



INFO-NEGO



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THE CSQ LAUNCHES THE AD CAMPAIGN “IT’S EVERYONE’S BUSINESS, THINGS HAVE TO CHANGE NOW!”

Negotiations
in the public
sector



IT'S EVERYONE'S
BUSINESS



Faced with the Québec government’s inertia towards our demands and to raise awareness in the population on the lack of resources in healthcare, in education, in CEGEPS and adult education, the CSQ has launched an extensive ad campaign called “It’s everyone’s business, things have to change now!”

The ad campaign, which revolves around the four big sectors currently in negotiations, aims to raise awareness and engage the population on the importance of services to the public.

The campaign started on March 29, 2021 on television networks and will take place over six weeks. Continuous news networks, namely LCN and RDI, are also used so that the campaign follows “current events”.

The goal of the campaign is to positively engage as many people as possible. In that way, four 15-second TV ads have been produced along the following themes:

- A little girl highlights the important burnout problems in educational staff;
- A pregnant woman wonders about the future state of the healthcare network;
- A CEGEP student who has difficulties asks for resources to help him;
- A woman whose husband goes back to school wonders about the resources allocated to adult education.

The four ads directly call out Québec premier, François Legault, asking him what he can do to make things better, because “It’s everyone’s business.” The theme of the CSQ negotiations “Things have to change now!” is superimposed.



To achieve extensive reach, the ads were also produced in a 30-seconds format, in French and in English, for commercial and community radio.

The TV and radio ads are broadcasted across Québec on the major Radio-Canada, Québecor, Bell Média and Cogeco channels.

Newspapers and news websites

The ad formats intended for newspapers and news websites as part of this campaign range from content marketing to what is called “commercial” advertising.



Since the campaign’s goal is to raise awareness in the population, digital platforms focus on formats that direct users to a web page where they can find more information.

Placements are planned in the six CN2i (previously Capitale Médias) newspapers, in Le Journal de Montréal and Le Journal de Québec, and in La Presse. Le Journal de Montréal, Le Journal de Québec as well as Le Devoir were also chosen for special-edition-type placements as well as advertorial-type articles and “true or false” question/answers, allowing the readers to get answers in an interactive way.

Social and digital media

The most effective social media platforms for the general public, that is, Facebook, YouTube and Instagram, have been chosen for the campaign. Twitter was added as a nod to journalists and politicians. We will share banners and videos on that platform.

Billboards

Billboards showing an elderly woman (“In healthcare, things have to change now!”), as well as a little girl and a teenager (“In education, things have to change now!”), will be put up in certain locations as a complement to the campaign. In both cases, the billboards display the “It’s everyone’s business.” slogan.

Pre-campaign

A pre-campaign took place supporting the ramping up of pressure tactics, notably the March 30 strike in CEGEPS, which was largely covered in the media. The pre-campaign was rolled out across Québec in Bell Média and Cogeco stations, as well as in digital news media (Radio-Canada, Québecor, La Presse and CN2i).

Link to the ad

Call to action

We invite you to share the tools to support the campaign right away. They are available on the website negociation.lacsq.org/english/.

To view the French version of this newsletter, visit the [Info-Négo](#) section of our website.

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