BROUGHT TO YOU BY SHIP - MY RIVER, MY PROVIDER!
JOINING THE MARINE INDUSTRY PROMOTIONAL CAMPAIGN

CONTEXT
In fall 2013, the St. Lawrence Economic Development Council (SODES) conducted a survey on the Quebeckers’ perception of the marine industry. At that time, the results showed that the general public knew little about the marine sector, a fact that generated a negative perception with regard to certain aspects. Furthermore, in the current context in which social acceptability is henceforth paramount for developing new projects and in which the marine industry has increasingly been in the public eye since the launch of the Québec Maritime Strategy, it has become necessary to enhance public awareness of this activity sector.

CAMPAIGN LAUNCH
SODES launched the marine industry promotional campaign *Brought to you by ship – My river, my provider!* in October 2014 to make Quebeckers aware of the important role the marine industry and the St. Lawrence River play in our daily lives. Its main message is that, the world over, most of all cargo is transported by ship. A number of communications tools have been developed to convey this message.

JOINING THE CAMPAIGN
As a SODES member, for whom the campaign was carried out and implemented, you are strongly encouraged to join the campaign by using and disseminating the communications tools developed to date. By participating in the promotional campaign this way, the marine industry as a whole will benefit from greater visibility and will identify you as a member of the marine community to the general public. In fact, relaying a common message in SODES member organizations’ respective networks on an ongoing basis will make it possible to increase the impact of *Brought to you by ship – My river, my provider!*

This document presents the main web-based and print communications tools of the *Brought to you by ship – My river, my provider!* promotional campaign and gives examples of their use.

FOR MORE INFORMATION
If you have questions or wish to obtain the communications tools presented here, please contact Céline Schaldembrand, Communications Coordinator (418-648-4572, ext. 203, celine.schaldembrand@st-laurent.org).
MAIN WEB-BASED AND PRINT COMMUNICATIONS TOOLS

LOGOS - ENGLISH, FRENCH, BILINGUAL

Examples:

Logo displayed on the T-shirts and van of the Lower St. Lawrence pilots team that took part in the Grand Défi Pierre Lavoie challenge (sponsored by the campaign)

On the van of Maritime employers association (MEA)

On a ship: the Bella Desgagnés
In e-mail signatures

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On corporate videos

The Laurentian Pilotage Authority corporate video

On Powerpoint presentations

Conseil du Saint-Laurent  
4 décembre 2018  
Rivière-Ouelle

On websites

The Société des alcools du Québec (SAQ) website  
www.levee-par-nature.com

BROUGHTTOYOUBYSHIP.COM
BROUGHT TO YOU BY SHIP VIDEOS - 3 MINUTE AND 30 SECOND VERSIONS (IN FRENCH AND ENGLISH)

Examples:

Presentation at the 2017 Gold-Headed Cane Ceremony, Port of Québec

The Société des alcools du Québec (SAQ) website
SOCIAL MEDIA
FACEBOOK / TWITTER BANNERS

Examples:
OTHER COMMUNICATIONS TOOLS TO DISSEMINATE
BROUGHT TO YOU BY SHIP – MY RIVER, MY PROVIDER!

USE #BroughtToYouByShip HASHTAG

Examples:

WEBSITE WWW.BROUGHTTOYOUBYSHIP.COM