

OUT OF HOME CAMPAIGN – these posters are visible in our bus and métro networks

Exterior bus side posters and métro station billboards are shown here. These creatives were used in more communication channels, see media plan.
English adaptation shown (campaign was in French only)

Exterior bus side posters :



THE STM IS ALSO
working in a unique environment.

stmemplois.com

SOCIETY IN MOTION 



THE STM IS ALSO
excelling through teamwork.

stmemplois.com

SOCIETY IN MOTION 



THE STM IS ALSO
innovating every day.

stmemplois.com

SOCIETY IN MOTION 

OUT OF HOME CAMPAIGN (continued)

Métro station billboards



**CLOSE TO 500
TYPES OF JOBS**

to get Montréal moving.

stmemplois.com



**CLOSE TO 500
TYPES OF JOBS**

to get Montréal moving.

stmemplois.com



OUT OF HOME CAMPAIGN (continued)

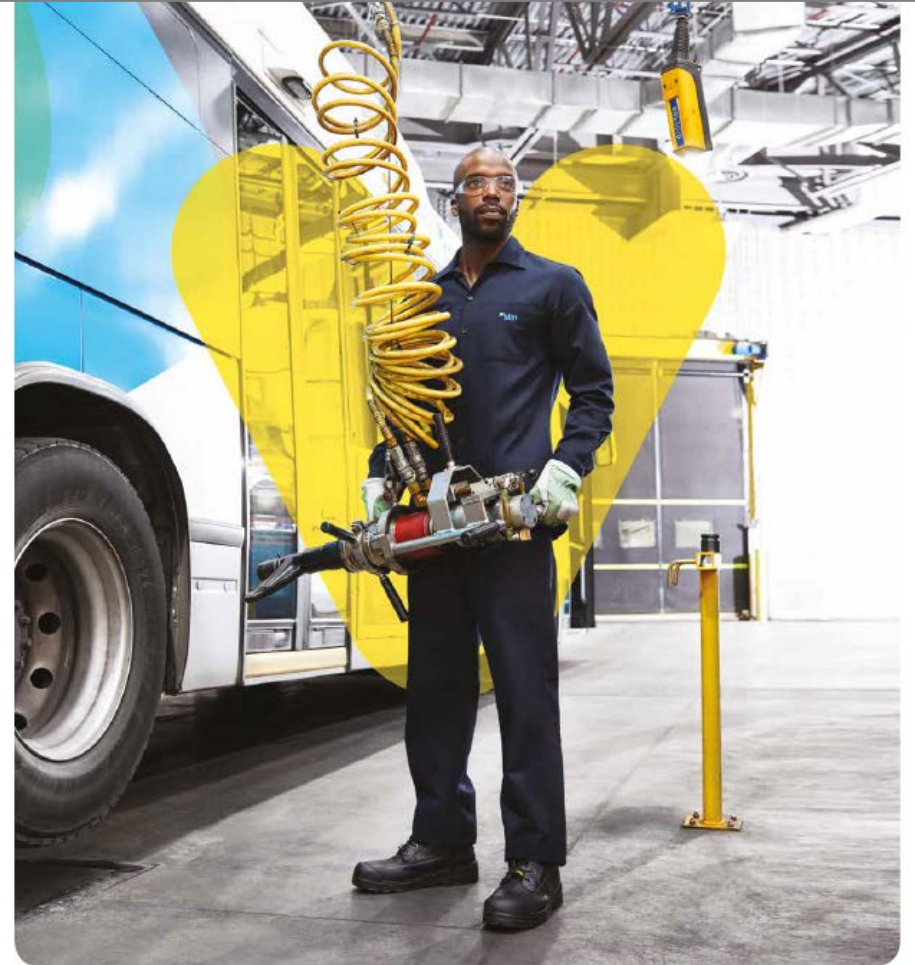
Métro station billboards



**THE STM
IS ALSO**
engineers.

Who rethink
public transportation.

stmemplois.com



**THE STM
IS ALSO**
specialized trade workers.

Who ensure everything
goes as planned.

stmemplois.com



OUT OF HOME CAMPAIGN (continued)

Métro station billboards



**THE STM
IS ALSO**
operations employees.

Who provide
transit service
every day.

stmemplois.com



**THE STM
IS ALSO**
IT specialists.

Who make
transportation
more efficient.

stmemplois.com



OUT OF HOME (continued)

