

CASE

# CONTRACT ROUND 1

Presented by

MONSIEUR  
**GUSTAV**™/MC

Written by Frédérique Cloutier VP Academics

**HAPPENING MARKETING**

2023



[ FSA ULAVAL / 2023 ]

**CLIENT**

Monsieur Gustav

**INTRODUCTION**

Welcome to the world of Monsieur Gustav, a world of accessible, daring and oh-so-tasty fine cheeses. In 2021, Agropur launched a new brand and a tailored portfolio of fine cheeses. The goal was to make fine cheeses accessible and understandable to a target audience that can find them intimidating : Millennials. The brand was able to win over consumers and introduce them to the world of fine cheese in an easy, playful way.

And that’s how Monsieur Gustav became the matchmaker of the flavourful world of fine cheese!

**BACKGROUND**

The iconic figure of Monsieur Gustav is a fun and generous lover of food. He’s depicted as an advisor whose main job is to welcome people into the often rather complicated world of fine cheese. Monsieur Gustav wants to collaborate with a marketing agency that can really bring the brand’s needs into focus. Competition between agencies for new clients is fierce, and you’ll need to demonstrate that you are the best suited to handle this job. You have 20 minutes to present your agency, brand image and strategic analysis.

Game on!

