

mouton  
PRESENTS:



CASE STUDIES

FAILURE AND SUCCESS STORIES  
OF TOP BRANDS OPERATING IN

QUÉBÉC

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# ABOUT MOUTON

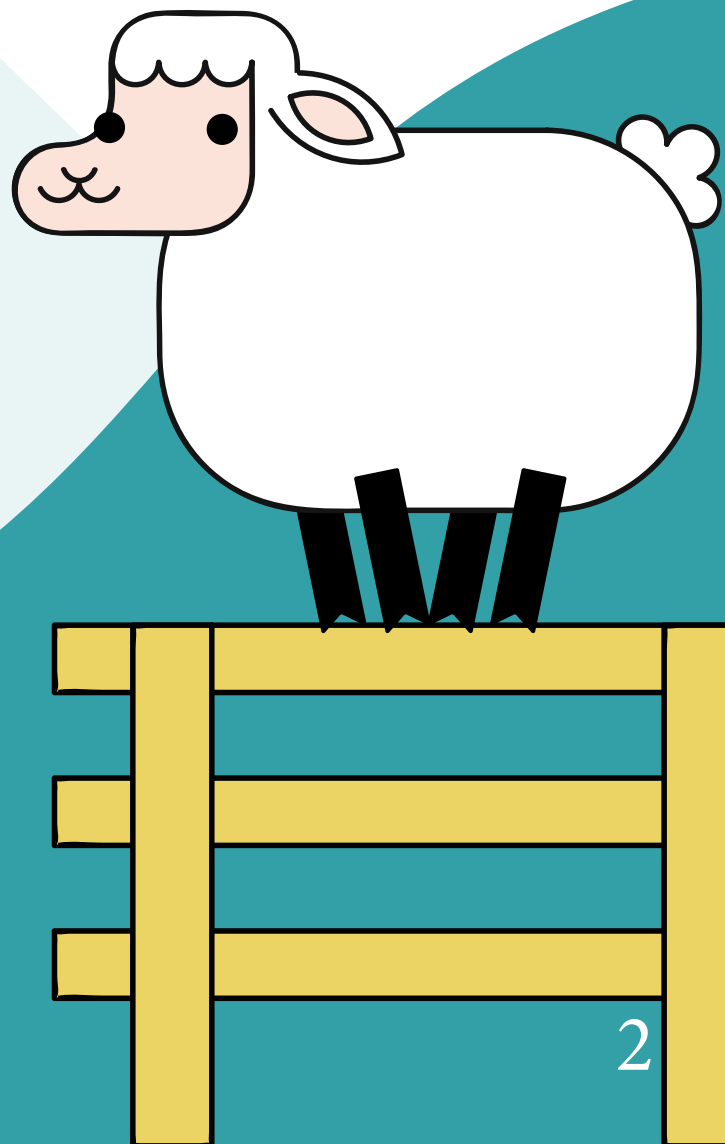


Mouton [mu.tɔ̃] provides English Canadian SMEs with exclusive marketing and communication services to help improve their understanding of the unique parameters of the Québec market through comprehensive consulting and training. We help SMEs adapt their content and strategies to improve their chances at penetrating the francophone market in Québec.

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## CASE STUDY 01

# BRANDS & PUBLIC DISPLAY

In order to comply with Law 101, concerning the usage of French on public displays, companies must use French names – unless they own a trademark. That being said, many companies operating in Canada choose to change their name for the Québec market despite owning the trademark for their business name.

Business Name in English Canada	Business Name in Québec	Literal Translation?
Staples	Bureau en Gros	No
Shoppers Drug Mart	Pharmaprix	No
Kentucky Fried Chicken (KFC)	Poulet Frit Kentucky (PFK)	Yes
Mac's	Couche-Tard	No
Presiden't Choice	Le Choix du Président	Yes
CBC	Radio-Canada	No

Some companies decide to use literal translations of their English name for the Québec market. Others, like Staples, decide to create a brand new name. There are multiple reasons why a company may decide to completely change their name in Québec. For instance, Shoppers Drug Mart didn't translate their name word for word, and that is probably because, in French, "drug" always refers to illegal drugs, and never to medication.



One trademark in a language other than French can be used if there is a sufficient presence of French elsewhere on the premises. The presence of French can be ensured by using:

- A generic term
- A description of the products or services marketed by the company
- A slogan
- Any other reference, giving priority to the display of information on products and services intended for consumers who frequent the premises



Indigo displaying a description of the products they sell.

Starbucks Coffee displaying a generic term.



In Québec, "Staples" becomes "Bureau en gros."



## CASE STUDY 02

# MCDONALD'S & THE ART OF ADAPTING

Some companies, like McDonald's, take its commitment to Québec consumers a step further. McDonald's decided to adapt its iconic menu for the Québec market, to better align with consumers' preferences for the usage of French terms – despite the menu items being branded terms!

