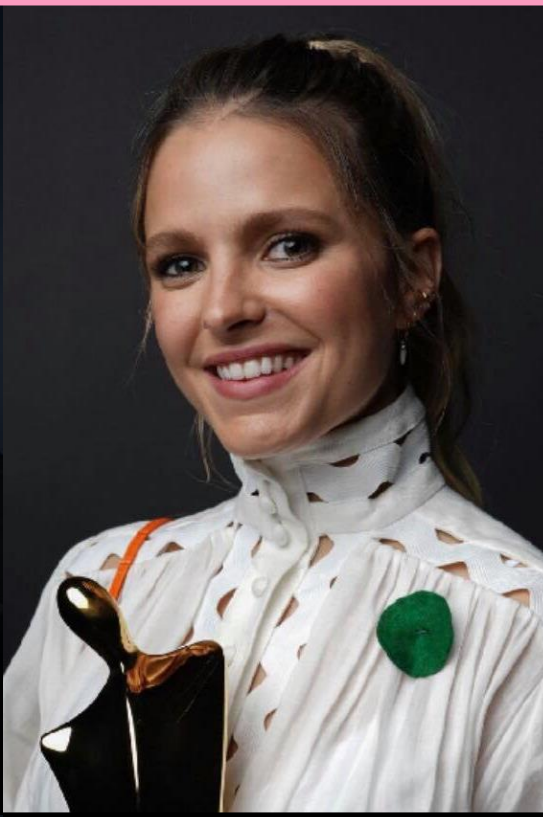




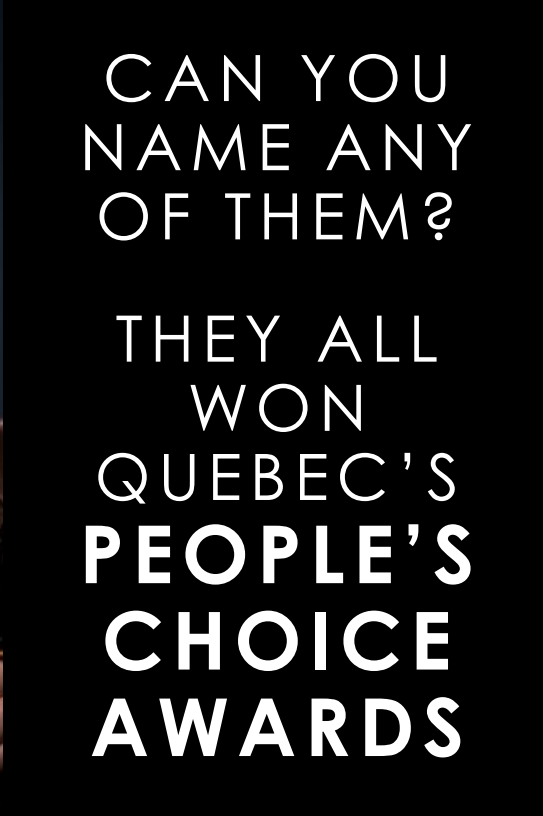
CAN YOU  
NAME ANY  
OF THEM?  
  
THEY ARE ALL  
CANADIANS  
WHO WON  
**PEOPLE'S  
CHOICE  
AWARDS**







VILLAGER



CAN YOU  
NAME ANY  
OF THEM?

THEY ALL  
WON  
QUEBEC'S  
**PEOPLE'S  
CHOICE  
AWARDS**

Leger



A man with a beard and short brown hair, wearing a blue and white plaid shirt, stands in a vineyard. He is smiling and has his arms crossed. The background shows green grapevines and a clear sky.

