



# **A NATIVE AD CAMPAIGN by POSTMEDIA**

# **Alive 375**

## **Montreal Gazette Native Campaign**

**MONTREAL  
GAZETTE**

**alive 375**

### **Table of contents**

- 3 Postmedia Content Works: Who we are**
- 4 Campaign summary**
- 5 Campaign objectives**
- 6 Flight 1: Hivernales (Jan. 7 to Feb. 11)**
- 7 Flight 1: About the Hivernales coverage**
- 8 Flight 1: Performance review**
- 9 Flight 2: City of Design (April 11 to 28)**
- 10 Flight 2: About City of Design**
- 11 Flight 2: Performance review**
- 12 Flight 3: Neighbourhood Maps (May 6 to Sept. 9)**
- 13 Flight 3: About the Neighbourhood Maps**
- 14 Flight 3: Links to Neighbourhood Maps**
- 15 Flight 3: Performance review**
- 18 Client feedback on the overall campaign**
- 19 Our takeaways**

# Postmedia Content Works: Who we are

The logo for the Montreal Gazette, featuring the words "MONTREAL" and "GAZETTE" in white serif font on a blue background.The logo for the "alive 375" campaign, featuring the word "alive" in white lowercase font, a red maple leaf icon, and the number "375" in white, all on a red background.

Postmedia Network Inc. is a Canadian newsmedia company representing more than 200 brands across multiple print, online, and mobile platforms. Award-winning journalists and innovative product development teams bring engaging content to millions of people every week whenever and wherever they want it. This exceptional content, reach and scope offers advertisers and marketers compelling solutions to effectively reach target audiences.

Content Works is Postmedia's commercial content division. It produces award-winning content solutions for advertisers across all of Postmedia's brands, and for each of its platforms. Content Works solutions include native advertising in the form of articles, videos, infographics, social media posts, and more.

Representing Postmedia Content Works for the Alive 375 campaign with the Montreal Gazette are:

*Olivia Collette, Senior Producer*

*Manon Landry, Key Account Executive*

*Edwin Biroun, Media Strategist*

# Campaign summary

The logo for the Montreal Gazette, featuring the words "MONTREAL" and "GAZETTE" in white serif font on a blue background.The logo for the "alive 375" campaign, featuring the word "alive" in white lowercase font and "375" in a large, stylized white font on a red background.

As the City of Montreal geared up to celebrate its 375<sup>th</sup> anniversary with activities, events and festivals throughout 2017, the Montreal Gazette pitched and executed a year-long native campaign that supported the 375<sup>th</sup> from many different angles.

The native campaign was split into three flights:

- **Les Hivernales** (four native articles about some of the winter activities planned for the celebrations; with two videos)
- **City of Design** (four native articles on design-related topics and events occurring during the anniversary year; with two videos)
- **Neighbourhood Maps** (a 19-part series coinciding with the 375<sup>th</sup>'s neighbourhood tours)

Meantime, a special hub was created on the Montreal Gazette's website. The hub, called "MTL 375<sup>th</sup>," hosted not only the native content, but also any editorial articles reporting on the numerous events and celebrations lined up for the 375<sup>th</sup>. In addition, historical articles mined from the Montreal Gazette's archives were published on the hub every day for the whole year. This kept the hub populated with content linked to the 375<sup>th</sup>.

**The Neighbourhood Maps were our top-performing initiative**, exceeding our own benchmarks. On top of doing well in terms of our metrics, user engagement was quite high on Facebook, with hundreds of shares, comments and positive reactions.

# Campaign objectives

The logo for the Montreal Gazette, featuring the words "MONTREAL" and "GAZETTE" in white serif font stacked vertically on a blue background with a white geometric shape.The logo for the Alive 375 project, featuring the word "alive" in white lowercase sans-serif font, a white stylized floral or clover-like symbol, and the number "375" in white sans-serif font, all on a red rectangular background.

The Society of the Celebrations of Montreal's 375<sup>th</sup> Anniversary's **Alive 375 project** had several objectives, namely:

- To build a sense of pride and belonging among locals
- To boost the city's international profile
- To increase tourism
- To create an impact beyond 2017 and leave a lasting legacy

For the Society, the purpose of their partnership with media, like the Montreal Gazette, was to promote all Alive 375 activities, events and celebrations.

The Montreal Gazette's primary goal was to deliver traffic – both to their website and to their events – through a fully integrated content and ad strategy.

# Flight 1: Hivernales (Jan. 7 to Feb. 11)

MONTREAL  
GAZETTE

alive 375

January 7

January 21

January 28

February 11

**FIVE REASONS TO GET OFF THE COUCH FOR BARBEGAZI**

**ALIVE 375**

Barbecues are a staple of winter entertainment, but this year, the Montreal Gazette is taking the concept to the next level. We're hosting a series of five outdoor barbecues, one for each day of the week, from January 7 to February 11. The events are free and open to all, and they're a great way to get out of the house and enjoy the winter weather. Each day, we'll have a different theme, and we'll be serving up a variety of delicious food and drinks. So, grab your friends and family, and come join us for a day of fun and relaxation.

