

SADC

Gatineau Valley Société d'aide au développement des collectivités

RELEASE

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Designing a business promotion strategy

SADC joins up with Zoom Armada and a local committee of business persons

Maniwaki, March 24, 2009 – Last Thursday, the salle municipale de Messines was the scene of the first meeting of the SADC, a firm specializing in brand architecture and marketing and a local committee of business persons who, incidentally, took part in the process to select the firm that was eventually retained.

Last February, the SADC issued a call for tenders to about ten firms to obtain proposals for a project to come up with a business promotion strategy with participating Gatineau Valley companies, with the focus on vacationers within the territory. Zoom Armada was the firm selected. You will recall that it was the firm which devised the regional tourism slogan, "Vallée-de-la-Gatineau, l'espace des découvertes" in February 2000.

In the next few weeks, the team will be working on defining a strategy aimed at influencing the purchase decision criteria of non-permanent Gatineau Valley residents with a secondary residence in the region and defining the means of communication to go with and the vehicles to be used to convey the essence of this brand that is under development. A major shift is already taking place in terms of client orientation, as the "one-time" vacationers are now being considered residents of the area.

"When we put our heads together around a table, we are working with the community in mind, not out of personal interest. It will be important that everyone feel the process concerns them, and we plan on keeping all stakeholders informed of this collective project in order to mobilize the entire region," said André Galipeau, the Chair of the SADC Board of Directors.

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