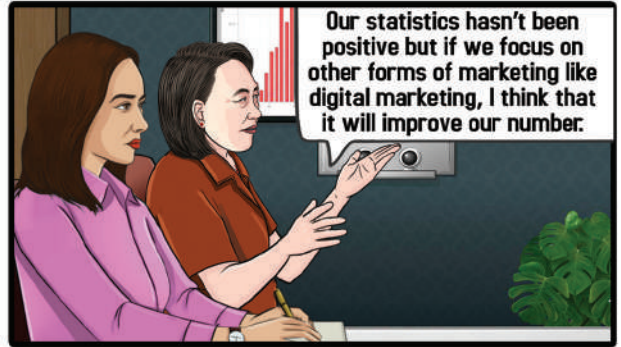


Mei's Smart Idea



Mei works for an insurance company in Montreal



Our statistics hasn't been positive but if we focus on other forms of marketing like digital marketing, I think that it will improve our number.



Hmm...



A strong digital marketing strategy and pushing it with camaraderie as a team, we can definitely achieve great results.



Excellent suggestion Hannah. I think digital marketing is the way forward.



“Hi my name is Mei Xin. I won't lie to you, I am impacted by racism every day. It has not been once or twice, but several times, that suggestions that I give in the meeting are ignored...Do you want to know how it has impacted my confidence and my self esteem?”

Window of Quebec (WoQ) is an innovative technology program of ZMQ Global to create awareness on racism and discrimination in society using digital stories. The program is supported by Canada Heritage under the Anti-Racism Action Program.



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