**REASON 1: IT'S FREE**  
We're hosting these barbecues for free, so you can enjoy the winter weather without spending a dime. It's a great way to get out of the house and enjoy the outdoors.

**REASON 2: IT'S OPEN TO ALL**  
These barbecues are open to everyone, regardless of age or background. It's a great way to bring the community together and enjoy the winter weather.

**REASON 3: IT'S A GREAT WAY TO GET OUT OF THE HOUSE**  
Winter can be a tough time to get out of the house, but these barbecues are a great way to do it. They're a great way to enjoy the outdoors and get some exercise.

**REASON 4: IT'S A GREAT WAY TO ENJOY THE WINTER WEATHER**  
There's nothing like a good barbecue to enjoy the winter weather. It's a great way to relax and enjoy the outdoors.

**REASON 5: IT'S A GREAT WAY TO BRING THE COMMUNITY TOGETHER**  
These barbecues are a great way to bring the community together and enjoy the winter weather. It's a great way to get to know your neighbors and build a sense of community.

**375<sup>th</sup> Official Programming**

**les hivernales**

**Classique Montréalaise**  
Park Jean-Drapeau  
SAT JAN 21 10-12

**Fête des neiges**  
Parc Jean-Drapeau  
FRI JAN 20 10-12

**Le Descente Saint-Charles**  
Quartier Saint-Charles  
SAT JAN 21 10-12

**Download the 375THL app**  
iPhone / Android

**alive 375**

**HIVERNALES INVITES PLAYERS AND FANS TO CLASSIQUE MONTREALAISE POND HOCKEY TOURNAMENT**

**ALIVE 375**

The Montreal Gazette is hosting a pond hockey tournament, the Classique Montréalaise, on January 21. The tournament is open to all players and fans, and it's a great way to enjoy the winter weather. The event will be held at the Jean-Drapeau Park, and it will feature a variety of games and activities. So, grab your friends and family, and come join us for a day of fun and relaxation.

**REASON 1: IT'S FREE**  
We're hosting this tournament for free, so you can enjoy the winter weather without spending a dime. It's a great way to get out of the house and enjoy the outdoors.

**REASON 2: IT'S OPEN TO ALL**  
This tournament is open to everyone, regardless of age or background. It's a great way to bring the community together and enjoy the winter weather.

**REASON 3: IT'S A GREAT WAY TO GET OUT OF THE HOUSE**  
Winter can be a tough time to get out of the house, but this tournament is a great way to do it. It's a great way to enjoy the outdoors and get some exercise.

**REASON 4: IT'S A GREAT WAY TO ENJOY THE WINTER WEATHER**  
There's nothing like a good pond hockey game to enjoy the winter weather. It's a great way to relax and enjoy the outdoors.

**REASON 5: IT'S A GREAT WAY TO BRING THE COMMUNITY TOGETHER**  
This tournament is a great way to bring the community together and enjoy the winter weather. It's a great way to get to know your neighbors and build a sense of community.

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SAT JAN 21 10-12

**Download the 375THL app**  
iPhone / Android

**alive 375**

**SNOWMOBILES TO TAKE FLIGHT OVER STE-CATHERINE ST.**

**ALIVE 375**

The Montreal Gazette is hosting a snowmobile event, the Snowmobiles to Take Flight, on January 28. The event is open to all snowmobile riders, and it's a great way to enjoy the winter weather. The event will be held on Ste-Catherine Street, and it will feature a variety of rides and activities. So, grab your snowmobile and come join us for a day of fun and relaxation.

**REASON 1: IT'S FREE**  
We're hosting this event for free, so you can enjoy the winter weather without spending a dime. It's a great way to get out of the house and enjoy the outdoors.

**REASON 2: IT'S OPEN TO ALL**  
This event is open to everyone, regardless of age or background. It's a great way to bring the community together and enjoy the winter weather.

**REASON 3: IT'S A GREAT WAY TO GET OUT OF THE HOUSE**  
Winter can be a tough time to get out of the house, but this event is a great way to do it. It's a great way to enjoy the outdoors and get some exercise.

**REASON 4: IT'S A GREAT WAY TO ENJOY THE WINTER WEATHER**  
There's nothing like a good snowmobile ride to enjoy the winter weather. It's a great way to relax and enjoy the outdoors.

**REASON 5: IT'S A GREAT WAY TO BRING THE COMMUNITY TOGETHER**  
This event is a great way to bring the community together and enjoy the winter weather. It's a great way to get to know your neighbors and build a sense of community.

**375<sup>th</sup> Official Programming**

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**Classique Montréalaise**  
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FRI JAN 20 10-12

**Le Descente Saint-Charles**  
Quartier Saint-Charles  
SAT JAN 21 10-12

**Download the 375THL app**  
iPhone / Android

**alive 375**

**FIVE REASONS TO TRY BEING A POLAR HERO**

**ALIVE 375**

The Montreal Gazette is hosting a polar hero event, the Five Reasons to Try Being a Polar Hero, on February 11. The event is open to all polar heroes, and it's a great way to enjoy the winter weather. The event will be held at the Jean-Drapeau Park, and it will feature a variety of activities and games. So, grab your friends and family, and come join us for a day of fun and relaxation.

