

Learn New Every Day

Campaign briefing

April 2023

THINK NEW[®]



NEW ZEALAND
EDUCATION
Manapou ki te Ao

To build awareness and preference for a New Zealand education with our target market for years to come by developing a strong brand presence.

Our positioning

GET	Inbound young learners seeking experiences and knowledge			
TO	Choose New Zealand as an international education destination versus Australia, Canada, Singapore and Ireland			
BY				
POSITIONING STATEMENTS	MANAAKITANGA - A New Zealand education is where I am <u>welcomed, guided, supported, and cared for</u> with Manaakitanga, therefore <u>I feel safe</u> and I flourish.	NOURISHED - A New Zealand Education nourishes me with <u>academic and personal growth opportunities</u> that deliver happiness and <u>a pathway for me to find my place in the world.</u>	EXPLORABLE - A New Zealand Education enables me to <u>explore wider life experiences, different cultures and opportunities</u> as well as <u>learn specific skills and knowledge.</u>	EMPOWERED - A New Zealand Education empowers me to <u>build my independence, have freedom, get out of my comfort zone,</u> and grow in a less pressured environment.
FOUNDATIONAL ATTRIBUTES	HIGH QUALITY EDUCATION		EMPLOYABILITY / FUTURE OPPORTUNITIES	
CULTURAL NARRATIVE	MANAPOU KI TE AO			
ORGANISATIONAL VALUES	NGĀ MANAPOU: Weaving together Aroha, Kaitiakitanga, Manaakitanga, Be One and Be Bold			

Learn New Every Day

Experience a first every day with
a New Zealand Education



As ENZ we speak of Manapou ki te Ao and the journey of the Kākā parrot, bringing knowledge and learnings in the form of a red stone.

The red stone is rare, perhaps never seen before. It's precious, a taonga and unique to this land.

The Manapou is symbolic of new learnings, new experiences and new firsts that will forever remain in the hearts and minds of those who receive it.

With every new day, every new dawning in Aotearoa, we celebrate the Manapou by acknowledging its potential.

In Te Reo Māori 'Ao' translates to 'World' but if we dive deeper into the creation story 'Ao' is 'light'. From Te Kore, to Te Pō we transition from the darkness of the night, to Te Ao Marama – the world of light. It's at dawn that we get a glimpse of the day ahead and we can see new learnings and opportunities.

Aotearoa – a world of learnings, a world of firsts.

Learn new every day. Study with New Zealand.

24 Hours of First Time Experiences

We see all the first-time experiences international students might experience on a single day when they study with New Zealand.

We see different exciting scenes of people trying all the new things New Zealand has to offer for the very first time — from class field trips, people trying local foods.

The campaign shows the point of view of a student travelling through their day. When you watch it, it would almost feel like you're the student moving through a day in New Zealand.



Frame by frame



Friendly.
Welcoming.
Bubble tea.
A nod to the wider Asia
market.



Welcoming classroom
scene.
Collaborative working.
Modern, contemporary
environment.



Marae field trip.
Te Ao Māori.

Frame by frame



Food hall. Sushi.
Dumplings. Chopsticks.
Insta-moment.
Nod to China + Japan
Markets



TikTok moment.
Outdoors activity.



Modern tertiary STEM
learning environment.

Frame by frame



A moment of adventure.
Outdoor activity.
Ocean and sky.



Showing Manaakitanga
& Welcoming.
Te Ao Māori.
Local kai.

Banners



HỌC ĐIỀU
MỚI MỖI NGÀY
HỌC CÙNG
NEW ZEALAND



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NEW** 
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EDUCATION
Manapou ki te Ao

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LEARN NEW
EVERY DAY.
STUDY WITH
NEW ZEALAND.



