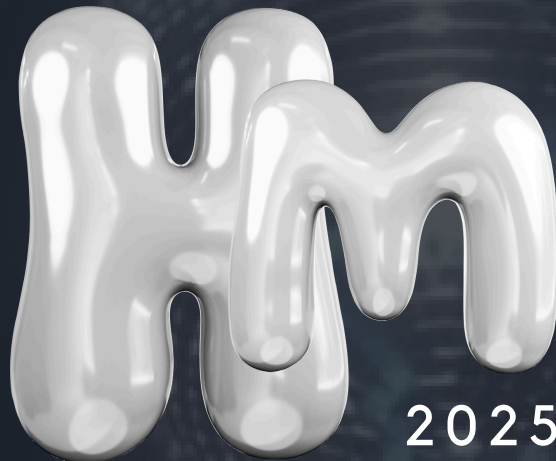


MARKETING B2B

CASE



Redacted by

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BLEUBLANCROUGE

LES PRODUITS DU QUÉBEC



PRESENTATION OF THE ORGANIZATION

To encourage the local economy, consumers are increasingly looking to buy Quebec products. To support this growing trend, the Quebec government is backing the establishment of the non-profit organization Les Produits du Québec.

Our certification mark program is inspired by the proven model of Aliments du Québec, which has been helping consumers discover local food products for over 25 years.

Similar to the Aliments du Québec or Aliments préparés au Québec certification marks, our logos serve as trusted guides for Quebecers who wish to purchase non-food goods that are produced, manufactured, or designed locally. Both Les Produits du Québec and Aliments du Québec use a meticulous verification process to validate the origin of the verified products.

CERTIFICATION MARKS

1. A Product of Québec

This is a manufactured product for which at least 85% of the direct costs related to the purchase of inputs (including raw materials), their processing, and assembly are incurred in Quebec. Additionally, the last substantial transformation of the product must be carried out in Quebec.

2. A Product Manufactured in Québec

This is a manufactured product for which the last substantial transformation of the product is carried out in Quebec.

3. A Product Designed in Québec

This is a manufactured product for which at least 85% of the direct costs related to the design and conception of the product are incurred in Quebec.



CONSUMPTION HABITS OF QUEBECERS

Quebecers are willing to pay between 22% and 71% more compared to the average price for a product bearing one of our certification marks compared to an equivalent product.

(Les Produits du Québec and AppEco, 2024)

69% of Quebecers say they would be inclined to choose non-food Quebec products if they were easily identifiable.

(CQCD Barometer, January 2024)

80% of Quebecers say that the presence of certification marks on a product influences their purchase.

(CQCD Barometer, January 2024)

OUR PARTNER ECOSYSTEM

In just two years, LPDQ has established a network of renowned partners and now counts 20 ambassador retailers, over 1000 points of sale, and a virtual marketplace that reaches 50% of Quebec consumers.

To achieve this, an ambassador program was created to encourage retailers to join the movement. By partnering with LPDQ, retailers commit to showcasing LPDQ logos in-store in exchange for visibility in LPDQ mass campaigns.

The next step is to continue expanding the network while maintaining active partner engagement.

See Appendix 3.



THE REALITY OF THE LPDQ BUSINESS MEMBERSHIP PROGRAM

LPDQ has more than 200 members. For the complete list: <https://lesproduitsduquebec.com/en/participating-companies>

Who are the member companies?

- More than half of the members come from three main sectors: Health and Beauty, Home and Garden, and Clothing and Accessories.
- A significant portion of the members have a turnover of less than \$100K, highlighting a strong representation of very small businesses.
- Perceived value is lower for very small businesses, as well as for B2B and exporting companies..

Strengths and limitations of the program

- A well-structured and affordable program that meets the expectations of retailers.
- Some barriers to membership, particularly for very small businesses.
- Displaying the three marks is considered complex, limiting optimal use of the certifications.

Retailer involvement

- Strong commitment from retailers at the time of membership.
- Variable level of engagement after the initial partnership.