**REASON 1: IT'S FREE**  
We're hosting this event for free, so you can enjoy the winter weather without spending a dime. It's a great way to get out of the house and enjoy the outdoors.

**REASON 2: IT'S OPEN TO ALL**  
This event is open to everyone, regardless of age or background. It's a great way to bring the community together and enjoy the winter weather.

**REASON 3: IT'S A GREAT WAY TO GET OUT OF THE HOUSE**  
Winter can be a tough time to get out of the house, but this event is a great way to do it. It's a great way to enjoy the outdoors and get some exercise.

**REASON 4: IT'S A GREAT WAY TO ENJOY THE WINTER WEATHER**  
There's nothing like a good polar hero event to enjoy the winter weather. It's a great way to relax and enjoy the outdoors.

**REASON 5: IT'S A GREAT WAY TO BRING THE COMMUNITY TOGETHER**  
This event is a great way to bring the community together and enjoy the winter weather. It's a great way to get to know your neighbors and build a sense of community.

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**Le Descente Saint-Charles**  
Quartier Saint-Charles  
SAT JAN 21 10-12

**Download the 375THL app**  
iPhone / Android

**alive 375**

# Flight 1: About the Hivernales coverage

The logo for the Montreal Gazette, featuring the words "MONTREAL GAZETTE" in white serif font on a blue background.

This flight included four native articles about some of the winter activities planned for the celebrations. Two of the articles included videos.

The logo for "alive 375", featuring the word "alive" in white lowercase letters and "375" in a large, stylized white font, all on a red background.

Because some of the activities had actually occurred in previous years (e.g. Igloofest, Montréal en Lumière) we advised the client to use these native articles to focus on new events, premiering during the 375<sup>th</sup>.

While they agreed to go this route for the most part, they were also worried about not promoting their full lineup. So we used one of the videos they booked to do that job. In this video, we asked organizers for each of the key events to tell us which activities they were looking forward to, other than their own. This resulted in a dynamic video that provided our audience with a solid roundup of the Hivernales schedule.

For the second video, we shadowed participants in the ice canoe race as they trained on a cold January morning for the upcoming event. The video gives us a fascinating look at the athleticism behind this unique race.

Here are links to each of the stories:

[Story 1: Five reasons to get off the couch for Barbegazi](#)

[Story 2: Hivernales invites players and fans to Classique Montréalaise pond hockey tournament \(with the video roundup\)](#)

[Story 3: Snowmobiles to take flight over Ste-Catherine St.](#)

[Story 4: Five reasons to try being a Polar Hero \(with the video on the ice canoe race\)](#)

# Flight 1: Performance review

MONTREAL  
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alive 375

## Content Metrics (Four stories)

- Total Page Views – **10,962**
- Total Unique Visitors – **8,694**
- Avg. Time Spent On Pages – **3:05m**

## Notes

To put the odds in this campaign's favour, each article was paired with a digital strategy that included visibility on the Montreal Gazette's web pages; "co-brand" ads, which promoted the 375 stories specifically on the Montreal Gazette website; as well as social media posts on Facebook and Twitter.

These activities allowed us to gather performance data like a click-through rate (CTR; measures clicks divided by impressions times 100, to get a percentage), and an engagement rate (measures clicks divided by social impressions on Facebook and Twitter, times 100 to get a percentage). Industry benchmarks calculate that a decent CTR should be at 0.41% while a good engagement rate is at 1.28%.

With the Hivernales series, we achieved a CTR of 0.40%, and an engagement rate of 2.01%. In other words, the first flight did quite well, and on the engagement front, surpassed our own benchmarks.

# Flight 2: City of Design (April 11 to 28)

MONTREAL  
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April 11

April 15 (video)

April 21 (video)

April 28

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## The Montreal Video Game Symphony hopes to wow music lovers and gamers alike

From casual players to the most devoted gamers, note that there is a video game's soundtrack in as much as there is a symphony. It's just that the video game's soundtrack is as much a part of the game as the music itself.

**DARCY MACDONALD**  
Published on April 11, 2017 | Last Updated: April 11, 2017 2:30 PM EST



Conductor Darcy MacDonald and composer Darcy MacDonald. Photo: Darcy MacDonald

From casual players to the most devoted gamers, note that there is a video game's soundtrack in as much as there is a symphony. It's just that the video game's soundtrack is as much a part of the game as the music itself.

Maybe you've heard the term "video game music" in your head at moments when you can't quite place the pieces of a puzzle. Perhaps you've felt an underdoged feeling when you've seen a video game's soundtrack in a video game's soundtrack.

But how do you really think about the music from games? From old video games to the most recent, the music from games is a part of the game's soundtrack. It's a part of the game's soundtrack. It's a part of the game's soundtrack.

Major video game symphonies are a common way to celebrate the Montreal Video Game Symphony, scheduled for Sept. 29 at the Bell Centre. It's a part of the city's 150th anniversary celebrations, a series of events, nights and events celebrating the city's 150th anniversary.

