

CONTRACT

CASE



Written by

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REVOLUTIONIZING THE AQUATIC EXPERIENCE IN QUEBEC

CLIENT

Ray Junior Investment

COMPANY PROFILE

Investissement Ray Junior is a Quebec-based company specializing in real estate investment, construction, and development. Under the leadership of President Ray Junior Courtemanche, nicknamed "The Visionary Builder" in his biography, the company stands out for its commitment to diverse projects expending from the residential, commercial, and industrial sectors.

Since acquiring a vast 15,000,000 square foot site in Mirabel in 2012, known as Cité Mirabel, Investissement Ray Junior has undertaken a major urban project. The rapidly expanding Cité Mirabel will offer more than 3,000 residential units, including condos like Skyblü, townhouses, and a residential tower for retirees. This visionary project integrates seamlessly with the Premium Outlets Montréal and continues to grow with ambitious initiatives.



MANDATE

Among the most anticipated developments, Investissement Ray Junior announces the arrival of **Mōrea Parc Aquatique** (formerly Moana Parc Aquatique), a new generation indoor water park, located in the heart of Cité Mirabel.

This revolutionary project will transport its visitors into an immersive tropical universe, where water and technology unite to offer a unique experience in Quebec.

Features of Mōrea Parc Aquatique

Inspired by the largest international water parks, Mōrea Parc Aquatique will offer :

- Slides suitable for all ages.
- A space for surfing, indoors.
- A floor dedicated to well-being, beauty care and beauty.
- A fast food floor.
- An evening catering floor.
- 2 hotels of 13 floors.
- One of the hotels will have a 1,500-seat performance hall.
- A convention center.
- An 11-multi story parking garage.
- Shops (commercial premises available for rent).

A 100% tropical environment, allowing an escape all year round.

Mōrea Water Park will become a destination of choice for family fun and relaxation.



Launching a new real estate project is not without its challenges. The company wants to work with a marketing agency that understands its brand and project, while also understanding the complex industry in which it operates.

CONCLUSION

Competition among agencies for new clients is high, so you need to demonstrate that you're best suited to fulfill the mandate, regardless of the nature or number of requests.

You will therefore have 20 minutes to present your agency, your brand image and your strategic analysis.



APPENDIX 1

3D MODELING OF THE PROJECT

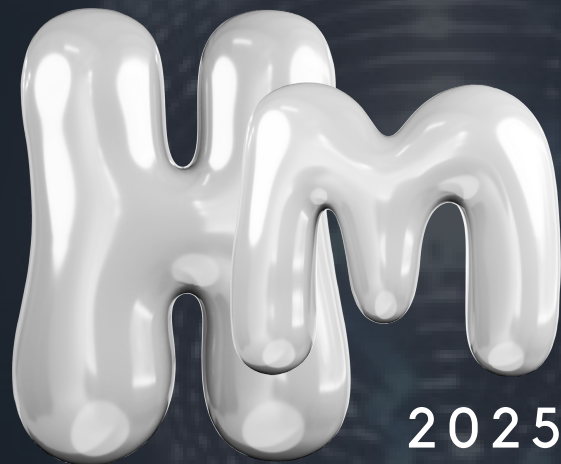




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Round 2

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REVOLUTIONIZING THE AQUATIC EXPERIENCE IN QUEBEC

Congratulations! Your agency has stood out and has been selected to proceed with Investissement Ray Junior for its ambitious Mōrea Parc Aquatique project.

INVESTISSEMENT RAY JUNIOR

Founded in 1984 by Ray Junior Courtemanche, Investissement Ray Junior has established itself as a major player in the field of investment, construction, and real estate development in Quebec. Since its creation, the company has successfully completed real estate projects totaling over 1 billion dollars, demonstrating its expertise and strategic vision.

Among its notable achievements are prestigious residences in Blainville-sur-le-Lac, Fontainebleau, and Lorraine, as well as various residential projects in Laval, condos in Lanaudière, and triplexes in the Saint-Augustin sector in Mirabel.

The company also stands out for its dedicated team, composed of experts in construction, management, and real estate development, who share a common passion for excellence and innovation.

Currently, Investissement Ray Junior is developing large-scale projects, such as the luxury rental condo complex Espace W, offering 336 units with high-end amenities, and the Mōrea Parc Aquatique, a next-generation indoor water park located in the heart of Cité Mirabel.



