

# Campaign Strategy: China

**Campaign Objective:** Establish and provide qualified leads to Agents.

**Sector:** Universities

**How it works:** We will be running this Think New awareness campaign over a series of 10-12 weeks.

This campaign will highlight the unique benefits of studying and living in New Zealand: in particular rankings, access to influential people and global recognition of New Zealand qualifications.

**Challenge:** Our challenge is to close the loop by ensuring qualified leads are provided for conversion to specific New Zealand Specialist Agents in China.

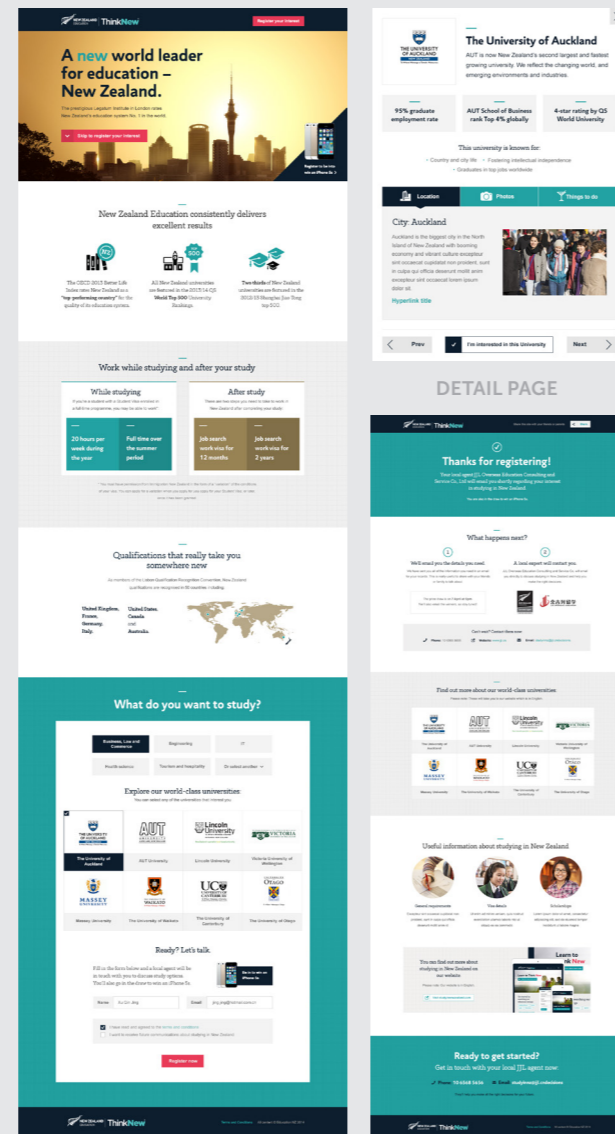
**Start date:** 10th April 2014

**End date:** 29th June 2014

## MEDIA



## WEBSITE

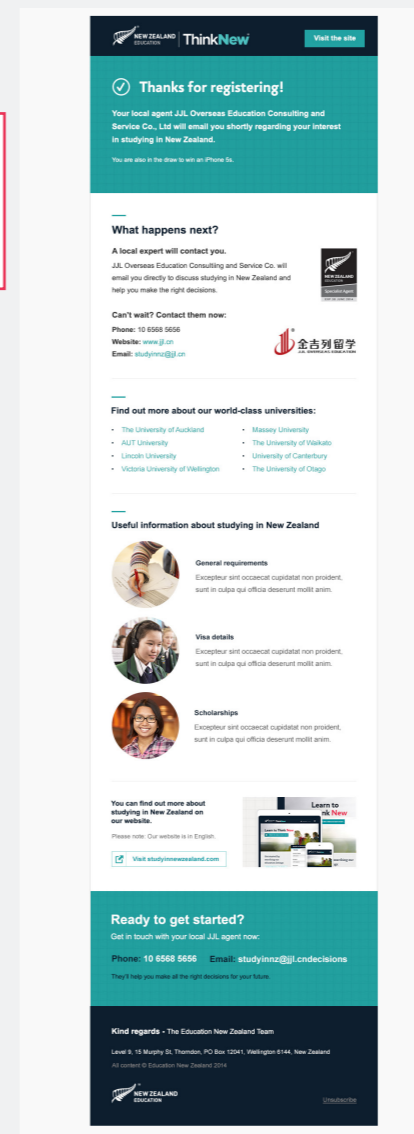


LANDING PAGE

THANKS PAGE

Please note data sourced from Universities websites & profiles on [studyinnewzealand.com](http://studyinnewzealand.com)

## EDM's



THANKS FOR REGISTERING

## AGENTS



Note: Artwork shown is for reference only. Final artwork will be in local language.