MANDATE AND DELIVERABLE

The current context, marked by a growing interest in buying local, represents a major opportunity for Les Produits du Québec to expand its network of retailers and manufacturers. However, these stakeholders face numerous changes related to this same dynamic. Obtaining a certification mark or implementing it in-store involves logistical effort and/or additional resources, which can hinder their membership.

Furthermore, the retailer ambassador program, in its current form, will need to evolve, as it would be impossible to offer equal visibility to all potential retailers. How then can we leverage the unique contribution of each actor – retailers and manufacturers – to facilitate the identification of Quebec products by consumers?

Mandate and Deliverable: A 3-year B2B communication strategy (retailers & manufacturers)

- Understanding the mandate
- Strategic reflection over 3 years
- Deployment over 3 years with detailed planning for year 1
- Timeline

Objectives:

- Triple the number of member companies by 2028.
- Increase by 3 key retailers per year by 2028.

Budget : \$450,000 spread over 3 years according to the strategy.

Considerations :

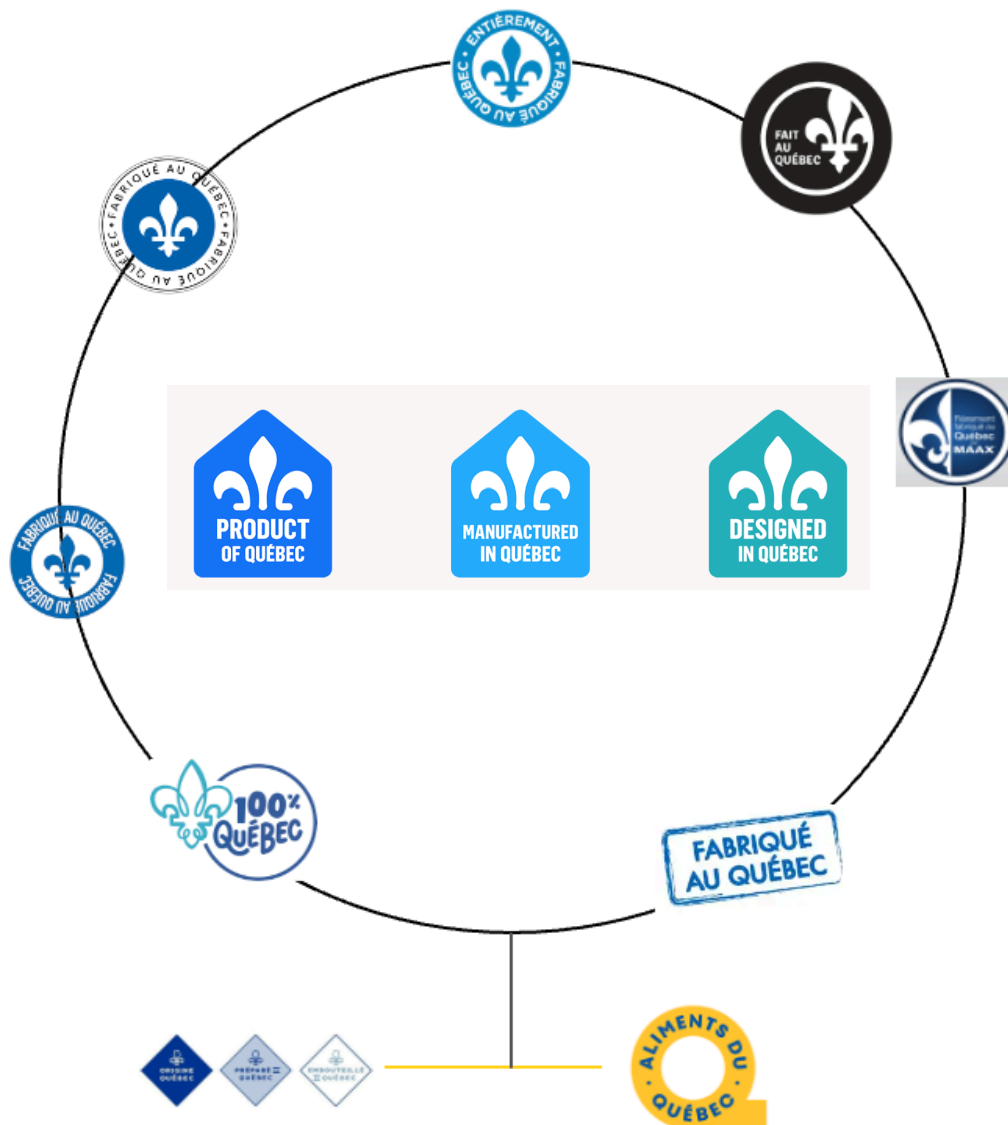
- Must build on the existing certification mark recognition
- Must use and build on current actions undertaken by LPDQ