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ニュージーランドで
旅をしながら
英語を学ぶ



**THINK
NEW** 
NEW ZEALAND
EDUCATION
Manapou ki te Ao

[さらに詳しく](#)



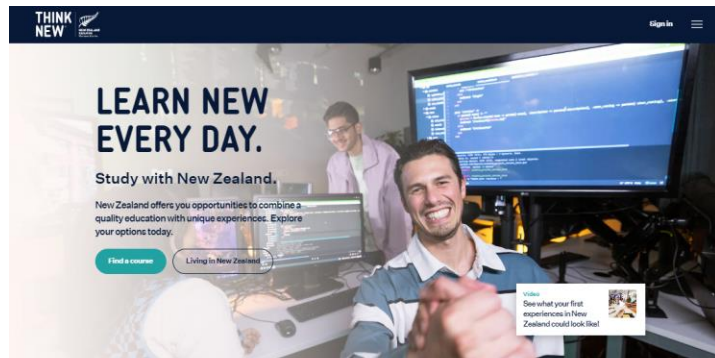
在“新”学习，释放你的潜力

新西兰教育国际推广局

[保存整页为图片 >](#)

Study with New Zealand

- 80%+ visits on mobile devices
- Mobile first design
- Nine languages including English
- Driving people to interact with our website and ultimately enquire for a course of study



Experience a first every day
with a New Zealand
education



First Friend in Class

When you study in New Zealand you will feel welcome, safe and supported. You can flourish when you feel like this.



First Astronomy Experience

A New Zealand education gives you opportunities to learn and grow as a person. It sets you on the path to a promising future in a changing world.

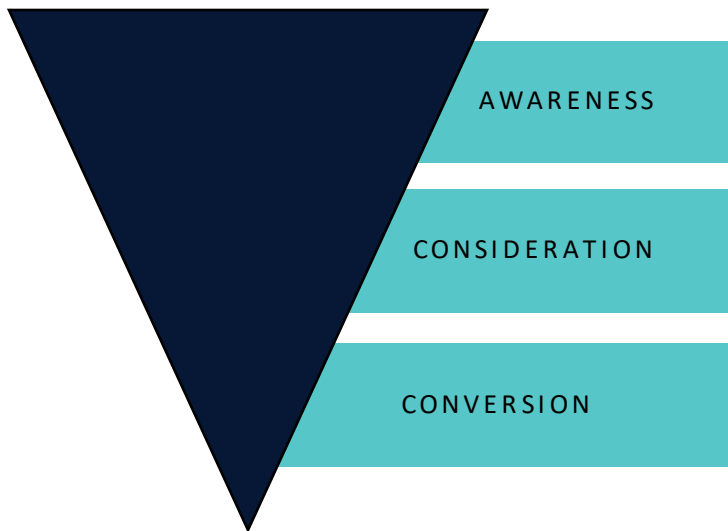


First Coding Breakthrough

In New Zealand, you can pursue your passion while working with others to achieve your goals. This approach develops your skills, helps you work with others and lets you grow in your own ...



Media



India, Japan
South Korea, Thailand
Vietnam

YouTube (Mobile & Desktop)
Meta (Facebook/Instagram)
In-feed, Reels & Stories

Meta (Facebook/Instagram)
In-feed, Reels & Stories
DV360 Digital Display

Paid Google Search
DV360 Digital Display
(remarketing)

China

WeChat video & channel
ads, Tencent GDT Video,
Bilibili Video, Weibo,
Baidu

Weibo feed ads, Baidu
search ads, WeChat
Banner Ads, GDT Banner
Ads

WeChat Moment Ads –
optimised for followers

<http://www.thebrandlab.enz.govt.nz>



- **Video** – Social, events, presentations
- **Photos** – On your marketing collateral
- **Banners** – Used in your banner placements.

Translated into:

- Japanese
- Korean
- Thai
- Vietnamese

Also

- English

3 things to remember

1. We have a global brand campaign – Learn New Every Day
2. The campaign is promoting an equal balance of the experience of being in NZ and the knowledge students will gain from our high quality education.
3. There are assets for you to use on ENZ's Brand Lab
Register at: <http://www.thebrandlab.enz.govt.nz>

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