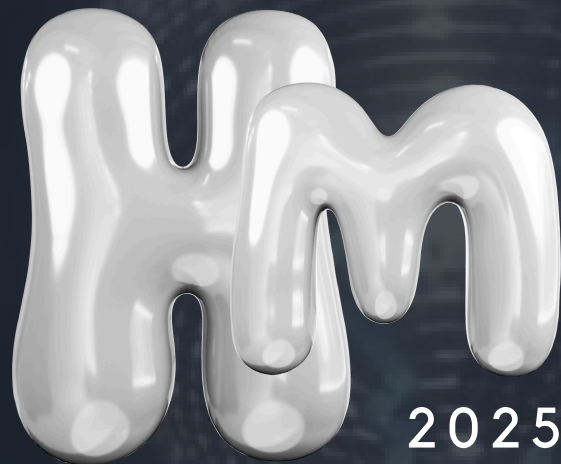


CONTRACT

CASE



Round 2

Redacted by

Chloé Courtemanche - Marketing specialist, Investissement Ray Junior
Jasmine Duplessis - VP Academic, Happening Marketing 2025



REVOLUTIONIZING THE AQUATIC EXPERIENCE IN QUEBEC

Congratulations! Your agency has stood out and has been selected to proceed with Investissement Ray Junior for its ambitious Mōrea Parc Aquatique project.

INVESTISSEMENT RAY JUNIOR

Founded in 1984 by Ray Junior Courtemanche, Investissement Ray Junior has established itself as a major player in the field of investment, construction, and real estate development in Quebec. Since its creation, the company has successfully completed real estate projects totaling over 1 billion dollars, demonstrating its expertise and strategic vision.

Among its notable achievements are prestigious residences in Blainville-sur-Lac, Fontainebleau, and Lorraine, as well as various residential projects in Laval, condos in Lanaudière, and triplexes in the Saint-Augustin sector in Mirabel.

The company also stands out for its dedicated team, composed of experts in construction, management, and real estate development, who share a common passion for excellence and innovation.

Currently, Investissement Ray Junior is developing large-scale projects, such as the luxury rental condo complex Espace W, offering 336 units with high-end amenities, and the Mōrea Parc Aquatique, a next-generation indoor water park located in the heart of Cité Mirabel.



Under the visionary leadership of Ray Junior Courtemanche, the company continues to push the boundaries of real estate development in Quebec, creating innovative living spaces and contributing to the economic dynamism of the region.

MANDATE

With the imminent launch of the Mōrea Parc Aquatique, whose name is inspired by the island of Moorea in French Polynesia, Investissement Ray Junior aims to position this project as a must-visit destination for families, thrill-seekers, and tourists. To achieve this, the company is seeking a marketing agency capable of developing an innovative and impactful launch strategy.

Your mission will be to develop a marketing campaign that:

- Generates strong media excitement before the park's opening
- Positions Mōrea as a unique leisure destination in Quebec
- Strategically targets ideal customer segments
- Creates an immersive online experience even before the first visit

STRATEGIC OBJECTIVES, BUDGET, AND TIMELINE

Your agency must present a comprehensive strategy covering the 12 months preceding the park's opening.

**The opening date is still unknown*

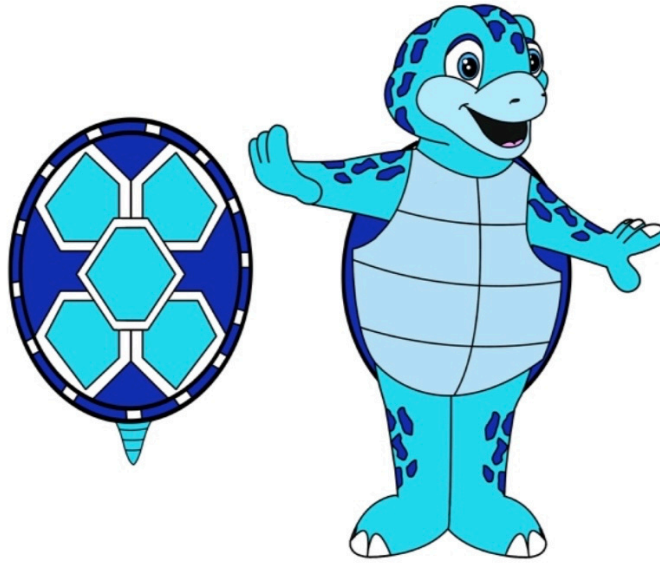
Your plan should include:

- A campaign for awareness and anticipation
- Marketing activations and a social media plan
- A public relations and partnerships strategy
- A realistic and optimized budget for maximum impact
- A brief timeline



APPENDIX 1

MASCOT





2025

our last dance