

CONTRACT

CASE



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REVOLUTIONIZING THE AQUATIC EXPERIENCE IN QUEBEC

CLIENT

Ray Junior Investment

COMPANY PROFILE

Investissement Ray Junior is a Quebec-based company specializing in real estate investment, construction, and development. Under the leadership of President Ray Junior Courtemanche, nicknamed "The Visionary Builder" in his biography, the company stands out for its commitment to diverse projects expending from the residential, commercial, and industrial sectors.

Since acquiring a vast 15,000,000 square foot site in Mirabel in 2012, known as Cité Mirabel, Investissement Ray Junior has undertaken a major urban project. The rapidly expanding Cité Mirabel will offer more than 3,000 residential units, including condos like Skyblü, townhouses, and a residential tower for retirees. This visionary project integrates seamlessly with the Premium Outlets Montréal and continues to grow with ambitious initiatives.



MANDATE

Among the most anticipated developments, Investissement Ray Junior announces the arrival of **Mōrea Parc Aquatique** (formerly Moana Parc Aquatique), a new generation indoor water park, located in the heart of Cité Mirabel.

This revolutionary project will transport its visitors into an immersive tropical universe, where water and technology unite to offer a unique experience in Quebec.

Features of Mōrea Parc Aquatique

Inspired by the largest international water parks, Mōrea Parc Aquatique will offer :

- Slides suitable for all ages.
- A space for surfing, indoors.
- A floor dedicated to well-being, beauty care and beauty.
- A fast food floor.
- An evening catering floor.
- 2 hotels of 13 floors.
- One of the hotels will have a 1,500-seat performance hall.
- A convention center.
- An 11-multi story parking garage.
- Shops (commercial premises available for rent).

A 100% tropical environment, allowing an escape all year round.

Mōrea Water Park will become a destination of choice for family fun and relaxation.



Launching a new real estate project is not without its challenges. The company wants to work with a marketing agency that understands its brand and project, while also understanding the complex industry in which it operates.

CONCLUSION

Competition among agencies for new clients is high, so you need to demonstrate that you're best suited to fulfill the mandate, regardless of the nature or number of requests.

You will therefore have 20 minutes to present your agency, your brand image and your strategic analysis.



APPENDIX 1

3D MODELING OF THE PROJECT





our last dance