"The Montreal Video Game Symphony is a concert where you have the Montreal Orchestra performing music from video games that are made in Montreal," MacDonald said. "It's a concert where you have the Montreal Orchestra performing music from video games that are made in Montreal. It's a concert where you have the Montreal Orchestra performing music from video games that are made in Montreal."

In addition to having performed the popular video game music from the Montreal Video Game Symphony, MacDonald has also performed the Montreal Video Game Symphony. MacDonald has also performed the Montreal Video Game Symphony. MacDonald has also performed the Montreal Video Game Symphony.

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## Hub Montreal event will allow creative industries to converge, converse, and play

Hub Montreal draws a lot of inspiration from SXSW (South by Southwest), but it mostly hopes to highlight what distinguishes the city as a destination for creative industries.

**OLIVIA COLLETTA, POSTMEDIA CONTENT WORKS**  
Published on April 15, 2017 | Last Updated: April 15, 2017 10:02 PM EST



Hub Montreal event will allow creative industries to converge, converse, and play. Photo: Hub Montreal

Hub Montreal draws a lot of inspiration from SXSW (South by Southwest), but it mostly hopes to highlight what distinguishes the city as a destination for creative industries.

Scheduled to take place Nov. 8-10, Hub Montreal is one of the official events listed on the city's 150th anniversary website. The event is a celebration of the city's 150th anniversary.

Business and creative industries are the focus of the event. The event is a celebration of the city's 150th anniversary.

Among them will be live music, music performances, interactive and creative projects, and a unique happening called "My 90s or 10s" which will allow people to have a virtual reality experience in a recreational vehicle.

**CONTENT WORKS**  
Sponsored Content Alive 375 - Hub Montreal

Hub Montreal is divided into four main components: Hub Pro and Hub Fun. The

SPONSORED BY ALIVE 375

## The Jacques-Cartier Bridge's lighting design will turn it into an interactive public space

When the Jacques-Cartier Bridge turns on the lights in May 2017, it'll do more than illuminate a structure that connects the South Shore to the city. It'll also turn it into an interactive public space.

**OLIVIA COLLETTA, POSTMEDIA CONTENT WORKS**  
Published on April 21, 2017 | Last Updated: April 21, 2017 10:03 AM EST



The Jacques-Cartier Bridge is set to become a public space. Photo: Jacques-Cartier Bridge

When the Jacques-Cartier Bridge turns on the lights in May 2017, it'll do more than illuminate a structure that connects the South Shore to the city. It'll also turn it into an interactive public space.

The lighting of the Jacques-Cartier Bridge is part of the city's 150th anniversary celebrations. In the video, Anne Hébert, head of communications for the Jacques-Cartier Bridge, explains the project.

For more information, visit [375.ca](#)

**CONTENT WORKS**  
Alive 375 - Lighting of Jacques-Cartier Bridge

Hub Montreal is divided into four main components: Hub Pro and Hub Fun. The

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## Architect Moshe Safdie looks back, and ahead, at the meaning of Habitat 67

Scale, proportion and design impact our perception of architecture. It's why, during a recent interview, architect Moshe Safdie considered the fact that his famous modular building - Habitat 67 - is, in fact, a high-density project, housing nearly 300 individual units. It's just one of the many ways in which the building has shaped the city's skyline.

**OLIVIA COLLETTA, POSTMEDIA CONTENT WORKS**  
Published on April 28, 2017 | Last Updated: April 28, 2017 10:03 AM EST



Architect Moshe Safdie looks back, and ahead, at the meaning of Habitat 67. Photo: Moshe Safdie

Scale, proportion and design impact our perception of architecture. It's why, during a recent interview, architect Moshe Safdie considered the fact that his famous modular building - Habitat 67 - is, in fact, a high-density project, housing nearly 300 individual units. It's just one of the many ways in which the building has shaped the city's skyline.

When Safdie designed Habitat 67 as part of the 1967 World Expo, he was trying to create a unique and affordable alternative to the high-rise apartment, bringing the concept of a modular building to the city. The building was designed to be a high-density project, housing nearly 300 individual units. It's just one of the many ways in which the building has shaped the city's skyline.

With his design, Safdie created a high-density project that didn't conform to our expectations of how that kind of structure looks and feels. Perhaps more important, Habitat 67 demonstrated, over time, that high-density modernism doesn't have to be inhumane, and can actually be conducive to community living.

"That's because of the architecture, the building just makes that," Safdie said. "In the late 1960s, there was an awareness that dense urban housing would be the dominant housing in the future. This was the beginning of the high-rise buildings in downtown Montreal. Today, it's covered with them. And, in all cases, the government was building high-rise public housing. For the people of Montreal and the millions of people who live in Montreal, Habitat 67 was a model for the future. It was a model for the future. It was a model for the future."

Habitat 67 is a modular building with a unique design. The building is made of concrete and steel. The building is made of concrete and steel. The building is made of concrete and steel.

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# Flight 2: About City of Design

MONTREAL  
GAZETTE

alive 375

Design is integral to the city's identity. Montreal is often perceived – both on the outside and from within – as a hub of creativity, and in all the major creative fields. Whether it's fashion design, architecture, filmmaking, music, graphics, advertising or video games, Montreal's at the forefront of it, and it makes Montrealers very proud.

