

News release

Léger Marketing Survey

STRONG MAJORITY OF GREATER MONTREAL RESIDENTS HAVE A POSITIVE IMAGE OF THEIR REGION

Cosmopolitan ambience, culture and welcoming people set the region apart

Montreal, November 28, 2007— A survey conducted by Léger Marketing for the Communauté métropolitaine de Montréal (CMM) reveals that 83% of Greater Montreal residents are proud of their region, and 91% believe the region enjoys a positive image abroad. The survey, which polled 1,161 residents of Greater Montreal in October, is part of a process launched last summer by the CMM to give the region a brand image that will support its international promotional efforts.

When asked about the first words that come to mind to describe Greater Montreal, respondents cited a "cosmopolitan" (41%), "welcoming" (18%) "big city" (16%).

They felt that the cosmopolitan aspect represents the region's greatest strength (29%), followed by culture (14%), gastronomy (12%) and its warm, welcoming nature (12%).

Overall, more than eight out of 10 residents said they agreed that the following elements are strengths for Montreal, especially when compared to other large cities: cultural life (92%), blend of North American and European culture (88%), variety of recreational activities (88%), multiculturalism (88%), openmindedness (86%), the French character (83%) and bilingualism (82%).

"The survey shows that residents of Greater Montreal view our cultural and linguistic diversity not as a divisive element but, rather, as a strength that sets us apart from the world's other great cities," said Christian Bourque, vice-president, research, at Léger Marketing.

The goal of the survey was to confirm the strengths and distinctive attributes identified in focus groups and one-on-one interviews held in recent weeks with the region's political, economic and cultural leaders.

"The importance of branding Montreal was stated again during the recent *Montréal, métropole culturelle – Rendez-vous novembre 2007* conference," said Massimo Iezzoni, general director of the CMM. "After consulting the population, elected officials and business and cultural leaders of Greater Montreal to get their perception of the region and the attributes they wanted to see put forward, we can definitely say the project is well underway."

The positioning statement that will come out of this research will be submitted in December to the CMM's economic development, metropolitan facilities and finance commission for its approval. Over the winter, a design team will work on developing brand expressions: logo, slogans, graphic concepts, etc. Other focus groups will be held next spring to validate the proposed expressions. The final choice will be announced in the summer of 2008.

"From the outset, we said we wanted this branding exercise to be a concerted effort in which everyone could express themselves," added Robert Charland, member of the city of Longueuil's executive committee and chair of the CMM's economic development, metropolitan facilities and finance commission. "We believe it's the only way to develop an international positioning strategy that accurately reflects the image that the people of Greater Montreal would like their region to project."

For more information about the project to develop a brand image for Greater Montreal, or to submit ideas or suggestions for this project, please consult
<http://www.brandinggreatermontreal.com/>

About the Communauté métropolitaine de Montréal

Formed by the territory of 82 municipalities, the CMM has a population of 3.6 million and covers an area of nearly 4,350 square kilometres. The CMM is a planning, coordinating and funding body that is responsible for urban planning, economic development, social housing, facilities, infrastructures, services and activities of a metropolitan nature, public transit, the metropolitan road network and the environment.

Note to journalists: Christian Bourque, vice-president, research, at Léger Marketing, is available for interviews.

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