



Montréal.ad, a vision for Quebec creativity

Many of you already know that the Québec advertising industry recently mobilized behind a large scale project, a collaborative effort aimed at highlighting the Québec advertising industry on the world stage. We christened this project **Montreal.ad**

Our beautiful province has real creative power. The Québec advertising industry has emerged as a real economic engine, where we have developed skills that extend beyond the scope of our market. Our creatives, strategists and crafts persons have generated ideas and concepts of the highest level of quality. We need to get together and let the world know that Montreal is THE global creative center.

The program for Montreal.ad, a unique internet hub and creative space, consists of several phases. The first, launched in January, and financed entirely by the AAPQ, is a virtual portal dedicated to promoting the excellence, originality and innovation of local creative advertising talent. This promotional site is more than just a virtual business card, but allows us to spotlight the creativity and raise the general caliber of the industry by attracting new talents and advertisers.

The second phase is currently in development, and features an experimental advertising lab which will offer an environment conducive to market analysis and brand development. The objective will be to provide international brands with the opportunity to test out new concepts in marketing communications. There will be efforts at communication abroad, canvassing and organization of international commercial missions. This should all begin in the coming months.

When we convince international advertisers to work with our agencies, it is not only the agencies that benefit. It is our media, our artists, our craftspersons and our international reputation. With this initiative and unique format, the AAPQ is proud to be part of the evolution and development of Montréal as the creative capital of the world.

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