



ThinkNew

2018 CAP DIGITAL MARKETING CALENDAR

The Marketing Calendar is designed to show key dates for Education New Zealand's (ENZ) digital marketing activity in CAP markets. The timings outlined are based on data insights from student behaviours when applying for visas and on known decision making times for each market.

For further information around market specific intelligence, please refer to the CAP documents on <https://intellilab.enz.govt.nz>.

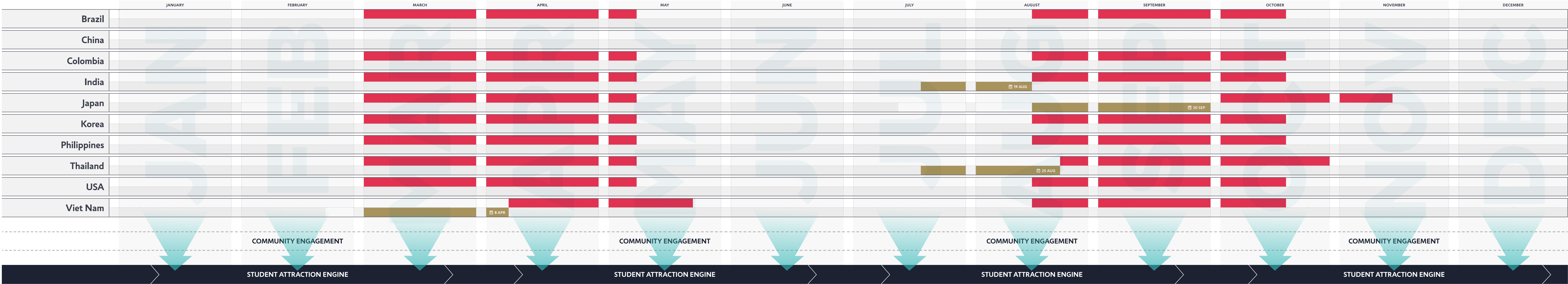
To get the most out of ENZ's marketing campaigns, make sure your institution's profile and course listings (where relevant) are up to date on <https://www.studyinnewzealand.govt.nz>.

Campaign focuses:
January – June: The key messages for these campaigns focus on why The Economist Intelligence Unit ranks New Zealand #1 in the world at preparing students for the future.
June – December:
This campaign is still to be developed.
Fair Campaigns:
For more information on ENZ events, please visit <https://enz.govt.nz/events>

Community Engagement:
ENZ has a large and highly engaged student following on its social media channels. The work that the Student Engagement Team does with this audience is an ongoing stream of work throughout the year.
Creative assets:
ENZ has developed a wide range of creative assets for industry use. The Brand Lab is a one stop shop for tools and resources to help promote the unique benefits of studying in New Zealand. Please visit <https://thebrandlab.enz.govt.nz/> for more information.

KEY

Digital Campaign	Fair Campaign
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Brazil

MARKET OBJECTIVE: Grow student value by focussing on the university and school sectors, and highlighting how New Zealand's high quality education leads to real jobs.

Who we are targeting?

TARGET AUDIENCE		
STUDENT v PARENT FOCUS	PERSONAS FOCUS	
70/30	Future Maker, Adventurer	
Located in (priority order): South East: Sao Paulo, Vitoria, Rio de Janeiro, Belo Horizonte, Vicosa South: Curitiba, Florianopolis, Porto Alegre		
Conversion Funnel Focus	Dream, Discover	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
Universities ELs Schools	Engineering IT Creative Industries Animal Sciences Environmental & Biological Studies Business & Management Academic English	Post Graduate Courses Pathways (especially English and Diplomas 5 and 6, to assist Brazilian students to access NZ universities)

China

MARKET OBJECTIVE: Grow value and diversity by targeting school and tertiary students, including from tier 2 cities with New Zealand connections, by offering high-quality, high value education products and services to meet market needs.

Who we are targeting?

TARGET AUDIENCE		
STUDENT v PARENT FOCUS	PERSONAS FOCUS	
70/30	Future-maker, Searcher	
Located in (priority order): Beijing, Guangzhou, Shanghai, Jiangsu, Zhejiang, Sichuan, Shandong, Hong Kong, Taiwan		
Conversion Funnel Focus	Dream, Discover	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
Schools Higher Education	For higher education providers: post-graduate and high value courses that meet market interest and fit with strategic objective. Special emphasis on programmes with global recognition (including through alumni achievements, employability) For schools and ELs: pathways	180 point Masters, study to work collaborative packages Collaborative school packages (SIEBA) Partnership initiatives – offshore delivery Regional package Group visits

Colombia

MARKET OBJECTIVE: Continue positive growth in student numbers by focussing on English language and by facilitating pathways into the higher value sectors.

Who we are targeting?

