

AN AFFAIR TO REMEMBER

A love letter adds just the right touch of intimacy to an integrated marketing campaign and reignites a passion for Montréal.

There has always been a rivalry between Montréal and Québec City. To attract Québec City residents to Montréal, the city needed to declare its love. This concept was at the centre of Tourisme Montréal's media strategy, playfully mimicking every step in the process of reigniting an old flame – using television, online video, buses, wild advertising and radio. Each ad was customized for different areas in the province. Full-page love letters were printed in each city's most popular journals. Ads were placed in the classifieds of local newspapers, as though Montréal was looking for a soul mate. This integrated campaign "From Montréal, With Love" even had local radio stations dedicating love songs from Montréal to different regions of the province.

The message of the campaign was:

Dear Québec,
I've changed. Come back and see me.
Montréal.

The final flourish was to send actual love letters by direct mail. These declarations of affection became the talk of the town. Québec City even responded with a video inviting Montréal to pay a visit. Other tourist regions tried to join the romance with videos of their own. A movement was born, and Montréal was at the centre of it, helping the campaign generate hundreds of thousands in free earned media. By showing its love, Montréal recorded a 19 per cent lift in year-on-year bookings, and saw a 23 per cent increase in visitors from all over the province.



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