Other countries, such as France (where English is generally more accepted), have not received that treatment. By doing so in Québec, McDonald's proved that branded terms can be translated to French without impacting their brand recognition. In fact, for a Quebecer, McChicken might sound as weird as MacPoulet may sound to an English Canadian!



English Canada: McChicken  
France : Le McChicken  
Québec : MacPoulet

English Canada: McNuggets  
France : Les McNuggets  
Québec : McCroquettes



# WALT DISNEY & QUÉBEC-CENTRIC ADVERTISEMENT



Too often, in order to save on production costs, major companies will simply have their original commercial dubbed in French - instead of hiring and featuring a local personality. Other international companies, such as Walt Disney, treat Québec as its very own market; making complete abstraction of Canada when creating advertisements.

In recent years, Walt Disney partnered with Véronique Cloutier, one of the top television personalities in Québec, to promote their Walt Disney theme park in Florida. Although mainly unknown in English Canada, Véronique Cloutier is without a doubt one of the most recognized, celebrated, and influential people in Québec!

**Fun fact:**

*Walt Disney has a Facebook page for its English Canadian fans and another one for its Québec fans. Although they promote the same thing, the messaging is different for each market!*

## CASE STUDY 04

# CANADIAN TIRE, WALMART & NATIONAL HOLIDAYS

Canadian Tire uses its original English name in Québec, which would seem to indicate that it is in fact a trademark. The company adapts to the Québec market in other ways. Given that national identity is a very delicate subject in Québec, Canadian Tire makes conscious efforts to adapt its content accordingly.

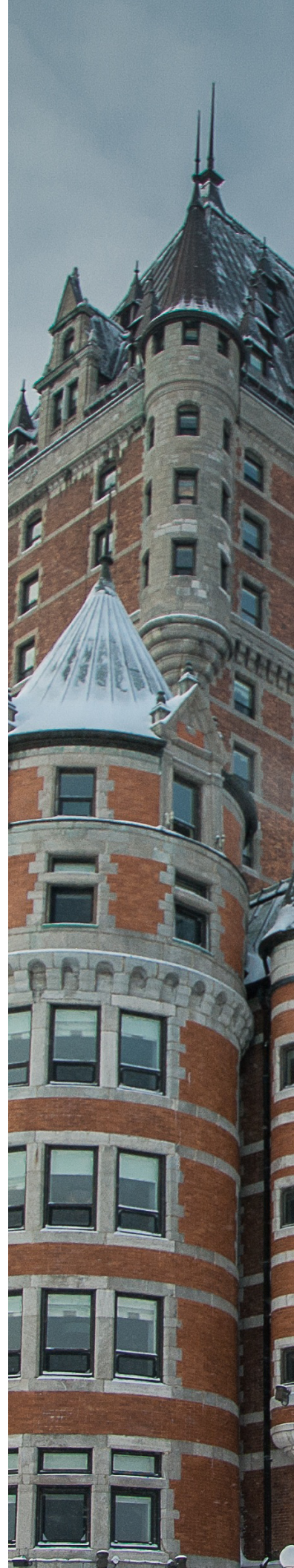
Across the province, Canada Day isn't necessarily the most celebrated holiday. In contrast, Saint-Jean Baptiste (Québec's national holiday) is a lot more popular.

*Fun fact:*

*In Québec, the 1st of July is not only Canada Day but also "moving day." Leases begin and end on the 1st of July, meaning that many residents of the province move that day.*

Historical context was taken into consideration by Canadian Tire when they created this Canada Day Super Deals flyer. For the Québec version, they removed the Canadian flag - as well as any mention of Canada Day.

The same goes for this Walmart flyer. All mention of Canada Day has been removed and the colour red (associated with Canada) has been replaced with the colour blue (associated with Québec).





## Ontario

Du vendredi 24 juin au jeudi 30 juin 2011 / Friday, June 24 to Thursday, June 30, 2011

# CANADIAN TIRE

## SUPER ACHATS POUR LA FÊTE DU CANADA

### CANADA DAY SUPER DEALS



9<sup>99</sup>

premières arrivées! door crashers!

VENDEDI seulement / FRIDAY only!

SAMEDI seulement / SATURDAY only!

DIMANCHE seulement / SUNDAY only!

## Quebec

Du vendredi 24 juin au jeudi 30 juin 2011 / Friday, June 24 to Thursday, June 30, 2011

# CANADIAN TIRE

## SUPER ACHATS SUPER DEALS



9<sup>99</sup>

premières arrivées! door crashers!

SAMEDI seulement / SATURDAY only!

DIMANCHE seulement / SUNDAY only!

Canada Day Flyer - Ontario

Canada Day Flyer - Québec

## Walmart

Economisez plus. Vivez mieux.  
Save money. Live better.

Profitez de la **longue fin de semaine** de la Fête du Canada à prix imbattables...  
Celebrate the **Canada Long Weekend** with unbeatable prices...



