

INTERVIEW OF THE MONTH



INTERVIEW WITH LG2, THE CREATORS OF THE CAMPAIGN:



Question 1: When you create a promotional campaign like All in the same boat, what are the steps prior to its roll-out?

Answer 1: A number of steps are crucial prerequisites to rolling out a publicity campaign like All in the same boat. Before beginning the creative process, from which the main ideas emerge, it is important to know one's client well—the client's DNA, reality, target audience and goals. The preliminary stage that covers all of these elements is called **strategic thinking**. This critical stage is also used to determine the **brand tone and personality** as well as the **campaign's main thrust**, around which all messages will align.

This exercise enables us to agree with the client on the bases to be used later by the creative team. In an agency, we often compare this stage to building the foundations of a house

because, without its foundations, a house does not amount to much.

For the campaign All in the same boat, we worked with SODES to identify these parameters. We established that the brand personality should be **reassuring, credible, dynamic and human**. The main thrust of the campaign was: **the maritime industry: a motor for sustainable economic development for Quebeckers**. Each word in the main thrust must be chosen carefully.

Motor: leader, dynamic, active, importance for Québec.

Economic development: job creation, spinoffs for Québec.

Sustainable: sustainable development practices and innovations, reliability, forward-looking.

Quebeckers: tangible impact for Quebeckers,



Each of these elements must be found in the final product so that the right messages are sent to the target audience.

Several other stages precede the campaign launch: devising the media plan, creating the concept, producing the documents (capsules, radio messages, web visuals, etc.). This work spans several months.

Question 2: What were your sources of inspiration in creating the campaign All in the same boat?

Answer 2: Once the strategic bases have been determined, it is much easier to dive into creation. For this campaign, we wanted to highlight the maritime industry's proximity to Quebeckers. So, we came up with the idea of putting real industry stakeholders on the same footing as regular citizens, who benefit from the maritime sector in their everyday lives.

This same spirit of connection between the two led to the main idea: All in the same boat. **Everyone is familiar with this popular expression and it is easily understood right away. This is what we look for in a campaign line.**

Based on this premise, we then developed the concept for our video capsules. The action had to take place on board a ship for the concept to be most meaningful. We also identified the main subjects to address, namely: the economy, the environment and human resources.

Question 3: What are the target goals of the campaign All in the same boat?

Answer 3: Our end goal for this campaign was to **highlight the value of the Québec maritime industry.** We wanted to make people aware of the industry's important contribution for Québec and demystify the industry's scope and wealth over and above cargo-related concerns.

A perception survey of the industry conducted by SODES upstream of the campaign gave us access to data that was relevant for setting our goals. Among others, we learned that 46% of respondents had no opinion about the maritime industry. So, it became clear that the campaign would have to work on this aspect.

The COVID-19 crisis created an interesting context for highlighting the industry's value. Although the message was not to be based directly on the current crisis, certain subjects like the local economy, job creation, supply and sustainable development are topical and directly related to SODES. So, we capitalized on them.

Clearly, highlighting the value of an entire industry is a long-term objective that cannot be accomplished with just one campaign. This goal must remain central to the organization's actions and future campaigns.

Question 4: Now that you know more about the maritime industry, what marketing advice can you give maritime organizations



in order to improve public perception of the industry?

Answer 4: The maritime industry is so rich and diversified that it is difficult to give one piece of advice that applies to all stakeholders. However, our work in recent months made us realize to what extent the industry is indispensable in Quebeckers' daily lives and that most people know little about it.

We feel that there is a strong potential for recognition among the general public and that the sector's stakeholders would do well to communicate their successes and educate people about their economic, environmental and social contribution.

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