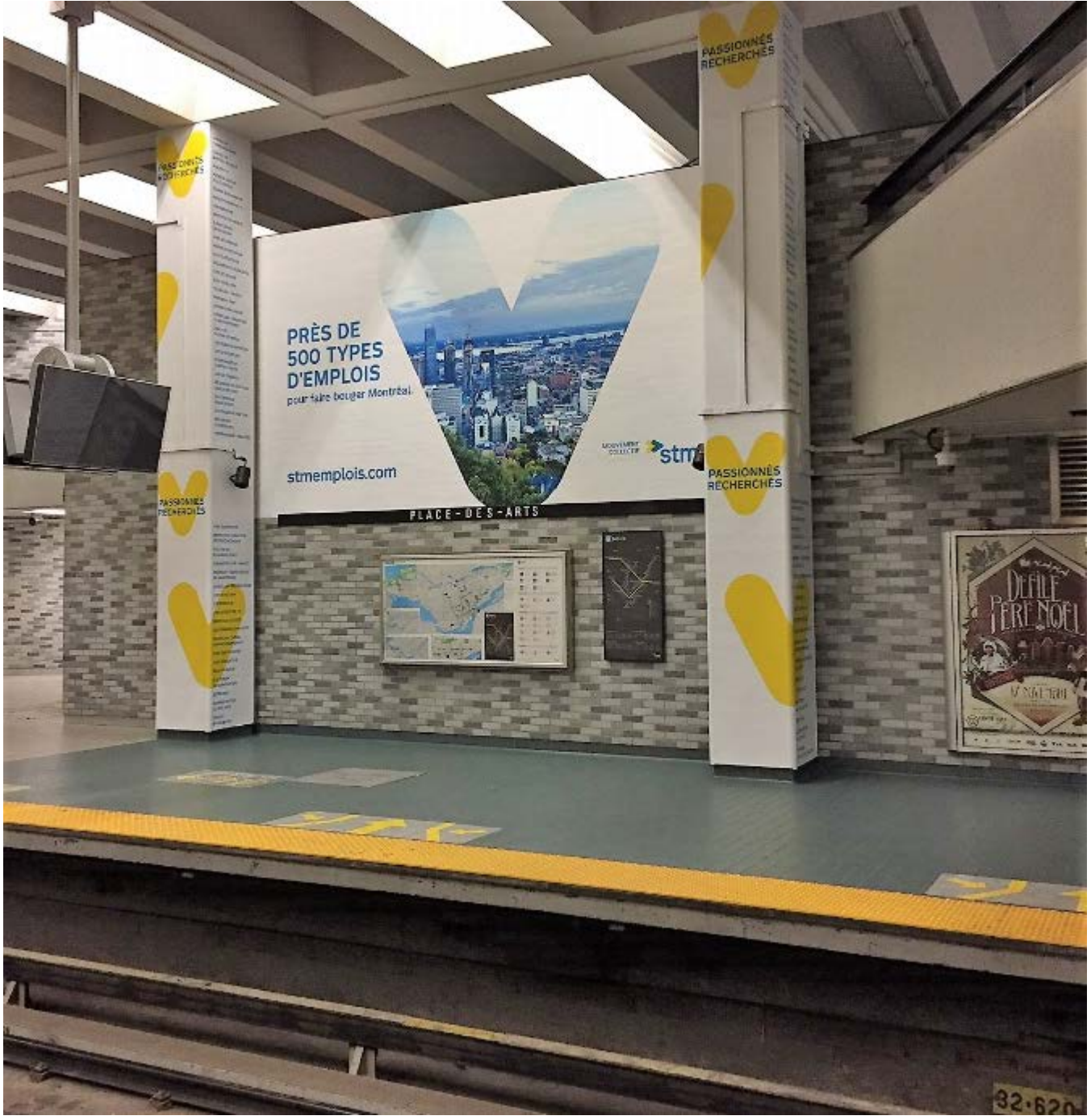
Métro station billboard – in context



OUT OF HOME (continued)

Métro station spectacular

Place-des-Arts métro station



OUT OF HOME (continued)

Exterior bus side poster – in context



OUT OF HOME (continued)

Métro station spectacular

Berri-UQAM métro station



Assurance médicaments. Le système hybride mène à une crise, dit la FTQ

L'augmentation du prix des médicaments mène à une crise, dit la FTQ. «Ce constat que nous vivons aujourd'hui...»



