Stakeholders, Shareholders & Partners:
Communicating Differently with Different Audiences

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AAPA Communications and Marketing Seminar
Montreal, QC, Canada
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Audience Segmentation

AN OGILVY CANADA POV
Bonjour,

Good Morning
STAKEHOLDERS, SHAREHOLDERS AND PARTNERS: COMMUNICATING DIFFERENTLY WITH DIFFERENT AUDIENCES
VISION

MULTIPLE PROGRAMS

Platform
Mattering for years

Program
Mattering each quarter

Pulse
Mattering right now

Long term vision

Yearly programs to reach short term objectives
Program #1
Program #2
Program #3

Immediate actions
VISION

MULTIPLE PROGRAMS

Program
Mattering each quarter

Platform
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Long term vision

Yearly programs to reach short term objectives
Program #1  Program #2  Program #3

Immediate actions

Pulse
Mattering right now

REACTING TO THE MARKET

Platform
Mattering for years

Program
Mattering each quarter

Long term vision

Yearly programs to reach short term objectives
Program #1  Program #2  Program #3

Immediate actions

Pulse
Mattering right now

REACTING TO THE MARKET

Ogilvy
EACH PROGRAM HAS SPECIFIC OBJECTIVES.  

THUS, SPECIFIC AUDIENCES.
### Program A: COMMUNITY RELATIONS (STAKEHOLDERS)

**Objective:** Keep up good relations with our next door neighbors

**Audience:** residents of Hochelaga-Maisonneuve.

**Insight:** Our neighbours are not exactly clear of what goes on at the Port

**Main message:** The port is a dynamic place where the products you consume arrive and go.

**Channel strategy:** favor speaking to them face-to-face

### Program B: GOVERNMENT AND BUSINESS COMMUNITY (STAKEHOLDERS)

**Objective:** clearly explain the Port’s Contrecoeur expansion project and its relevancy to the market and the economic growth of the province

**Audience:** politicians, business VIPs, other important influencers

**Insight:** They want to be fair between Montreal and Quebec City when it comes to economic development

**Main message:** Our advanced project is directly linked to market needs.

**Channel strategy:** favor speaking to them face-to-face

### Program C: B2B (SHAREHOLDERS & PARTNERS)

**Objective:** facilitate the conversion of qualified leads by creating awareness and interest for the Port of Montreal’s offerings

**Audience:** shippers, exporters, brokers and planners. (in specific markets)

**Insight:** For these routes, The Port of Montreal is not the first go-to-solution

**Main message:** Consider the port you don’t consider

**Channel strategy:** Digital first
Program A: COMMUNITY RELATIONS (STAKEHOLDERS)

Program B: GOVERNMENT AND BUSINESS COMMUNITY (STAKEHOLDERS)

Program C: B2B (SHAREHOLDERS & PARTNERS)

Target Markets
- South-East Asia
- Midwest
- Europe
- Ontario / Quebec

Ontario / Quebec
- Europe
- Midwest
- South-East Asia

Specific Messages
- At the heart of Eastern Canada
- Fastest Direct Line to Europe
- Fastest Direct Line to 110M People
- Ship to Asia from your Backyard

At the heart of Eastern Canada
Target Markets

- Traders in South-East Asia
- Traders in the Midwest
- Traders in Europe
- Traders in Ontario / Quebec

Shipping to:

- Ontario / Quebec
- Europe
- Midwest
- South-East Asia

Specific Messages

- At the heart of Eastern Canada
- Fastest Direct Line to Europe
- Fastest Direct Line to 110M People
- Ship to Asia from your own backyard
How to segment?
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PROGRAM BIG IDEA(S)

PRIORITY AUDIENCE: ________________________________________________
INSIGHT: __________________________________________________________
MAIN MESSAGE: _____________________________________________________
CHANNEL STRATEGY: ________________________________________________

BIG IDEA(S):
Questions?
Group Breakout Session