So for the second flight, we wanted to talk about unique 375<sup>th</sup> anniversary festivities that were in line with Montreal's creative identity. That's why we talked about an orchestral performance of video game music; the launch of Hub Montreal, a conference for people in a variety of creative fields; the lighting design of the Jacques-Cartier bridge; and a look at architect Moshe Safdie's iconic Habitat 67, 50 years after it was built.

Two videos were produced for this flight; one for Hub Montreal, and the other on the lighting of the Jacques-Cartier bridge. Both offered a glance into some of the city's foremost creative minds, and what it's like to play there.

Here are links to each of the stories:

[The Montreal Video Game Symphony hopes to wow music lovers and gamers alike](#)

[Hub Montreal will allow creative industries to converge, converse, and play \(with video\)](#)

[The Jacques-Cartier Bridge's lighting design will turn it into an interactive public space \(with video\)](#)

[Architect Moshe Safdie looks back, and ahead, at the meaning of Habitat 67](#)

# Flight 2: Performance review

MONTREAL  
GAZETTE

alive 375

## Content Metrics (Four stories)

- Total Page Views – **17,994**
- Total Unique Visitors – **15,483**
- Avg. Time Spent On Pages – **3:12m**



## Notes

As with the Hivernales series, City of Design had a fully integrated campaign, complete with visibility on the Montreal Gazette's website, co-brands and amplification on social media. While the page views, unique views and time spent suggest these stories resonated with people, the most astounding piece of data is no doubt the engagement rate of 3.22%, which is more than double our benchmark. This indicates that readers interacted with these stories actively on social media.

So we're very pleased with the way this flight performed. It tells us that we tapped into something that's important to Montrealers.

# Flight 3: Neighbourhood Maps (May 6 – Sept. 9)

MONTREAL  
GAZETTE

alive 375

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**TECHNOPÔLE ANGUS**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**BERNARD AVENUE W.**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**PLACE DU VILLAGE-de-la-POINTE-AUX-TREMbles**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**LASALLE BOULEVARD**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**CÔTE-DES-NEIGES ROAD**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**MERCIER EAST**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**NOTRE-DAME ST. WEST**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**GALERIES-DAN-JOU BLVD.**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**VILLERAY STREET**

**MONTREAL 375**  
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**Montreal in 19 neighbourhoods: A series**

**10 AROUND CHERRIER ST.**

**A NOT-SO-SIMPLE PLAN** In 1878, the Board came to be when three Governor of New France and Count de Frontenac Louis de Buade joined the Abbé de Breton, who knew him from their time in the French army. The municipality of the Genesee was created in 1845. In 1867, the Board, the Genesee, and the Abbé de Breton merged as a Montreal borough, but the Abbé de Breton voted to disband a year later. Their flag, the Board and the Genesee remain connected through the Jacques-Bonnet Bridge, and both were also a wealth of culture and green spaces. Pierre Bonnet, the first mayor and politician from the Board, was born in the borough in 1875.

**La Grande Tournée events in the Board-Six-Genesee**

Explore the Board and surrounding areas

All activities are free

Friday, June 10, 10 a.m. to 5 p.m.  
Saturday, July 10, 10 a.m. to 5 p.m.  
Sunday, July 10, 10 a.m. to 5 p.m.

- 1. Les Bonnet de la Ville**  
The Bonnet de la Ville is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history.
- 2. Elm Ridge Country Club**  
The Elm Ridge Country Club is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history.
- 3. Eugene-Bourassa Park**  
Eugene-Bourassa Park is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history.
- 4. Saint-Charles de la Pointe**  
Saint-Charles de la Pointe is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history.
- 5. Joseph-Théodore House**  
The Joseph-Théodore House is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history.
- 6. Saint-Pierre-Jules**  
Saint-Pierre-Jules is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history.
- 7. Saint-Charles**  
Saint-Charles is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history.
- 8. Saint-Charles**  
Saint-Charles is a small-scale on-site historical preservation project without any walls, but with a lot of history. The project is a small-scale on-site historical preservation project without any walls, but with a lot of history.
- 9. Saint-Charles**  
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- 10. Saint-Charles**  
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**Fast Facts**

Board-Six-Genesee  
Community and historical  
10  
Facts and  
revelations  
5

THIS MAP WAS CREATED BY CONTENT WORKS, POSTMEDIA'S COMMERCIAL CONTENT DIVISION, ON BEHALF OF ALIVE 375.

**Official Event**

**la grande tournée**

Now in person in CERQUE ELIZÉE

**Next weekend: July 14 to 15**

**10 neighbourhood celebrations**

Post-Exhibition

See detailed schedule on page 375(1), and at 375.alive.com/grandetournee

Canada 150 Québec 150 Montréal 150

375

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**AROUND A-MA-BAIE PARK**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**OLD LACHINE**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**OLD SAINT-LAURENT**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**HENRI-BOURASSA BLVD.**

**MONTREAL 375**  
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**NEWMAN BLVD.**

**MONTREAL 375**  
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**FLEURY STREET**

**MONTREAL 375**  
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**JEAN-TALON ST. EAST**

**MONTREAL 375**  
Montreal in 19 neighbourhoods: A series

**MONT-ROYAL AVE. EAST**

**MONTREAL 375**  
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**THE VILLAGE**

# Flight 3: About the Neighbourhood Maps

The logo for the Montreal Gazette, featuring the words "MONTREAL" and "GAZETTE" in white serif font on a blue background.