Vague de sympathie

Hommage. Amis, collègues, adversaires et citoyens ont rendu hommage à Bernard Landry, fier, à la basilique Notre-Dame. «C'est vraiment dans la diversité de Québec que l'œuvre de papa se répète et c'est tout cet amour qui nous revient.»

stm info. Facebook, Twitter, LinkedIn, Instagram, YouTube.

Une campagne originale pour réduire les arrêts de service dans le métro

Le BUT: VOUS SENSIBILISER POUR ENTRAÎNER À RÉDUIRE LES ARRÊTS DE SERVICE DE PLUS EN PLUS D'EMPLOYES QUÉBÉCOIS. COMPORTEMENTS OU DES INCIDENTS LIÉS À LA CLIENTÈLE.

ÉCHAPPER SON CELL, ÇA ARRIVE. Mais échapper sur la voie, aller le récupérer sans s'arrêter de l'aide et risquer sa vie pour 3-4 vidéos de chats, ça arrive trop.

OSTÉOPATHIE CLASSIQUE & CRÂNIENNE. Michel Jalbert, DO, Ostéopathe. DÉCOUVREZ COMMENT L'OSTÉOPATHIE PEUT CHANGER VOTRE VIE AVEC CETTE OFFRE SPÉCIALE!

PRÈS DE 500 TYPES D'EMPLOIS pour faire bouger Montréal. Envoyez votre CV stmemplois.com

- Conseiller - affaires publiques
Représentant de carrosserie
Chef d'intervention
Agent - transport adapté
Coordonnateur de projets
Conseiller coordonnateur
Coordonnateur - dotation
Conseiller - santé et sécurité
Technicien - informatique
Inspecteur de travaux



PRÈS DE 500 TYPES D'EMPLOIS pour faire bouger Montréal.

- Concepteur - technologies
Agent de service à la clientèle
Électricien éclairage-force
Technicien - gestion de la flotte
Inspecteur des travaux
Technicien - soutien technique
Conseiller - enquêtes et recherches
Administrateur immobilier

- Mécanicien d'ascenseurs
Analyste - soutien technique
Technicien - gestion des garanties
Planificateur principal (PCO)
Chef de section - mise en œuvre
Technicien - gestion des documents
Conseiller - administration
Contrôleur - communications

- Mécanicien d'équipements
Analyste - gestion budgétaire
Analyste principal - technologies
Agent - contrats et appels d'offres
Conseiller - développement des réseaux
Technicien - véhicules lourds routiers
Analyste - soutien aux solutions d'affaires
Inspecteur formateur - sécurité incendie

- Concepteur principal - sécurité
Planificateur et contrôleur de projets
Commiss - documentation et courrier
Technicien - administration de la sécurité
Analyste - gestion financière de projets
Réparateur d'appareils centraux et thermiques
Conseiller - formation et développement - SAP
Conseiller principal - relations professionnelles
Programmeur - analyste
Secrétaire de direction
Contrôleur financier
Agent de sécurité
Secrétaire juridique
Gestionnaire corporatif
Concepteur principal - SAP
Continuateur entretien

Envoyez votre CV stmemplois.com



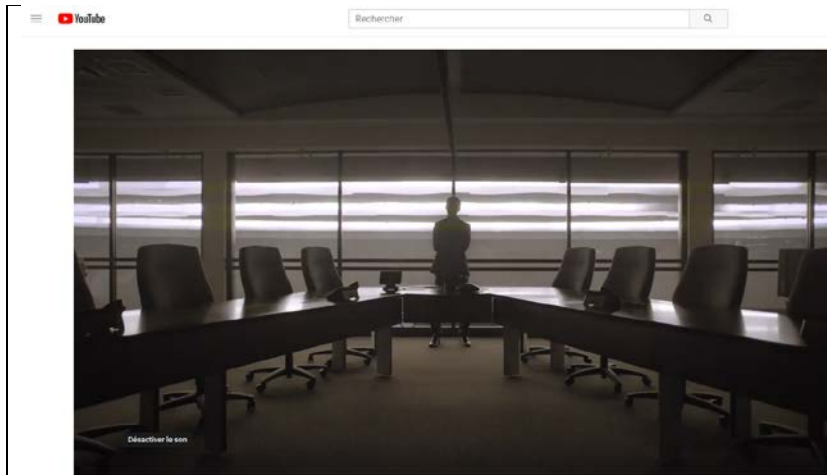
TRANSLATION. Close to 500 types of jobs to get Montréal moving. Send your résumé / stmemplois.com

