

MARKETING

The Marketing Department is responsible for all French-language advertising programs and promotional activities for the entire family of dairy products across Quebec. Dairy Farmers of Canada is responsible for advertising activities that promote the profession, representing nutrition-related promotional activities with health professionals, research into consumer trends, and performance reports for the various dairy product categories.



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Milk

Starting in February, *Distinguer le lait du faux* aimed to help consumers make more informed choices about milk amid tough competition from the many alternative beverages offered in the market. The campaign disseminated various messages in videos, posters, social media, magazines, newspapers and urban cafes. In addition, Radio-Canada's OhDio podcast, *Jugez par vous-même*, shed light on facts and myths about dairy production. Hosted by popular actress Marie-Soleil Dion, the four episodes included interviews with experts from various sectors and two milk producers.

In April, *Y'en a dedans* boasted the merits of enriched milk products that are very high in protein, in collaboration with the four processor partners that provide Natrel +, Ultra Plus, Joyya and Fairlife. The campaign could be seen on television, on the Internet, in displays and in print and stood



out particularly during the *Survivor* television series, when different opportunities were seized to give these products even more visibility.

In September, the fall advertising campaign *Votre lait* kicked off to highlight the quality of local dairy production and its world-renowned standards. Laurent Duvernay-Tardif, spokesperson for Les Producteurs de lait du Québec, came back for the occasion. His cameo took the form of three surprising characters. The various versions of the campaign presented actual comments from loyal admirers in order to illustrate consumers' vivid interest in milk. The campaign also included digital audio formats, Web banners and content partnerships. Finally, the lafamilledulait.com website, an information hub on the dairy industry, now showcases the social responsibility efforts of Les Producteurs de lait du Québec to consumers.

The traditional holiday Season campaign for the Lait brand portrayed the public's favourite children giving their parents a highly coveted gift, i.e. peace of mind, in the *la paix d'esprit* advertisements. The tips shared in this campaign offered a candid look at aspects of parenting that all Quebec families are familiar with and gave them a bit of a



1 Lait automne campaign 2 Y'en a dedans, enriched milk campaign 3 Québec Capitales 4 Distinguer le lait du faux campaign 5 Le lait bio, c'est logique, Organic Milk campaign 6 Lait Noël campaign

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reprieve during this festive season. In addition, a 15-second ad, posters and magazine ads reminded audiences of the support provided by Les Producteurs de lait du Québec to the Food Banks of Quebec (BAQ). In the last 20 years, nearly 20.8 million litres of milk have been graciously donated to this organization. Finally, for an eighth consecutive year, the Famille du lait brand partnered with the Télé-Québec's Ciné-Cadeau series, the popular series of family television programs shown during the holiday break in Quebec.

To end the year on a high note, this campaign's beloved children made another appearance where they came up with an original plan to reach the pint of milk in the fridge, despite all the commotion caused by the many guests assembled in the kitchen: *un troisième lien*. Broadcast during the traditional year-end television program to an audience of over 4.5 million viewers, this advertisement won over Quebecers' hearts, which could be seen in its first place finish in Radio-Canada's *Bye Bye de la pub* competition.

Sponsorships

In addition to continuing its association with regional events such as the Saint Tite Country Western Festival and Abitibi's H2O Festival, the Lait brand continued to sponsor the very popular Quebec City Summer Festival as a major partner of its Youth series.

Organic milk

Advertising and relational marketing were combined in a summer campaign dedicated to demystifying the term "organic" for dairy products. The slogan *Le lait bio, c'est logique* resonated throughout a multiplatform campaign. In addition, a thematic *Lait'vénement bio* stand at Jean Talon Market in Montreal and Quebec City's Grand Marché allowed producers to talk to consumers while they enjoyed a milkshake. Finally, as part of the marketing support activities for organic processors, a joint project was created with 8 Quebec dairy processors and 45 promotional projects were rolled out to boost organic milk orders.

Milk-School Program

Over 9 million milk cartons were distributed at 600 elementary schools in Quebec during the school year from September 2022 to June 2023. Thus, this joint initiative between Les Producteurs de lait du Québec, the Ministère de l'Éducation, and the Fédération des centres de services scolaires du Québec continued to be a priority. Its aim is to highlight milk's value to the many parent committees that want to keep their children eating healthy foods.

Yogurt

Yogurt was featured during the *Les Chefs!* show on Radio-Canada, thanks to a 5-week media partnership.