When we pitched this campaign, we knew that one of the activities lined up for the 375<sup>th</sup> Anniversary was a series of neighbourhood tours.

The logo for "alive 375", featuring the word "alive" in white lowercase sans-serif font and "375" in a large, stylized white font, all on a red background.

Called “La Grande Tournée,” the tours were designed to encourage Montrealers to discover the island’s neighbourhoods. Hosted over the period of 19 weeks from May to September, one tour took place in each of the city’s 19 boroughs.

With this in mind, we felt that the best way to draw readers to these areas was to illustrate them in map form, and to highlight certain key sites in each neighbourhood.

Because the tours consisted of a lot of activities in or around a specific park in each of the neighbourhoods, we also felt it was important to draw people into that micro-zone, if you will. So when we highlighted certain sites, we tried to make sure they were around the given park. This means that the Verdun map, for example, focused on sites around Lasalle Blvd. since the neighbourhood tour events would be happening in a park on that street.

In selecting the key sites, we tried to zero in on green spaces (often the park where the tours took place), public places (libraries, etc.), historic sites, a couple of well-known businesses and a couple of lesser-known businesses. This is because we wanted people to see the neighbourhood as a dynamic environment, bringing all these diverging elements together.

In our introductions, we gave readers a round-up of that area, its history and its significance.

We felt that this simple approach is ultimately what helped us connect with readers, who often learned a thing or two about these areas they love so much.

# Flight 3: Links to Neighbourhood Maps

[Map 1: Technopôle Angus](#)

[Map 2: Bernard Ave. West](#)

[Map 3: Place du Village-de-la-Pointe-aux-Trembles](#)

[Map 4: À-Ma-Baie Park](#)

[Map 5: Old Lachine](#)

[Map 6: Old Saint-Laurent](#)

[Map 7: Lasalle Blvd.](#)

[Map 8: Côte-des-Neiges Road](#)

[Map 9: Mercier East](#)

[Map 10: Île-Bizard's Cherrier St.](#)

[Map 11: Henri-Bourassa Blvd.](#)

[Map 12: Newman Blvd.](#)

[Map 13: Fleury St.](#)

[Map 14: Notre-Dame St. West](#)

[Map 15: Galerie d'Anjou Blvd.](#)

[Map 16: Villeray St.](#)

[Map 17: Jean-Talon St. East](#)

[Map 18: Mont-Royale Ave. East](#)

[Map 19: The Village](#)

MONTREAL  
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alive 375

## Montreal in 19 neighbourhoods: A series

### 10 AROUND CHERRIER ST.

**A NOT-SO-SIMPLE PLAN:** In 1678, Île-Bizard came to be when then-Governor of New France and Comte de Frontenac Louis de Buade granted the island to Jacques Bizard, who knew him from their time in the French army. The municipality of Ste-Genevieve was created in 1860. In 2002, Île-Bizard, Ste-Genevieve, and Ste-Anne-de-Bellevue merged as a Montreal borough, but Ste-Anne-de-Bellevue voted to demerge a few years later. These days, Île-Bizard and Ste-Genevieve remain connected thanks to the Jacques-Bizard Bridge, and both areas contain a wealth of nature areas and green spaces. Pierre Bouvier, the lead singer and guitarist from Simple Plan, was born in the borough in 1979.



#### La Grande Tournée events in Île-Bizard—Ste-Genevieve

Eugène-Dostie Park and surrounding areas

All activities are free  
Friday, 3 p.m. to 10:30 p.m.  
Saturday, 9:30 a.m. to 10:30 p.m.  
Sunday, 9:30 a.m. to 6:30 p.m.

July 12 to 16:  
■ Talking Windows: Montée de l'Église and Chéniermont Blvd.

July 14:  
■ Vélo Paradiso

July 14 to 16:  
■ Grands apéros  
■ Radio-Canada radio live from your park!

July 15 to 16:  
■ All Together at the Table  
■ La ville suspendue  
■ Vivu24

■ Cinéma Écoute à ciel ouvert  
■ Les Tours de tables  
■ Neighbourhood Treasure Hunts

■ Les Postes du futur  
■ Chats de rue: Eugène-Dostie Park path between Cherrier St. and Roy St.

For more information, visit  
[375mtl.com](http://375mtl.com)

#### 1. Les Racines de l'Île

Les Racines de l'Île is a small-scale co-operative farm that grows vegetables without using herbicides, GMOs or chemical pesticides, and provides fresh produce baskets to local communities. On average, most baskets include at least one "Bizard" or ancient forgotten vegetable, such as root parsley, okra, cress, tatsoi, and watermelon radish.

#### 2. Elm Ridge Country Club

The Elm Ridge Country Club has two championship golf courses, a clubhouse, restaurant and a heated Olympic-sized pool. Founded in 1924, the club's 36 holes have hosted some of the finest players in Canada, making it one of the best-known clubs in the country.