# VILLAGER

# +25%

MORE EFFECTIVE WITH  
A QUEBEC SPOKESPERSON  
AND USING QUEBEC HUMOUR







VILLAGER

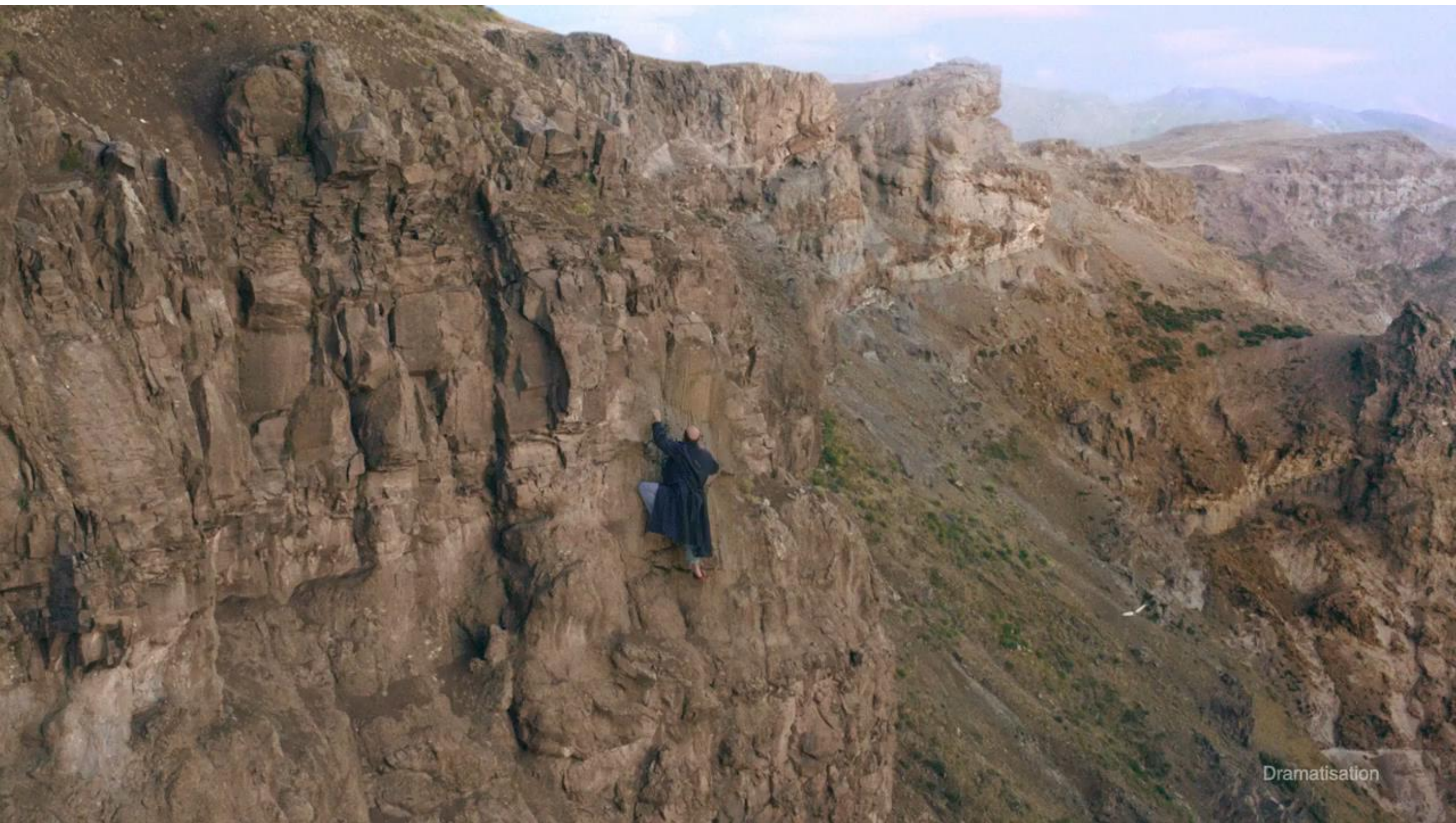


Leger







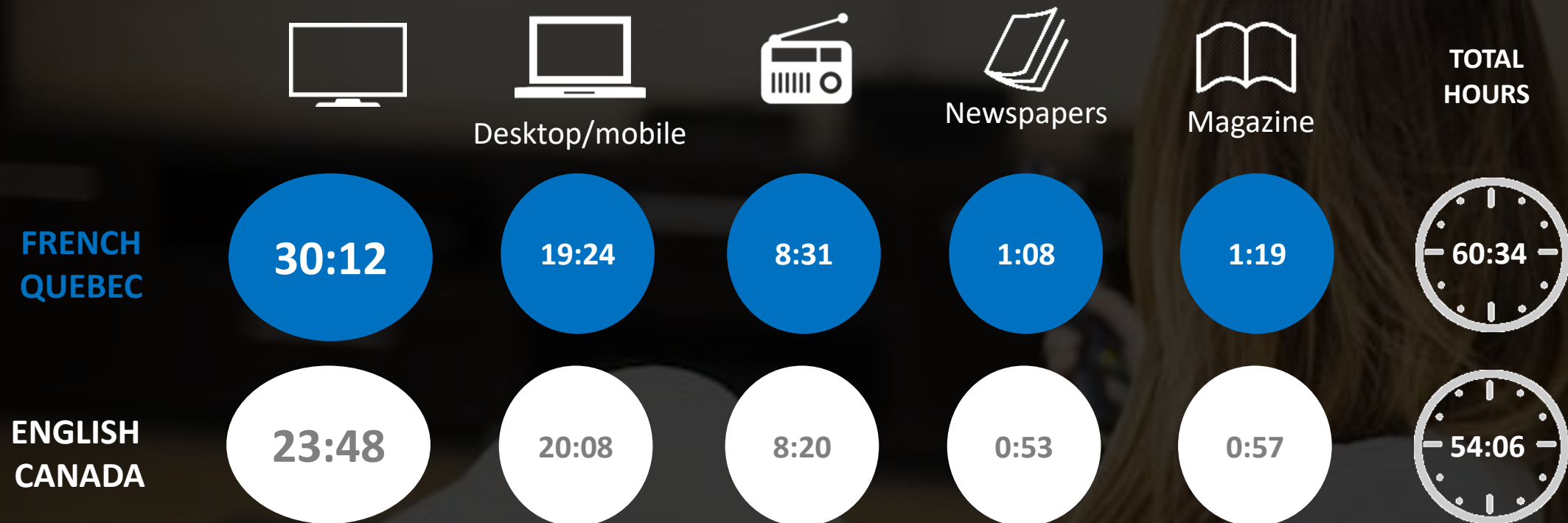


Dramatisation



# TV | MOST WIDELY CONSUMED MEDIA SPECIALLY IN QC

A18+ - Per Week, per capita



Source: (All) Quebec fr., English Canada, A18+, per capita; (TV) Numéris, Fall 2018 (3 sept. - 2 dec.); (Web) comScore multiplateforme, moy. 12 month, nov. 2017 – oct. 2018, population Numeris; (Magazines, Newspapers, Radio) Vividata Fall 2018





IN **50** COUNTRIES  
FOR **7** YEARS IN QUEBEC

RATINGS (25-54) :  
USA : **2.1**  
QUEBEC : **22.4**

38% OF QUEBECERS ARE MORE ENGAGED BY ADS CREATED IN QUEBEC

# MORE RESONANCE

**TVA**

Source : Numeris, French Qc, Spring 2019 (Jan. 7 – May 12), A25-54 / US Deepblue, Nielsen (Feb 2 – May 21), A25-54 \*Ratings average of each airing



**55%**  
OF MONTREALERS  
SPEAK FRENCH.  
BUT OUTSIDE GREATER  
MONTREAL?

**95%**



# Customers, employees and partners

- They always want to put a face on things
- They need to feel they are special. They believe they are different.
- Quebec is getting more and more heterogeneous
- Quebec is also the kingdom of coops, mutuels, of the small guy joining forces with other small guy.





# CREATIVE



# Customers, employees and partners

- May lack self-discipline
- May not like to tow the party line
- Be my own boss, do my own thing
- They tend to frown at cookie-cutter solutions, brands, banners



A man with a beard and plaid shirt, arms crossed, in a workshop setting. The background is a chalkboard with faint, illegible writing. The text is overlaid on the right side of the image.