Our recipes

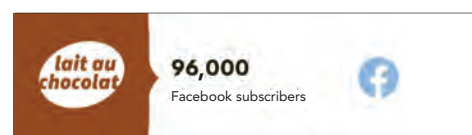
Advertising campaign

The food lovers' platform **recettesdici.com** shined in its very first promotional campaign, which was broadcast during highly popular television shows and on the Internet. Through a combination of the website, social media, articles and a newsletter, the message positioned the brand as a culinary reference, regardless of the occasion or season. Thanks to over 1,800 appetizing, colourful and creative recipes, 100 educative and entertaining articles, a menu of the week and an empty fridge tool that meets consumers' needs, 3.66 million visits were recorded in 2023.



Chocolate milk

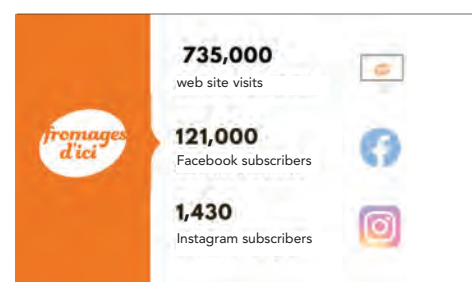
The Lait au chocolat brand was promoted at 82 hockey and ringette tournaments during the 2022-2023 season. It was also featured at Vélo Québec cycling events and 14 foot races across the province. Moreover, the Quebec Games and the Quebec Capitales baseball team made good use of their winning partnerships with this brand to show that chocolate milk is an excellent drink for recovering after intense physical effort.



Our cheeses

Advertising campaigns

In the spring, people's strong attachment to Quebec cheeses was reflected in larger-than-life portrayals. The two-ad *Juste trop bons* campaign had television, digital, print and social media versions.



In the fall, a marketing push introduced consumers to taste tags, a tool that suggests aromatic profiles based on three aspects: flavour, intensity and texture. In doing so, it helps consumers better understand our products and eases their decision-making about substituting cheeses. The campaign was shown in displays at points of sale, on digital platforms and in social media content.

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The lafamilledulait.com website provided additional content on producers' ongoing efforts, such as their actions in the areas of product quality and respect for the environment, as well as the ethics that shape milk producers' daily work.

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1 Pastilles de goût, Our Cheeses campaign 2 Cellar Our cheeses, ITHQ 3 Pastilles de goût, Our Cheeses campaign 4 Tour la nuit, Vélo-Québec 5 Tres Leches Chocolate Cake, Our recipes 6 Our recipes campaign

Sponsorships

Around forty regional cheese tastings were also held across Quebec to benefit various charitable causes. Jean-Duceppe Theater, the Montreal Symphony Orchestra, the National Bank Roger's Cup, the Saguenay Wine Festival and the Selection Caseus competition, which celebrates the best cheeses in Quebec, were some of the other beneficial partnerships. Les Producteurs de lait du Québec also renewed its partnership with the Centre d'expertise fromagère du Québec, whose mission is to support quality, healthy, sustainable and profitable cheese production that contributes to regional development.

Cream

Les Producteurs de lait du Québec signed up for a twelfth year of collaboration with the Association des producteurs de fraises et framboises du Québec. 14,270,452 containers were printed with the reference **recettesd'ici.com**, encouraging consumers to cook with cream of course, but also with all dairy products. From June to October, this promotional identity was also frequently honoured in numerous grocery store circulars in Quebec, thereby maximizing the impact of this longstanding partnership. In addition, Recettes d'ici became a gourmet partner of the second edition of Festifraîche, an event celebrating fall harvests of strawberries and raspberries.

Promotion of the profession

To complement the advertising efforts of Dairy Farmers of Canada, which are aimed at keeping consumers confident in the "Lait de qualité" seal, Les Producteurs de lait du Québec used a number of different approaches to brag about its members' continuous efforts to improve the industry. A video produced in partnership with Urbania media outlet showed the daily life of a woman dairy producer and starred young comedian Josianne Aubuchon. The **lafamilledulait.com** website provided additional content on producers' ongoing efforts, such as their actions in the areas of product quality and respect for the environment, as well as the ethics that shape milk producers' daily work. Furthermore, four new articles exploring supply management topics, soil health and biodiversity, the mission of McGill University's Macdonald farm and the Agriclimat project were published. A Frequently Asked Questions section also directly answered consumer questions on their topics of concern. Finally, as partners of the *Arrive en campagne* television series hosted by Bob the chef, Les Producteurs de lait du Québec helped produce and broadcast two episodes dedicated to Quebec producers' desire to outdo themselves.

Sponsorships

Les Producteurs de lait du Québec took advantage of its partnership with the Association des expositions agricoles du Québec (AEAQ) to maximize its presence at 27 regional events.

The organization also supported Agriculture, Food and Consumption Week (SAAC), the Centre de référence en agriculture et agroalimentaire du Québec (CRAAQ), the Laurent Duvernay-Tardif Foundation, the CHU Sainte-Justine Foundation, Food Banks of Quebec and 103 charities by providing dairy products for their Christmas baskets.