#### 3. Eugène-Dostie Park

Eugène-Dostie Park is a large and lush green space with an exterior pool, a children's water playground, two skating rinks and the Vincent-Lancaster pavilion, which houses the Association de soccer de l'Île-Bizard, as well as various other community organizations.

#### 4. Saint-Raphael-Archange de l'Île-Bizard Church

Initially built in 1843 as part of an abbey, the church is significant to the borough's history and architectural landscape. Father François-Xavier Marcoux was the first to arrive in the parish in 1844, when the first deceased person was buried in the adjoining cemetery.

#### 5. Joseph Théoret House

The Joseph Théoret house, which master mason Charles Brunet built for Théoret in 1833, is known for its unique ochre-coloured sloped roof and stone siding. It's typical of the kind of house that was popular in the area at the time, and was named an official historical monument in 2001.

#### 6. Salle Pauline-Julien

Created in 2000 by the Ministère de la Culture et des Communications, Salle Pauline-Julien is part of Cégep Gérard-Godin. It has become the go-to location for west-end lovers of dance, music, theatre and cinema.

#### 7. Gouin Blvd.

The longest street on the island of Montreal, Gouin Blvd. stretches on for 50 kilometres, from Senneville to Pointe-aux-Trembles. Though it's now known as Gouin, it used to be part of the Chemin du Roy, the country's oldest highway. The portion of the highway that's in Montreal was renamed in 1930, in honour of Lomer Gouin, who was the premier of Quebec from 1905 to 1920, and appointed lieutenant-governor in 1929.

#### Fast Facts



Borough:  
Île-Bizard—Ste-Genevieve

Community and recreational  
organizations:

18

Skating rinks:

12

Parks and  
recreational areas:

6

PHOTOS: 1. SUPPLIED  
MAP BY PHOTOS: 2, 3, 4, 5, 6, 7  
SUSAN PEROUSSON

# Flight 3: Performance review

MONTREAL  
GAZETTE

alive 375

## Content Metrics (19 maps)

- Total Page Views – **110,301**
- Total Unique Visitors – **88,808**
- Avg. Time Spent On Pages – **2:31m**



## Notes

It's no secret that the Neighbourhood Maps are the darling of the campaign. Not only did we produce beautiful visuals for this flight, but it performed incredibly well. You can see from the above page views that we exceeded not just our expectations, but industry standards as well. The CTR for this series was 0.65%, and the engagement rate was a whopping 4.14%.

But we had other indicators that told us this series was doing especially great; namely, the audience.

On Facebook in particular, the maps exploded, with shares, reactions and comments that eclipsed editorial stories running during this time.

What's more, we frequently received requests from readers who wanted either print copies or PDFs, since they were collecting the maps. Readers also emailed us to ask for links to these maps.

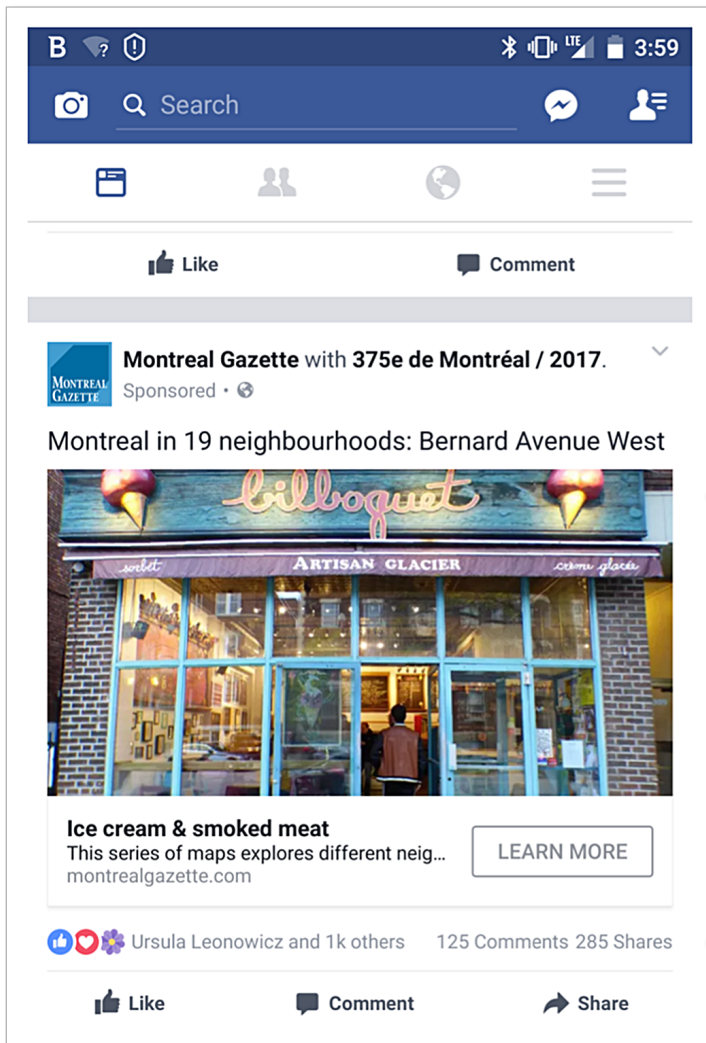
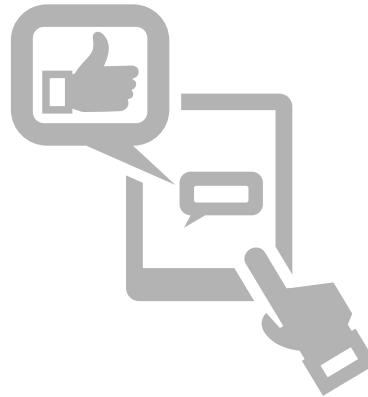
When we reflected on why people responded so well to the maps, it quickly became clear that it was because people have a personal attachment to neighbourhoods, either because they live there, grew up there, or have a friend or loved one who calls that place home. The comments on Facebook confirmed this, and demonstrated that this series touched people right in the heart places!

