

Real estate brokers are behind every transaction

September 16, 2024

The Quebec Professional Association of Real Estate Brokers (QPAREB) is taking advantage of the back-to-school period to launch its new advertising campaign, produced by Tam-Tam\TBWA. Structured around the theme “behind every transaction, a real estate broker is working for you,” the campaign shines a light on the extensive expertise of these professionals.

For Jessica Lavoie, Director, Communications and Marketing at QPAREB, “A real estate broker’s job is far more complex than you might imagine. Brokers are there to provide guidance, advice and protection to their clients, in addition to making their lives easier. This new campaign reveals part of the work our brokers do in the shadows to ensure their clients have the best experience possible and achieve their real estate goals.”

“The mechanic we developed allows us to feature multiple aspects of the profession, while highlighting the consumer and their aspirations. We’re proud to showcase the noble side of the trade, the added value and commitment that real estate brokers provide,” said Simon Grégoire, Creative Lead at Tam-Tam\TBWA.

The campaign will roll out with TV and radio spots, online advertisements, and out-of-home signage across Quebec.

Credits:

Advertiser: Quebec Professional Association of Real Estate Brokers – Jessica Lavoie, Florence Gilbert

Agency: [Tam-Tam\TBWA](#)

Account Services: Justine Langevin, Audrey Lefebvre, Charlotte Henry

Creative Director: Manuel Ferrarini

Creative Lead: Simon Grégoire

Copywriters: Simon Grégoire, Audrey Plante-Grenier, Guillaume Ferron

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Strategic Planning: Jean-Xavier Wilhelmy

Agency Production: Josée Fréchette

Media Planning: Innovo Média

Production House: Gorditos

Director: Nicolas Monette

Sound Studio: Lamajeure

Director, Digital Production: Michelle Turbide

Graphic Designers: Julie Duhamel, Simon Durivage

About Tam-Tam\TBWA

Tam-Tam\TBWA combines the boldness of an independent agency with the power of a global collective. We’re a solid team of humans who aren’t afraid to shake things up and cause a little Disruption®.

In line with our B Corp certification, we advocate for diversity, equity and inclusion, and we strive to contribute in a tangible way to social change and the environmental protection of the world in which we grow.

www.tamtamtbwa.com

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