TRANSLATION. Close to 500 types of jobs to get Montréal moving. Send your résumé / stmemplois.com. Sample of jobs at STM

PROMOTIONAL VIDEOS

More than 1,1 million views up to now (all videos)

More than
1,1 million
views



Generic ad

15 sec : <https://youtu.be/W1xLTYHxIFk>

- used in preroll advertising
- used in sponsored LinkedIn and Facebook posts

60 sec : https://youtu.be/Gr_ECnwHVY0

- shown on TV
- used on our website (stm.info)
- used on the campaign website (stmemplois.com)
- used in organic LinkedIn and Facebook posts

VOICE OVER TRANSLATION :

The STM is a unique work environment

Huge garages

Control centres that give you a new perspective on the city

Cutting-edge technology

Major construction projects

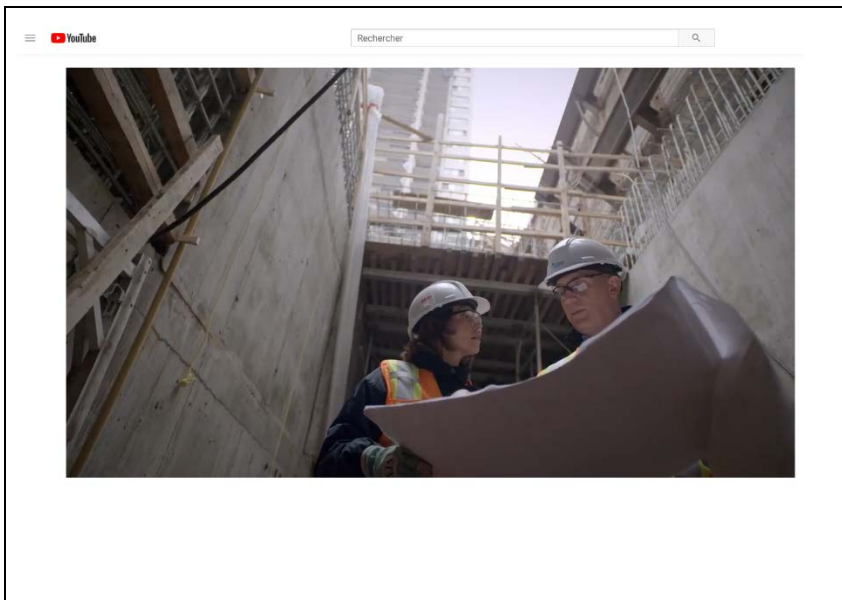
And electrical equipment like you've never seen before

The STM is also 10,000 employees, all essential, from a range of fields, working together to provide 1.4 million trips per day.

The STM is a whole world in itself. A world with fascinating activity happening behind-the-scenes, where large teams come together to move our city forward.

You can also get Montréal moving.

There's a place for you on our team.



Other vidéos

15 seconds :

- used in preroll and video advertising
- used in sponsored LinkedIn and Facebook posts

CORPO :

<https://youtu.be/q69jBZVnaVs>

MÉTRO :

<https://youtu.be/V2MNcUT5vR8>

ENGINEERS :

<https://youtu.be/a1leaogHw5o>

I.T : <https://youtu.be/NBggCUPiXPg>

BUS : <https://youtu.be/jLaTpBrosI8>

60 seconds :

- used on the campaign website (stmemplois.com)
- used in organic LinkedIn and Facebook posts

CORPO : https://youtu.be/Gr_ECnwHVY0

MÉTRO : <https://youtu.be/kYP2FgOVvuQ>

ENGINEERS :

<https://youtu.be/P9Qdp5Pe21o>

I.T : <https://youtu.be/whD4EvFVf-M>

BUS : <https://youtu.be/oGe3leihqEo>

IT EVENT – November 20, 2018

To complete the campaign, we organized an event where potential candidates would learn more about the STM. The goal was to present the range of projects we are working on, in a panel/networking event. To make it even more attractive, the event was held with other IT experts in Montréal.

The event gathered 75 potential candidates.

Gathered 75
qualified
potential
candidates
in a high demand
field

TRANSLATION:

Panel/networking: Mobility opens doors to innovative technologies

NOVEMBER 20
PHI CENTRE
5@8
FREE EVENT

Calling all IT specialists! Come discover opportunities to transform mobility in Montréal. On November 20, the STM invites you to meet experts who will try to shed light on one of the hot topics in the world of transportation and technological innovation.