# Flight 3: Performance review *continued*

Screen capture of weeks 2 map

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This screen capture was less than one week after the map was first published.

Note that it has over 1,000 reactions, 125 comments, and 285 shares.

# Flight 3: Performance review *continued*

Screen capture of weeks 3 and 4 maps

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**Montreal Gazette** with 375e de Montréal / 2017.  
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Montreal maps: Place du Village-de-la-Pointe-aux-Trembles



**Nature park and river**

This series of maps explores different neighbourhoods in Montreal's 19 boroughs. We'll be featuring one map per week until September 8.

MONTREALGAZETTE.COM [Learn More](#)

👍❤️👤 330 11 Comments 101 Shares

👍 Like 💬 Comment ➦ Share Top Comments ▾

**Montreal Gazette** with 375e de Montréal / 2017.  
Sponsored · 🌐

Montreal in 19 neighbourhoods: À-Ma-Baie Park area in Pierrefonds-Roxboro (map)



**Green and serene**

This series of maps explores different neighbourhoods in Montreal's 19 boroughs. We'll be featuring one map per week until September 8.

MONTREALGAZETTE.COM [Learn More](#)

👍❤️👤 106 4 Comments 36 Shares

👍 Like 💬 Comment ➦ Share Top Comments ▾

We're bringing these up because they demonstrate that even with relatively unpopular or suburban neighbourhoods, like way-out-east Pointe-aux-Trembles or recently flooded Pierrefonds (they were still rebuilding from the springtime floods when their map published), this series really resonated with our audience.

*These screen caps were taken about a week after publishing.*

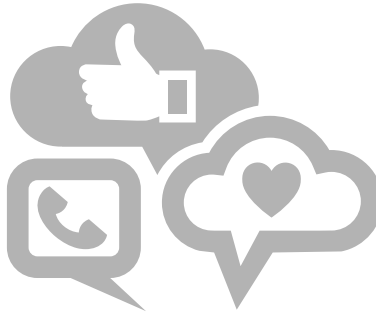
# Client feedback on the overall campaign

The logo for the Montreal Gazette, featuring the words "MONTREAL" and "GAZETTE" in white serif font on a blue background.The logo for the 375th anniversary of Montreal, featuring the word "alive" in white lowercase font and "375" in a large, stylized white font on a red background.A large, light gray graphic of an opening quotation mark on the left side of the text block.

“The content developed by the Montreal Gazette allowed us to cover topics that complemented the 375<sup>th</sup> anniversary’s programming, especially the maps that were developed around our neighbourhood tours. What a great way for readers to discover or rediscover the richness of some of Montreal’s neighbourhoods.”

*Julie Tardif, Marketing and Communications Director, Society of the Celebrations of Montreal’s 375<sup>th</sup> Anniversary*

# Our takeaways



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You always hope that readers will respond to a campaign as positively as they did with this one. So when they do, it's both gratifying and humbling.

Although **Content Works** is a branch of advertising, our goal is to create content that will ultimately be as useful to the reader as what the editorial team produces.

When it came to this campaign, we discovered just how much readers care about their city, its identity and its neighbourhoods. This wasn't altogether surprising to us, because we know that readers come to the Montreal Gazette for the latest on the place they care most about. Still, their reaction certainly surpassed our expectations.

With this campaign, we discovered that sponsored content can be just as effective as editorial in creating engaging and thoughtful stories. The key is to listen to the audience, and to understand them. So when we conceived of this campaign, we decided to focus on what Montrealers care about, because it's those very things that will build the next 375 years of the city's lifetime.

*Olivia Collette, Senior Producer*

The logo for the Montreal Gazette, featuring the words "MONTREAL" and "GAZETTE" in a white, serif, all-caps font. The text is centered within a blue square that has a lighter blue diagonal stripe running from the top-left corner to the bottom-right corner.

**MONTREAL  
GAZETTE**

The logo for "alive 375", featuring the word "alive" in a white, lowercase, sans-serif font, followed by a white stylized four-leaf clover symbol, and then the number "375" in a white, bold, sans-serif font. The entire logo is set against a red rectangular background.

**alive 375**

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