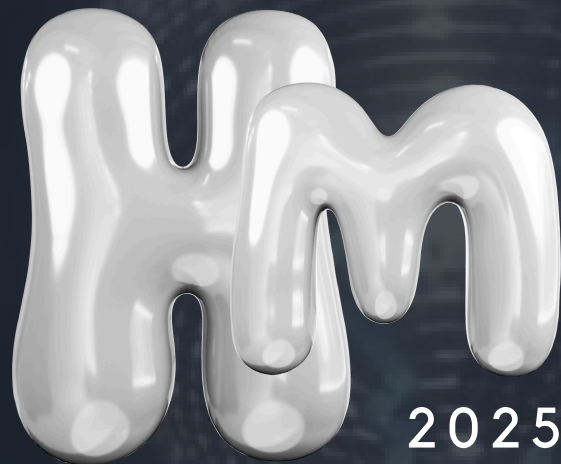


CONTRACT

CASE



Round 3

Redacted by

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



REVOLUTIONIZING THE AQUATIC EXPERIENCE IN QUEBEC

Congratulations! You have been selected as one of the three finalists to convince the judges that your strategy deserves the podium and, more importantly, that it is viable for Ray Junior Investments.

MANDATE

In your final presentation to Ray Junior Investments, you must address the profitability of your campaign and the key performance indicators (KPIs) that the company should track in order to measure its success. It is also important to include a comprehensive timeline to present these KPIs throughout the implementation, which will last one year.

Ray Junior Investments wants to ensure that the campaign highlights the unique advantages of Mōrea Parc Aquatique, such as its innovative attractions, its strategic location in the heart of Cité Mirabel, and its potential to become a top destination for families and tourists. Be sure to consider the impact of this strategy on the audience, particularly in terms of satisfaction and loyalty, and the key elements to consider for the campaign, such as local partnerships, marketing activations, and public relations.



2025

our last dance