



— ASSOCIATION
OF
CREATIVE
COMMUNICATIONS
AGENCIES

OVERVIEW OF 2017-2018





A MESSAGE FROM THE CHAIR OF THE BOARD

We've still got a lot of work ahead if we want to reposition our profession as communicators and be successful in an economic world that is still trying to redefine itself.

Now, more than ever, our clients require expertise. We can contribute a vision of their context that is economic in nature and relies on our capacity to innovate in order to help them meet their business challenges head on. Unfortunately, this specific role we can play is not widespread. It is not promoted enough within our own communications and marketing industry.

We are agents of change. We see the world in a way our clients do not. This remains our strength. We have an obligation to keep contributing in this way and to regain the credibility that has been taken away from us by other industries. This is a task that requires rigour and consistency. It also necessitates solidarity in our vision of the industry: solidarity in our business presentations and the responses we give to requests for proposals. We must remain united in our calls upon governments, innovative in our operational structures and methods, authentic in our exchanges. We must also accept the conditions of our market, appreciate what big, medium, and small agencies bring to the table. Without this diversity of organizations, our industry would not be whole and would not be able to serve clients and their consumers.

However, we've made progress.

Performance metrics platform is a tool that allows us to harmonize the nomenclature between stakeholders. This makes communication and assessing the impact of our initiatives easier. We are in the beginning stages of this process but each one of us must encourage this kind of dialogue on a day-to-day basis within our teams and with our clients.

Consulting with clients for requests for proposals leads to positive results. We must continue to promote this kind of service with individual clients and associations. We will perfect our *Agency Selection Guide* to reflect the changes in the market and to promote it as an efficient tool.

Our meetings with elected officials are also beginning to bear fruit. We will continue to represent our interests and will maintain the pressure on these officials to ensure that the public perceives creative communications as a major industry, an economic driving force that needs to be fostered, respected, and supported.

This year also marks the end of my term as Chair of the A2C's Board of Directors. I would like to thank my colleagues on the Board for their trust and their support over the past four years.

And a special thank you to the team at the A2C who have supported me in my work and have done everything they can to carry out the initiatives we adopted.

I also want to take this opportunity to invite all our members to get involved in the future of our association. Our members' dedication, communication, and support are necessary to make progresses in our industry.

François Lacoursière

HIGHLIGHTS

32,600
views

of the *Agency Directory*
at a2c.quebec

500
students

at the *Agency
Open House Day*

428
requests
for proposals

shared

400+
interpretation

advisory services
for collective agreements

120
university students

in the *Concours Relève*

32
clients

provided with advice on
their agency selection process

13
interventions

for non-compliant
requests for proposals

8
training activities

5
new members

4
ministries

met to present the industry

2nd
edition

of the *Leaders' Summit*

1
new

performance metrics platform

ADVOCACY

Be the voice of Quebec's agencies for clients, governments, and other key players by providing solutions to the issues that have a direct impact on the vitality of the industry.

Agency selection process

- Free personalized consultation service for companies searching for an agency:
 - Recommendations given to the CSPQ and PWGSC about requests for proposals in government advertising
 - Interventions to improve processes that do not comply with the *Agency Selection Guide*
- Online toolbox for advertisers:
 - 1,076 page views
 - New: model of a request for proposals

Representing the industry

- Meetings with elected officials to improve accessibility to the Tax Credit for the Development of e-commerce:
 - Ministère de l'Économie, de la Science et de l'Innovation
 - Ministère de la Culture et des Communications
 - Ministère des Finances
 - Ministère du Travail, de l'Emploi et de la Solidarité sociale
- Involvement within various committees and advisory services:



Collective agreements with the Union des artistes (UDA)

- Intensive negotiations for the TV/radio agreement that expired in August 2015
- Pre-negotiation meeting for the renewal of the Internet and New Media (INM) agreement that expired in April 2018
- Training activities to help producers and account service employees become familiar with the agreements
- Interpretation services for producers affiliated with member agencies and freelancers

SERVICE FOR MEMBERS

Support executives to overcome their business challenges with relevant tools and data, and keep offering training programs that take into account the realities of the industry.

Leaders' Summit

The second edition of this event dedicated to supporting agency executives. This year's theme: «Obstacles et embûches». Almost 130 participants, including advertisers who joined the afternoon's conferences and discussions for the first time.



