



CIRQUE DU SOLEIL

Press Release – For Immediate Release

## **Cirque du Soleil Entertainment Group Once Again Leverages Quebecor's 360 Offering to Promote Upcoming Montreal Show**

The advertiser will be using stunts, transit shelters, TV, newspapers and other platforms until May

**Montreal, February 2, 2020** – Once again, Cirque du Soleil is leveraging Quebecor's 360° offering to promote its upcoming Montreal show *UNDER THE SAME SKY*.

This is the second collaboration for these two partners. Last year, Quebecor innovated by putting augmented reality at the very core of a multiplatform campaign for *Alegria*, which also offered passers-by an opportunity to go behind the scenes via an immersive transit shelter experience. "This initiative won the grand prize at the out-of-home competition OOH Showdown, where it was recognized as the top out-of-home execution of the year across Canada," explains Patrick Jutras, Senior Vice-president and Chief Advertising Officer of Quebecor and TVA Group. "We're delighted to deploy our 360 offering in order to showcase Cirque du Soleil for a second consecutive year."

Since the end of January and through May, various executions are set to appear on several of Quebecor's key platforms and flagship brands to promote the new production. For example, on January 27, an out-of-home stunt was executed on the corner of Peel St. and René-Lévesque Blvd., where creativity and technical skill were combined to evoke the show's creative landscape. A giant cube was balanced atop a transit shelter, with passers-by enjoying a different image depending on which side of the cube they were looking at. The execution also included 3D renditions of three of the show's characters, who appeared to be defying gravity and walking on the cube. To complete the experience, the transit shelter was equipped with an illuminated ceiling revealing a cloud-filled sky with constantly changing colours.

On the morning of January 30, the title of the new show was unveiled in the transit shelter, as a weather reporter from the morning show *Salut, bonjour* was deployed on site to make the exclusive announcement on TV, online and on social media.

That same morning, subway commuters also learned the scoop about the show's title on a special front page execution of the free daily newspaper *24h*, while the paper's distribution team wore special jerseys with the show's branding. Inside the newspaper,

the *En bref* column invited readers to visit the spectacular downtown Montreal transit shelter.

As a final touch, the *UNDER THE SAME SKY* campaign benefitted from morning and afternoon rush-hour domination across the Quebecor digital transit shelter network – a great way to complete this phase of the campaign.

*Cirque du Soleil UNDER THE SAME SKY* will be presented under the big top at the Old Port of Montreal starting April 23, 2020.

**Quebecor Credits**

Marie-Michèle Lapointe, Media Creativity Strategist  
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Roxanne Quenneville, Project Manager, Production  
Marie-Ève Blouin, Producer  
Vincent Martel, Creative Developer and Producer, Out-of-Home

**Photos:**



## **ABOUT QUEBECOR**

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications company in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

## **ABOUT CIRQUE DU SOLEIL ENTERTAINMENT GROUP**

Cirque du Soleil Entertainment Group is a world leader in live entertainment. On top of producing world-renowned circus arts shows, the Canadian organization brings its creative approach to a large variety of entertainment forms such as multimedia productions, immersive experiences, theme parks and special events. It currently has 4,700 employees from nearly 70 countries. Going beyond its various creations, Cirque du Soleil Entertainment Group aims to make a positive impact on people, communities and the planet with its most important tools: creativity and art. For more information about Cirque du Soleil Entertainment Group, please visit [CirqueduSoleilEntertainmentGroup.com](http://CirqueduSoleilEntertainmentGroup.com).

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