7<sup>99</sup>

324<sup>99</sup>

398<sup>99</sup>

## Walmart

Economisez plus. Vivez mieux.  
Save money. Live better.

Profitez de la **longue fin de semaine** avec des prix imbattables...  
Celebrate the **long weekend** with unbeatable prices...



7<sup>99</sup>

324<sup>99</sup>

398<sup>99</sup>

## CASE STUDY 05

# BUICK & UNWANTED INNUENDOS

Recently, Buick unveiled a larger version of its LaCrosse model. Despite the potential quality of the car, there was one major problem with it already: its name! For Anglophone markets, the name LaCrosse Avenir has no vulgar connotation, but the same cannot be said for Québec, where the term *crose* is slang for masturbation.



*Fun fact:*

*In 2004, when Buick released its original LaCrosse, they decided to call it Allure in Canada, to avoid bad jokes in Québec. In the late 2000s, following major corporate restructuring, it was renamed LaCrosse.*

As if that weren't enough, the term *Avenir* (à venir) refers to something about to happen in the near future. Needless to say, LaCrosse Avenir isn't the best name choice for the Québec market!



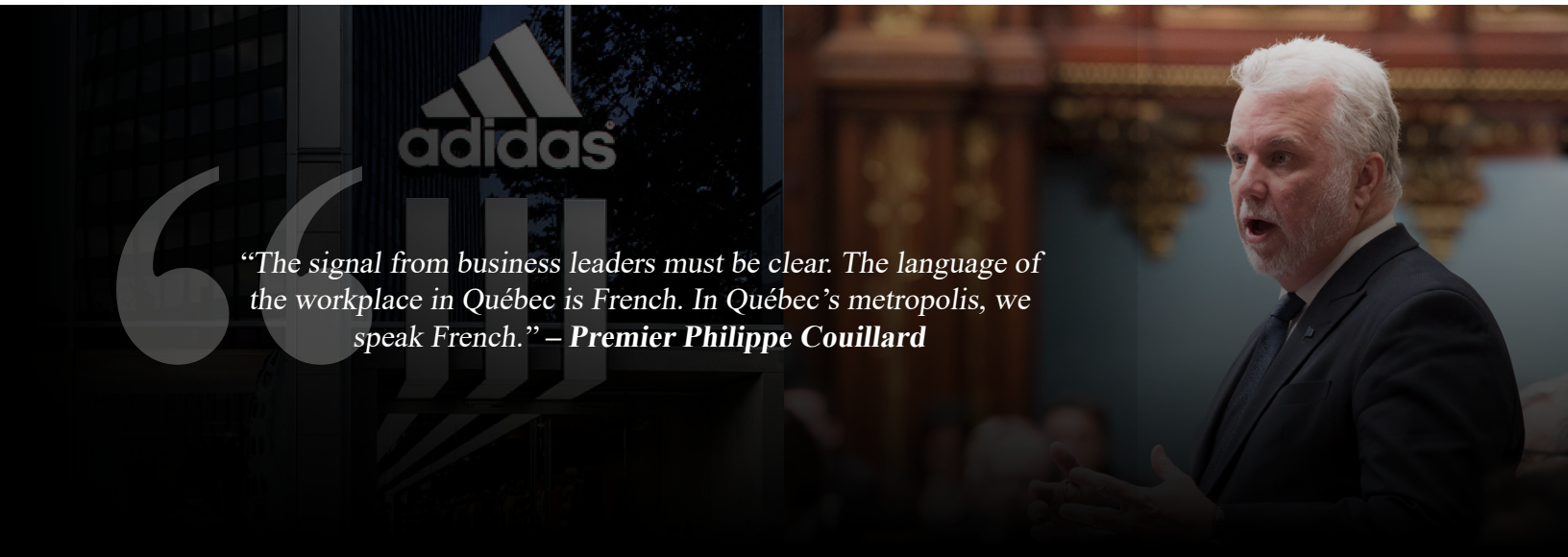
## CASE STUDY 06

# ADIDAS & HOW TO CAUSE A NATIONAL CONTROVERSY

Last year in Montréal, Adidas renovated and reopened their downtown store. Hoping to create a buzz, Adidas invited reporters to a pre-opening event. When a Journal de Montréal reporter wrote on Twitter that the event was held almost entirely in English, it didn't take long before a province-wide controversy emerged. Furthermore, the reporter stated that a store manager apologized for speaking French:

*“I’ll say a word in French to accommodate the city of Montréal and the francophone media,” – Store Manager, Alexandre Des Roches*

The controversy led to a storm of denunciations from public personalities and politicians. Among them was popular TV host Guy A Lepage and the mayors of Montréal and Québec City, who all spoke their mind about the situation. The debate was even taken to the National Assembly, where the opposition leader Jean-François Lisée and premier Philippe Couillard took turns addressing the issue.



*“The signal from business leaders must be clear. The language of the workplace in Québec is French. In Québec’s metropolis, we speak French.” – Premier Philippe Couillard*