Have fun!

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APPENDIX 1

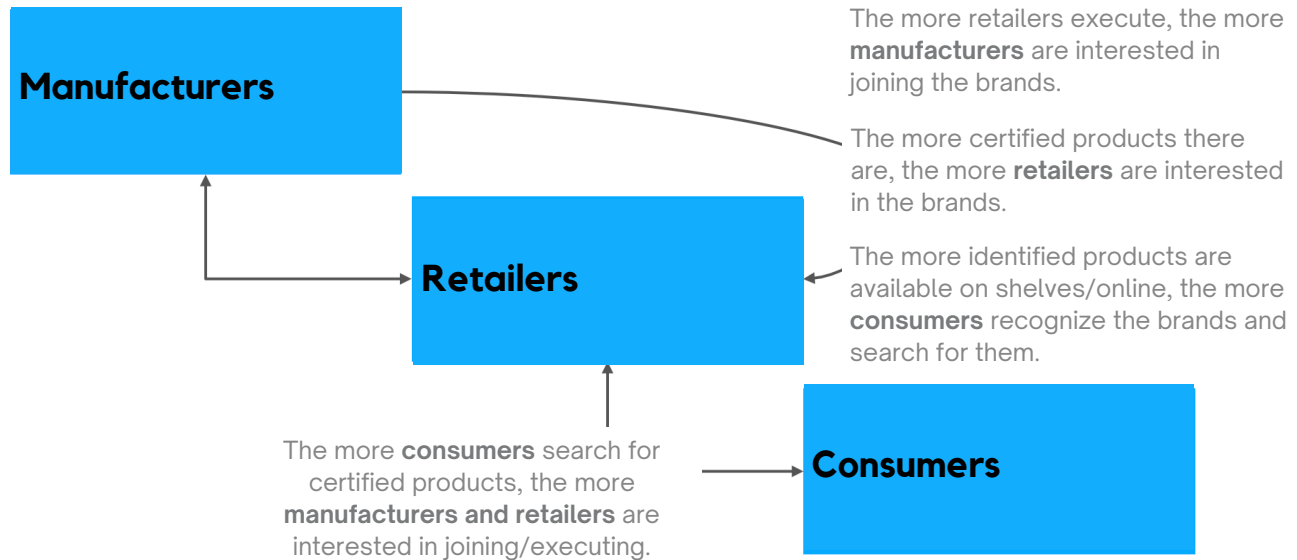
CERTIFICATION MARKS THAT NEED TO POSITION THEMSELVES AGAINST FOOD AND SELF-PROCLAIMED CERTIFICATION MARKS





APPENDIX 2

MARKETING FOCUSED ON 3 ACTORS



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APPENDIX 3

LPDQ PARTNER ECOSYSTEM





APPENDIX 4

CURRENT ACTIONS UNDERTAKEN WITH LPDQ MEMBERS

Event	Manufacturers	Hop and SME Strategy (conference)
Event	Consumers	MAD Festival and Home Show
Event	Consumers	Pop-up shop with participating companies
Event	Manufacturers	LPDQ Summit: Conference Day on Local Purchasing
Event	Manufacturers	Amazon Info Session for Participating Businesses
Content	Manufacturers	Podcast "The Backstore"
Content	Consumers	Media acquisition campaigns + newsletter
Content	Consumers	Retailers' video content
Content	Consumers	"Consume Better" insert
PR	Manufacturers	Announcements of new retailers
PR	Manufacturers	CMAQ Arts and Crafts Fair
PR	Manufacturers	Perceived Value Study of Our Brands → Pitched
PR	Manufacturers	Promoters enhancing certification brands through a call for projects

