

**PUSH THE EMOTIONAL BUTTONS
THAT GET QUÉBEC CONSUMERS TO BUY.**



“ Marketers must go beyond the clichés about Québec to make sound investment decisions. They must adopt an objective approach based on facts and reliable data. ”

INTRODUCTION

Québec represents a very attractive market; one that deserves marketers' attention.

A difficult economy and tightening household budgets are leading many consumers to 'trade down' making it even more challenging to achieve growth in many sectors. As marketers explore new growth opportunities, Québec is often an overlooked market and, if it were better understood, one that could offer significant growth potential.

Headspace Marketing is pleased to offer the second release of a unique [syndicated study](#) that provides marketers with insights into the needs, wants and aspirations of Québec consumers.

This indispensable knowledge tool was developed by [Headspace Marketing Inc.](#) and [David Saffran Consulting](#) and offers the combined expertise of a strategic consulting firm specializing in marketing in Québec and a marketing research consultancy.

With one-quarter of the Canadian population, Québec represents a key – some would say unavoidable – market for most companies operating in Canada. Those who have done well in this market have found ways to create strong loyalties among consumers and customers who are characteristically well predisposed to branded appeals. Many have also learned that marketing in Québec can be quite economical. It is a small market where smart, relatively inexpensive brand ideas can have a multiplier effect when well executed.

KEY BENEFITS

This second release of the **WHAT QUÉBEC WANTS™** study will:

Identify connectors - or 'hot buttons' - that marketers can leverage to make their appeals more relevant to Québec consumers. They are based on insights into the universal values and attitudes of Quebecers. These connectors greatly influence how Quebecers relate to the world around them as people and as consumers. The study report demonstrates how brands that align their appeals with these connectors have a greater chance of establishing deep connections with their target consumers in Québec.

Analyze how these connectors influence consumer attitudes and purchase decisions in [four sectors](#); financial services, grocery, automobile and retail.

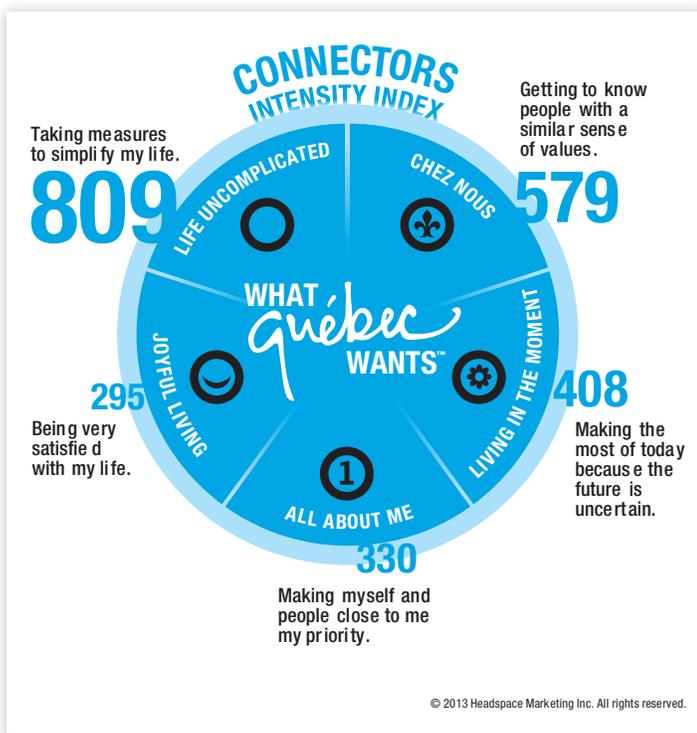
Contrast Québec from the Rest of Canada to give context to the study's findings.

Provide year over year analysis of the connectors and their influence over financial services and grocery decisions.

METHODOLOGY

The **WHAT QUÉBEC WANTS™** survey will be conducted among a total of sample of 3,000 adults, including a sizeable oversample of Québec residents. This sample design permits comparisons between Québec and the Rest of Canada plus detailed analyses of Québec residents.

The total results will be weighted to the actual Canadian population according to Census data. A survey with an unweighted probability sample of this size and a 100% response rate has an estimated margin of error of +/-2.1 percentage points, 19 times out of 20, of what the results would be if the entire population of adults in Canada was polled.



STUDY DELIVERABLES

There are three types of deliverables; one is core to **all** study subscribers and two are optional:

- [1] **Detailed report/presentation of the study findings** (excluding the specific industry sectors). In addition to the written report, a formal presentation of study findings can be arranged at no extra charge for in-person presentations within the GTA. Presentations outside of the GTA are available at additional cost.
- [2] **Optional Industry Sector** findings. Industry sectors will include grocery, financial services, automobile and retail – pending sufficient subscriber interest.
- [3] **Optional Proprietary Questions** data for custom questions.

STUDY COST

Core Deliverables Only

CDN \$14,000 plus applicable tax

Cost for the report/presentation as outlined above, excludes all specific industry sectors.

Core plus Optional Deliverables

CDN \$17,500 plus applicable tax

Cost for the report/presentation as outlined above including a specific industry sector (grocery, financial services, automobile or retail)



CONTACT

Eric Blais

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Eric Blais is a graduate of Laval University in Québec City. He began his career in 1982 as an advertising account executive on General Foods and Colgate-Palmolive at Young & Rubicam in Toronto. Over his thirty-year career, Eric took on progressively senior roles in strategic planning and branding in multinational agencies including Publicis, MacLaren McCann and Lowe Roche. Eric founded Headspace Marketing in 2004.

David Saffran

Owner, David Saffran Consulting

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David Saffran was born and raised in Montréal. His education includes a Bachelor of Arts degree from McGill University in Montréal. He also has an MBA from the Schulich School of Business at York University in Toronto. David's career has spanned over thirty years in marketing research and strategic planning with major corporations and business services companies, including BMO, Decima and Ipsos. David established David Saffran Consulting in 2010.

HEADSPACE
THE KNOWLEDGE TO BUILD BRANDS IN QUÉBEC

**Headspace Marketing is a strategic consulting firm
committed to building great brands in Québec.**

From offices in Toronto and Montréal, we work closely with clients to address the unique challenges and opportunities they face in the Québec market. Our deep knowledge of the Québec consumer combined with our brand-building expertise provides our clients with a true competitive advantage in a market that is, at times, misunderstood and often underexploited.

TO LEARN MORE, PLEASE VISIT www.headspacemarketing.com

SUBSCRIPTION FORM

Email: Send a completed & signed copy in PDF format to eblais@headspacemarketing.com
or

Fax: Send a completed & signed copy to the attention of Eric Blais at 416.221.9436

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WHAT QUÉBEC WANTS™ Study, please check as applicable:

- Core deliverables** **CDN \$14,000** plus applicable tax
- Core plus an industry sector** **CDN \$17,500** plus applicable tax

Note: billing is 100% upon approval.

APPROVAL SIGNATURE

DATE

The 2nd Annual What Québec Wants™ Study will proceed pending sufficient subscriber interest.

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