

## Fresh New Look for our communications

We have been communicating with young people for over 30 years, and it **is an art of its own!**

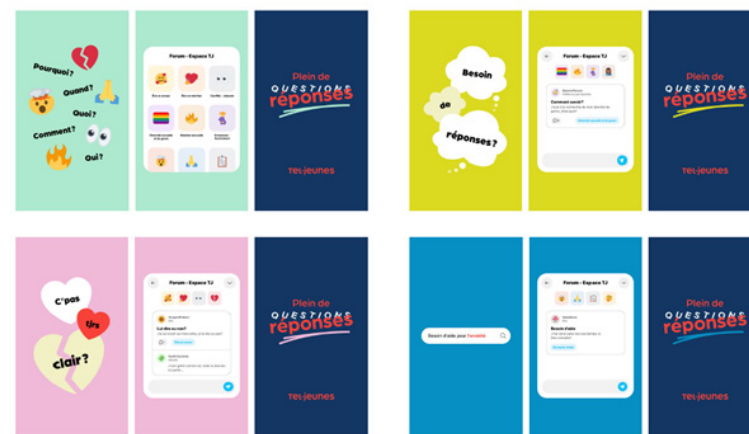


Just like how teens have changed over the years, and their needs and expectations evolve through time, Tel-jeunes has also changed how we offer our services, and has undergone major updates over the last few years especially.

In 2022–2023, we wanted the new components of our service environment to be reflected in a new visual identity that young people and the people in their lives can relate to. The ultimate goal of our rebranding is to ensure that teens know that Tel-jeunes will always be there for them, no matter how they want to communicate, and that they will always listen and support them; whether discussing the smallest of concerns or much more serious problems.

## THE TJ FORUM IS HAVING A PUBLICITY CAMPAIGN

Launched in September 2022 and March 2023, the Tj Forum publicity campaign focused on the three most common concerns of teens who reach out to Tel-jeunes: sexuality, love, and anxiety.



## Results of the Campaign



**372% increase in visits to the Tj Forum** in March 2023 compared to the month before (95,783 visits).



**810** accounts created.



**560** questions and answers posted.