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APPENDIX 5

B2C CAMPAIGNS

2022 - Identification

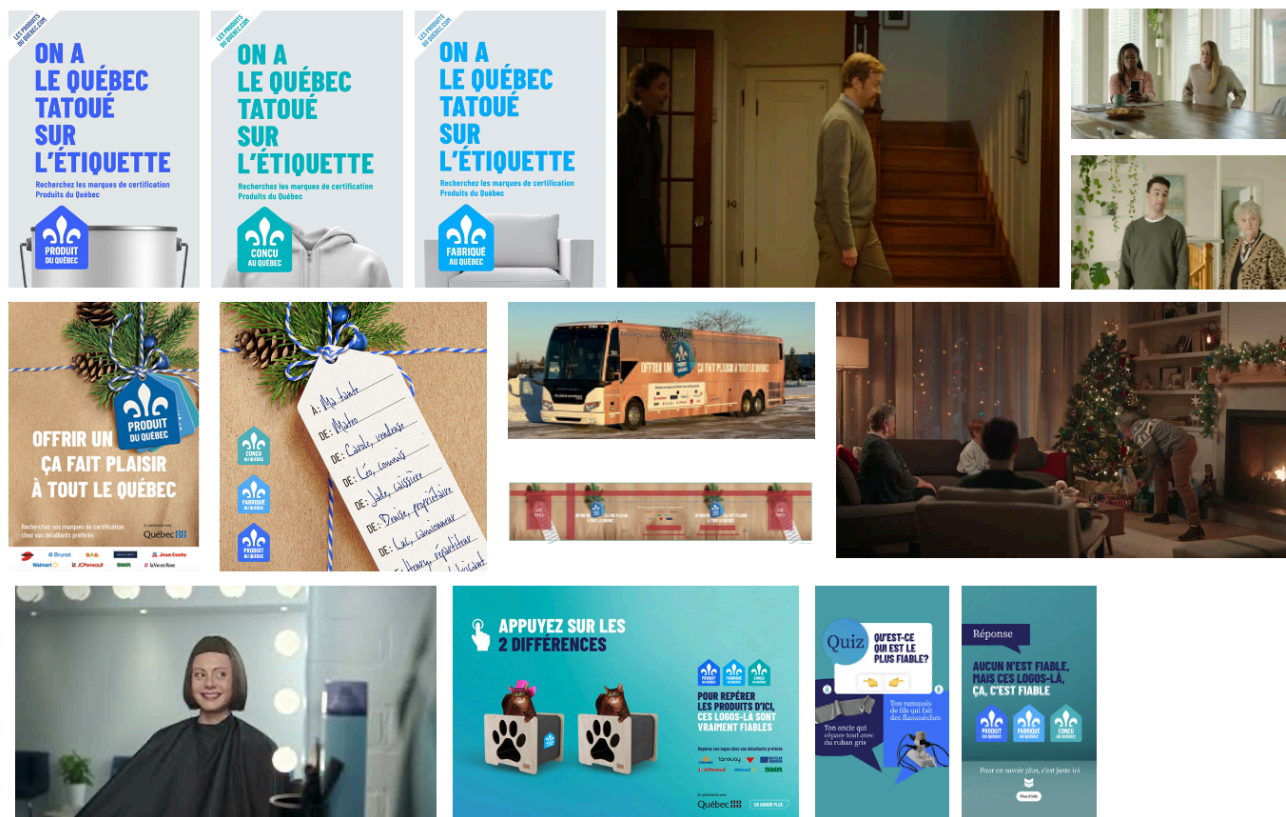
Enable Quebecers to recognize local non-food products.

2023 - Engagement

Engage Quebecers and rally them around LPDQ certified products by highlighting the impact of their consumption.

2024 - Reliability

Establish the credibility of certification marks as a trusted choice for local consumption that truly makes a difference.





2025

our last dance