Training

Exclusive training activities to optimize agency management skills:

- The ABCs of pharmaceutical advertising in Canada
- Release of intellectual property and image rights for purposes of communications and marketing
- Presentation of the performance metrics platform
- Agency finances in 2018
- Another take on agency rates with Tim Williams
- Advertising to children

Financial and promotional partner, as a co-founder of two recognized training programs:

- Factory, the school of creativity sciences
- HEC Montréal's D.E.S.S. marketing communication program

Performance metrics platform

In February 2018, we launched a platform to measure the performance of communication initiatives. The goal: feed communications between agencies and clients on the topic. An exclusive section was created for A2C members, including:

- Grid with filters that allows users to select relevant performance indicators
- Exhaustive lexicon of every term related to performance metrics

Visit
performance.a2c.quebec



Study and surveys

- Remuneration of agency talents, in collaboration with the ICA
- Update of the economic study of our industry
- Training needs for agency managers
- Evaluation of the A2C's services for members

New tools

- Model of an employment contract between employer and employee
- Reflection Guidelines on Responsible Media, in collaboration with Touché!
- Template of a policy for preventing psychological harassment
- Memo on copyrights of agency work
- Update of the intellectual property clause in client-agency service contract models
- Summary of upcoming changes on the General Data Protection Regulation (GDPR)

See the services and advantages available to members at a2c.quebec

AWARENESS

Showcase the expertise of members and the industry to current and potential clients, and attract talent to agencies by fostering interactions with the next generation of workers.

Online presence

- Sessions at a2c.quebec: 44,490 (-11,6%)
- Facebook: 6,082 followers (+9%)
- LinkedIn: 1,253 followers (+20%)
- Videos: 25,105 views on Facebook and YouTube (+68%)

La Presse+ Ads



Quiz on the 2018 CASSIES Gold and Silver winners.



Photo album of the event *Les grandes entrevues*.

Public relations



- More than 40 mentions in the industry's media
- Speech at the RDV Marketing and the Boomerang, CRÉA, and CASSIES awards ceremonies
- Booth at the RDV Marketing and Stratégies PME events
- Three "Facebook Live" events with industry professionals during XSXW

Hall of Fame



(Left to right) Joanne Nantel (A2C), Jan-Nicolas Vanderveken (on the Board of the A2C and Havas Montréal), Daniel Rabinowicz (Beacon profile), Michel Ostiguy (Builder profile) et Jacques Lemieux (brother-in-law of Pierre Savard, Ally profile).



Nearly 120 industry professionals were present at *Les grandes entrevues* in honour of the nominees.

Agency Open House Day



500
students

6
bursaries
awarded

35
member
agencies

Video filmed
in various agencies
in Quebec City

Relève Marketing and Relève Communication contests



The winners: Tirade ESG UQAM / École des sciences de la gestion (Relève Communication) and Index from Université de Sherbrooke (Relève Marketing) – and those involved in the contest, at the *Soirée de reconnaissance de la relève*.

Annual Guide / Vitrine Infopresse.com



An updated guide providing enhanced visibility to agency members.



Advertising promoting the A2C's services.

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MEMBER AGENCIES

&CO Collaborateurs
Créatifs

32 MARS

Acolyte

Agence Rinaldi

Alfred

Altitude C

Amazone
communications
+ interactif

AOD Marketing

ARCHIPEL
synergie créative

Bleublancrouge

Bob

Braque

Camden

Carat

CARTIER

Compagnie et cie

Cossette

CRI agence

Cundari

dada communications

DDB Canada

DentsuBos

Deux Huit Huit

Espace M

FCB Montréal

Featuring

Forsman & Bodenfors
Montréal

Gendron
Communication

Havas Montréal

Jazz Marketing
Communications

john st.

JWT Montréal

K72

Kabane

Lemieux Bédard

Les Dompteurs
de souris

Les Évadés

Ig2

Martel et compagnie

McCann Montréal

Media Experts

Médialliance

Minimal

MXO | agence totale

Oasis Communication-
Marketing

Ogilvy

OPC Événements

orangetango

Orkestra

Pigeon

Publicis Montréal

Réservoir Publicité
Conseil

Ressac

Rethink

Salto

sept24

Sid Lee

Substance - stratégies
numériques

Tam-Tam\TBWA

TANK

TAXI

Tequila
communication
et marketing

Touché!

TUX

Union

ZA communication
d'influence

ZIPCOM