

THE QUEBEC DIFFERENCE: WHAT IT MEANS FOR MARKETERS

Sébastien Dallaire
General Manager, Ipsos Quebec

© 2023 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.









**Yes, language matters a lot.
But there is so much more to it...**

Quiet Revolution: State Replaced Church for Francophones



УН?

60s and 70s: State-Led Social and Economic Transformation



Strong local corporations and brands



A Strong Sense of “WE” leads to opportunities and challenges.

Big Challenges, Huge Opportunities for Brands

From simple logo tweaks...



...to end-to-end local strategies



A Few Keys to Success in Quebec

1 Use local celebrities, spokespersons

2 Use Québécois cultural markers

3 Heart over Head



Feel Like an Insider, Not Outsider

Sources

Merci!