
ASBESTOS' COMMUNICATION STRATEGY



ISSUE: Building on supra-local mobilization

ITINERARY 1B

Date: Wednesday, September 11, 2013

Location: Church of St-Georges-de-Windsor

PROMOTER

David Belanger, City of Asbestos | Correspondence: ville.asbestos.qc.ca/nous-joindre

Presentation of the issue:

Despite the many development efforts in Asbestos (high-growth companies, the steady increase in population, favorable geographical location, well served by the infrastructure, etc.), the city does not have the ear, the attention and the public perception necessary to advance and go beyond its mining and failure image (Magnola, Estrie Enviropôle).

Project description:

To reposition the Asbestos' image, the City opted for a communication plan to change the negative perception of the environment. In 2010, the City initiated a reflection on the external perception of its image, before deciding, in 2011, to purchase services from a consultant to highlight its strengths.

The project goal is to reposition the image of the City in order to:

- change the negative perception of Asbestos;
- promote the vitality and attractions of the City, and to demonstrate that it has a lot to offer;
- foster a sense of belonging among citizens and employees;
- change the widespread defeatist mentality.

The main lines from the communication plan are to:

- help increase the awareness of the City;
- encourage positive engagement;
- develop a sense of pride;
- deploy an attractive image to promote a positive perception.

The deployment of the project was structured around:

- creating a sense of belonging;
- informing the neighboring towns;
- popularizing the good news;
- developing a positive visual;
- creating effective communication tools: a new Web site, a new logo with significant colors, an exciting and reassuring advertising campaign (audio and visual), the posting of a promotional video (plan deployed was directly linked to the populations).

Promotional video highlights:

- pleasant music;
- beautiful and dynamic images illustrative of a full range of activities: economic, social, leisure, etc.

Based on the positive feedback, the results were generally satisfactory:

- citizens were personally invited to attend the launch of Asbestos' new image;
- workers were interviewed during their lunch break, in the presence of local authorities and with a live local radio;
- strengthening the sense of belonging among residents with the new image (civic pride to have promotional items such as, lapel pins, pens, jackets, caps, notebooks, brochures and folders);
- increased knowledge about their communities for the residents; people did not know about many of the resources of their city, such as the local research laboratory, the redevelopment of the parks, the municipal swimming pool, etc.

RESEARCHER

Yvon Laplante, UQTR

Mr. Laplante was unable to attend the URQ 2013-Estrie for health reasons.

QUESTION PERIOD

Q.: At which point during the process was the revitalization fund received?

R.: Almost at the end of the process, however, it partially helped to support the promotion project to attract new investors.

Q.: Within the local development plan, what approach was adopted towards the environment?

R.: The supra-local plan (MRC level) is being developed (Horizon 2014-2020) and is centered on sustainable development (environmental, social and economic).

Q.: Was this approach inspired from another city?

R.: No, for the communication plan, the process was rather inspired by the living experience within our community, etc.

ADDITIONAL DOCUMENTATION

NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.

PowerPoint from David Bélanger, City of Asbestos

Promotional video of Asbestos