



LAVAL TECHNOPOLE Picks RED to Head Strategic Positioning Campaign

Laval, June 12, 2012 – Following calls for tender, **LAVAL TECHNOPOLE** has chosen **RED** as the agency to propose fresh branding for their strategic positioning. Given the major economic and strategic interests that the centre wishes to promote, this is a huge mandate for RED.

Stretching over a three year period, the objectives of the mandate are to plan, create and produce advertising campaigns for LAVAL TECHNOPOLE.

RED will identify local, national and international positioning for **Biotech City** as well as the city's carrying capacity, and promote Laval as a host city for investors at home and abroad. RED must also promote the technopolitan growth, the City of Knowledge, hubs of excellence, head offices' strategies, and services offered by the **LAVAL TECHNOPOLE International Business Centre**, as well as the city's various partners.

In addition, the agency must integrate the ÉvoluCité concept of economic development in all campaigns. ÉvoluCité is a municipal initiative aimed at organizing and developing the territory according to an approach based on sustainable urban planning.

Working with LAVAL TECHNOPOLE's marketing and communications department, RED will develop a communication plan and strategies for newspapers and new media platforms.

About RED

Founded in 2003, RED is headed by François Sauv , who has worked with brands such as Avid Technologies, Apple, Desjardins, National Bank, IKEA, The Montreal Museum of Fine Arts, and Chevrolet to name but a few. RED produces results that rival big agencies and isn't afraid to be unorthodox in order to cater to today's fast-paced market. The agency stands out on account of mature strategic approaches and fresh creations. Beyond its ability to produce great ads, RED has a knack for understanding the business nature of clients, and is particularly gifted at contributing to the growth of local companies.

About LAVAL TECHNOPOLE

LAVAL TECHNOPOLE promotes and ensures economic development in Laval. LAVAL TECHNOPOLE's centres of excellence are the **BIPOLE**, **e-POLE**, **AGROPOLE**, the technology-intensive **INDUSTRIAL POLE** and the **LEISURE AND TOURISM POLE**.

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