*“ENTREPRENEURIAL SPIRIT  
IS THE NEW TREND.”*

PROUD

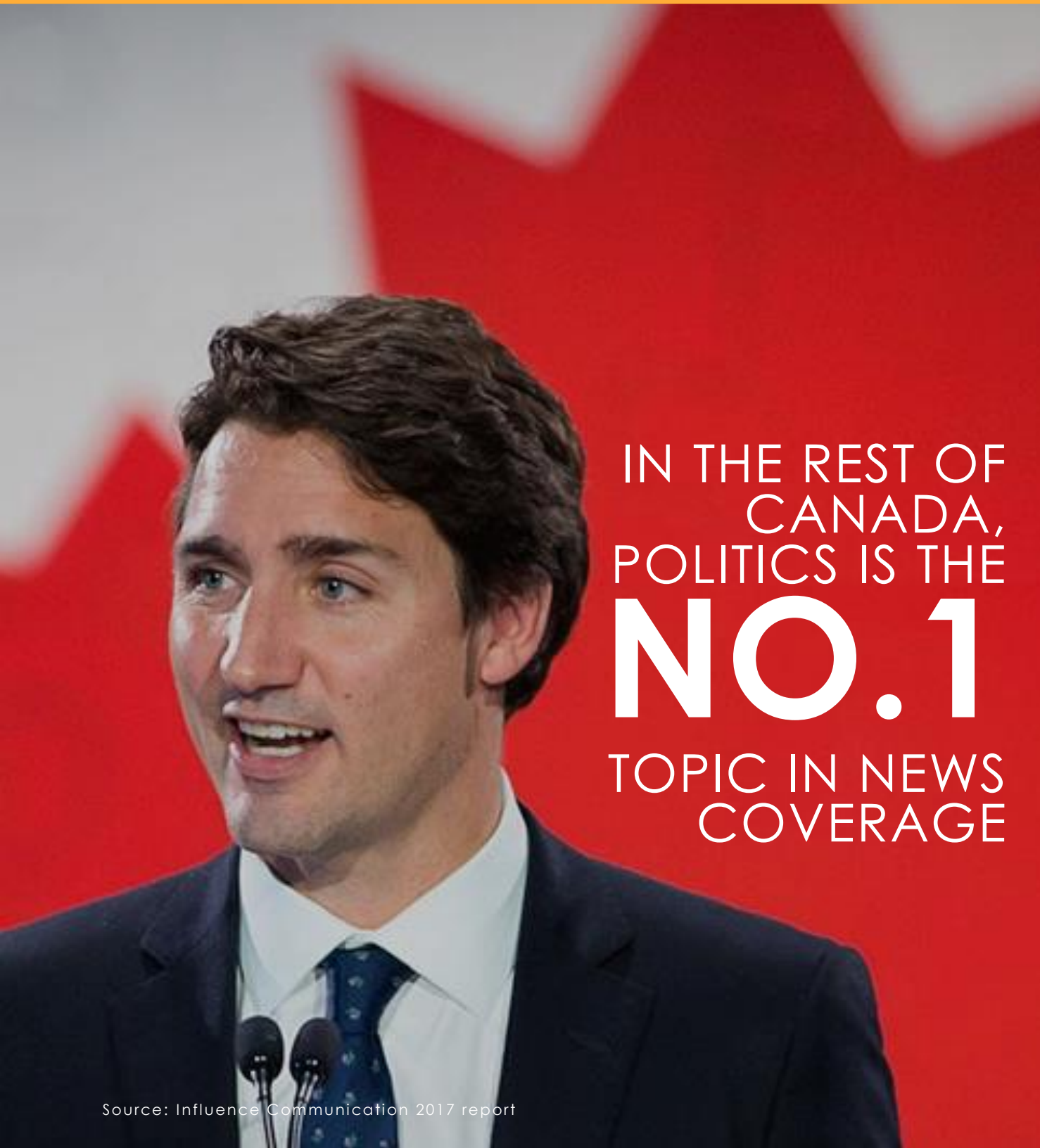
INTENTION TO START  
A BUSINESS HAS INCREASED  
FROM 7% TO 21%  
IN LESS THAN 10 YEARS.





IN THE REST OF  
CANADA,  
POLITICS IS THE  
**NO.1**  
TOPIC IN NEWS  
COVERAGE





IN THE REST OF  
CANADA,  
POLITICS IS THE  
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COVERAGE

Source: Influence Communication 2017 report



PROUD

IN QUEBEC,  
IT IS  
**HOCKEY!**  
(WHILE POLITICS  
RANKS 5TH)



# Customers, employees and partners

- The era of « intrapreneurs »
- Pride in their own work
- They value every inch of autonomy they are given or provided



# SEVEN UNIQUE TRAITS