There will be time for networking before and after the panel to give you a chance to talk with experts from the field, as well as IT and human resources directors and specialists from the STM.



CAMPAIGN LANDING PAGE

The campaign website was developed specifically to enable spontaneous applications. People could send their résumé or LinkedIn profile without having to apply for a particular position. We wanted to see whether simplifying the process would help increase the number of applications received. Now we know! All digital media buys linked to this site (IN FRENCH ONLY).

www.stmemplois.com

Goal achieved!
We wanted
5,000, we got
8 133
applications!

TRANSLATION

THE STM IS ALSO
ENGINEERS

Send your résumé

WE ARE LOOKING FOR
PASSIONATE PEOPLE

A career in motion awaits
you

EXPLORE THE
DIFFERENT JOB
POSSIBILITIES AT THE
STM

SEND YOUR RÉSUMÉ

It's the perfect time to send
your résumé. A career in
motion awaits you, because
the STM is also you!

Name/Email/Field/Downloa
d a résumé/Link you
LinkedIn profile

Send your profile

STM Emplois

LA STM, C'EST AUSSI DES INGÉNIEURS!

Envoyez votre CV

PASSIONNÉS RECHERCHÉS
Une carrière en mouvement vous attend

OPÉRATIONS

MÉTIERS SPÉCIALISÉS

TECHNOLOGIES DE L'INFORMATION

CARRIÈRES CORPORATIVES

INGÉNIERIE

EXPLOREZ L'UNIVERS DES DIFFÉRENTS EMPLOIS À LA STM. >

ENVOYEZ VOTRE CV

C'est le moment idéal de soumettre votre candidature. Une carrière en mouvement vous attend chez nous. Parce que la STM, c'est aussi vous.

Nom complet

Adresse courriel

Catégorie d'emploi
Ingénierie

Télécharger un CV

Lien vers votre profil LinkedIn

Envoyer le profil

MEDIA PLAN

The media plan includes media buy and use of communication channels from contra advertising with partners

				OCTOBER				NOVEMBER				DÉCEMBRE				
MEDIA	Quantity	Objectives (impressions/GRPs)		8	16	22	29	5	12	19	26	3	10	17	24	
MASS MEDIA																
OWNED	Out of home advertising															
	Interior bus poster	1000	762 GRPs													
	Exterios bus side poster	250														
	Exterior rear poster	184														
	Backlit métro station poster	30														
	Bus shelter poster	135														
	Métro car poster	125														
	Giant métro station billboard	7														
	Station spectacular	2 (Berri-UQAM + Place-des-Arts)														
PARTNERS	Print advertising															
	Local/Neighbourhood newspapers	55 inserts (full pages/19 different newspapers)				12		15	12	3	13					
	24h newspaper (distributed outside métro stations)	Spread + section emploi/formation			Spread	2	2	2	2	2	2					
	Métro newspaper (in the daily STM page)	Article + 1/4 inserts			2		2		2							
PAID	TV															
	TVA network - 60 sec	60 sec	300 GRP													
	Digital															
	Québecor network	Video pre-roll	1,5 M													
	Québecor network	Full width format (ROS)	2 M													
	YouTube	Video pre-roll (programmatic buy)	3 M													
	LaPresse +	Xtra plein écran	4,2 M					5								
	LaPresse.ca, LaPresse mobile	Xtra plein écran														
	Oath network (Yahoo + MSN)	Sponsored email	10 000 clicks													
	LinkedIn	SponsoredPost	1 M													
Facebook	SponsoredPost	5 M														
Programmatic buys	Standard display banners	1,3 M														
SEM	Text ads	8000														
EVENTS																
IT Conference and networking	Facebook and LinkedIn invites	1 M								20						
PUBLIC RELATIONS																
STM - press release	Press room (on stm.info)															
Publicis (Ad agency) - press release	Infopresse, Grenier aux nouvelles															
Twitter @stmnouvelles	Tweet															
INTERNAL COMMUNICATIONS																
En Commun Express (weekly employee newsletter)	Video shoot - Behind the scene exclusive															
En Commun (employee journal)	Article															
Intranet	Campaign kick-off															

ESTIMATED IMPRESSIONS: 19,1 M impressions
ESTIMATED CLICKS TO CAMPAIGN LANDING PAGE: 41 000 clicks (CTR 0,2 %, higher than the 0,7% standart click through rate)