Under the visionary leadership of Ray Junior Courtemanche, the company continues to push the boundaries of real estate development in Quebec, creating innovative living spaces and contributing to the economic dynamism of the region.

MANDATE

With the imminent launch of the Mōrea Parc Aquatique, whose name is inspired by the island of Moorea in French Polynesia, Investissement Ray Junior aims to position this project as a must-visit destination for families, thrill-seekers, and tourists. To achieve this, the company is seeking a marketing agency capable of developing an innovative and impactful launch strategy.

Your mission will be to develop a marketing campaign that:

- Generates strong media excitement before the park's opening
- Positions Mōrea as a unique leisure destination in Quebec
- Strategically targets ideal customer segments
- Creates an immersive online experience even before the first visit

STRATEGIC OBJECTIVES, BUDGET, AND TIMELINE

Your agency must present a comprehensive strategy covering the 12 months preceding the park's opening.

**The opening date is still unknown*

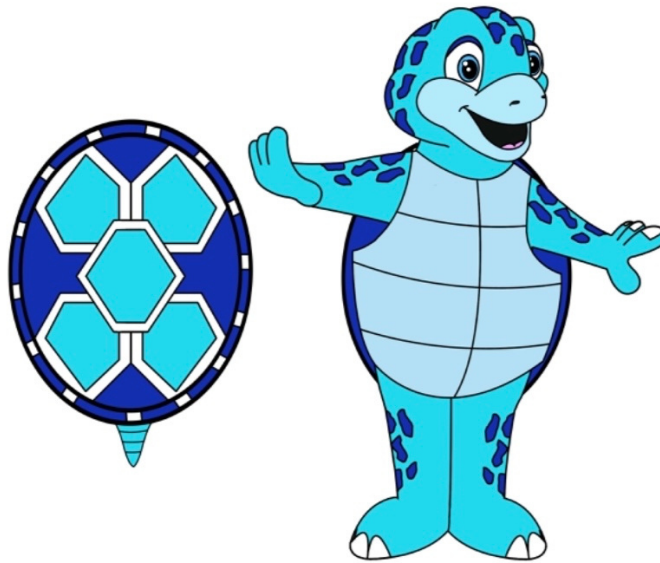
Your plan should include:

- A campaign for awareness and anticipation
- Marketing activations and a social media plan
- A public relations and partnerships strategy
- A realistic and optimized budget for maximum impact
- A brief timeline



APPENDIX 1

MASCOT



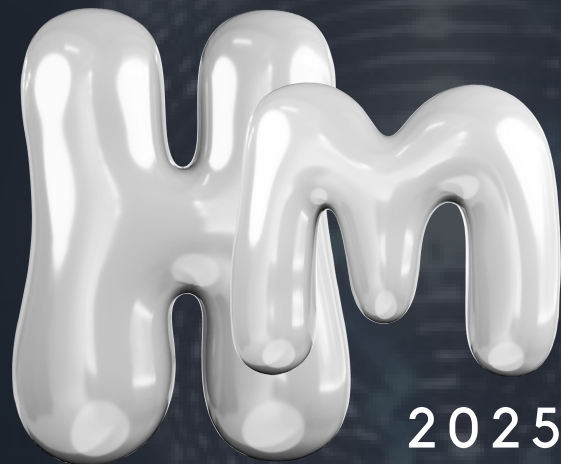


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Round 3

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REVOLUTIONIZING THE AQUATIC EXPERIENCE IN QUEBEC

Congratulations! You have been selected as one of the three finalists to convince the judges that your strategy deserves the podium and, more importantly, that it is viable for Ray Junior Investments.

MANDATE

In your final presentation to Ray Junior Investments, you must address the profitability of your campaign and the key performance indicators (KPIs) that the company should track in order to measure its success. It is also important to include a comprehensive timeline to present these KPIs throughout the implementation, which will last one year.

Ray Junior Investments wants to ensure that the campaign highlights the unique advantages of Mōrea Parc Aquatique, such as its innovative attractions, its strategic location in the heart of Cité Mirabel, and its potential to become a top destination for families and tourists. Be sure to consider the impact of this strategy on the audience, particularly in terms of satisfaction and loyalty, and the key elements to consider for the campaign, such as local partnerships, marketing activations, and public relations.



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