TARGET AUDIENCE		
STUDENT v PARENT FOCUS	PERSONAS FOCUS	
70/30	Future Maker, Searcher	
Located in (priority order): Bogota, Medellin, Cali		
Conversion Funnel Focus	Dream	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
ELs Universities Schools – English	Business & Management Engineering Agriculture Environmental Studies Renewable Energy	Agricultural training Pathways from English to PG

India

MARKET OBJECTIVE: Grow value by targeting high-quality undergraduate and postgraduate students, and investment from New Zealand providers primarily in the south of India.

Who we are targeting?

TARGET AUDIENCE		
STUDENT v PARENT FOCUS	PERSONAS FOCUS	
70/30	Future Maker, Searcher	
Located in (priority order): Key States: Maharashtra, NCR Region (including Delhi), Tamil Nadu, Karnataka, Kerala		
Conversion Funnel Focus	Discover	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
(Level 7+) Universities ITPS	Engineering/STEM Specialist programmes (sports, fashion, animation, sustainability) Undergraduate Postgraduate Pathways/International delivery Exchange – faculty and student Joint Research	

Japan

MARKET OBJECTIVE: Capitalise on Japan's internationalisation agenda to grow the schools and ELs+ sectors by positioning New Zealand as an education provider that can help meet Japan's educational and employment objectives.

Who we are targeting?

TARGET AUDIENCE		
STUDENT v PARENT FOCUS	PERSONAS FOCUS	
40/60	Adventurers, Future Makers	
Located in (priority order): Tokyo (including Yokohama & Chiba) Osaka (including Kyoto & Kobe)		
Conversion Funnel Focus	Dream, Discover	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
Schools ELs+ programmes across sectors	- English language - English language + activities - English language + professional training	SHORT TERM (Length ranging from a few weeks study trips to one year study abroad)

Korea

MARKET OBJECTIVE: Grow the value and geographic diversity of the Korean schools market by increasing overall student numbers, including in regions outside of Auckland.

Who we are targeting?

TARGET AUDIENCE		
STUDENT v PARENT FOCUS	PERSONAS FOCUS	
20/80	Future Maker, Searcher	
Located in (priority order): Seoul (and surrounding areas), Busan (and surrounding areas)		
Conversion Funnel Focus	Discover	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
Schools	English language	Short-term tailored school programmes

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PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
Schools	English language	Short-term tailored school programmes

Philippines

MARKET OBJECTIVE: Grow the value of the Philippines market by leveraging ITP sector promotions focussed on schools and tertiary institutions.

Who we are targeting?

TARGET AUDIENCE		
STUDENT v PARENT FOCUS	PERSONAS FOCUS	
70/30	Future Maker, Contributor	
Located in (priority order): Manila, Cebu		
Conversion Funnel Focus	Dream	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
ITPs Universities	Business & Management Engineering Healthcare (Nursing) IT & Computer Science 3D Animation & Gaming Technology Renewable Energy	PHDs Postgraduate Qualifications

Thailand

MARKET OBJECTIVE: Grow the value of the Thailand market by targeting secondary school and university students in Bangkok and Chiang Mai.

Who we are targeting?

TARGET AUDIENCE		
STUDENT v PARENT FOCUS	PERSONAS FOCUS	
60/40	Future Maker, Searcher	
Located in (priority order): Bangkok, Chiang Mai		
Conversion Funnel Focus	Dream	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
Schools Universities	English language Art and Design, Engineering Business & Management	Tailored English language programmes Short-term school study tours

USA

MARKET OBJECTIVE: Continue positive growth trend in Study Abroad numbers, and diversify student base into post graduate studies to grow value.

Who we are targeting?

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STUDENT v PARENT FOCUS	PERSONAS FOCUS	
40/60	Adventurer, Future Maker	
Located in (priority order): Northeast & Canada: Colorado Mid-west: California West Coast: Washington South: Oregon		
Conversion Funnel Focus	Discover	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
Universities ITPs	STEM Environmental Studies Maori Cultural Studies	Semester-length study abroad Short-term study abroad programmes Go Overseas Scholarships Gilman Scholarships ITP internships

Viet Nam

MARKET OBJECTIVE: Grow the volume of the Viet Nam market by targeting high quality secondary school and higher education students in Ho Chi Minh and Hanoi.

Who we are targeting?

TARGET AUDIENCE		
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70/30	Future Maker, Searcher	
Located in (priority order): Key States: Ho Chi Minh City, Hanoi		
Conversion Funnel Focus	Dream	

PROMOTIONAL FOCUS

SECTORS	PROGRAMMES	PRODUCTS OF FOCUS
Universities Schools	Business & Management IT Engineering Food, hospitality & personal services Creative Arts	Secondary school qualifications Bachelors & Undergraduate degrees PhDs

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Brazil
China
Colombia
India
Japan
Korea
Philippines
Thailand
USA
Viet Nam

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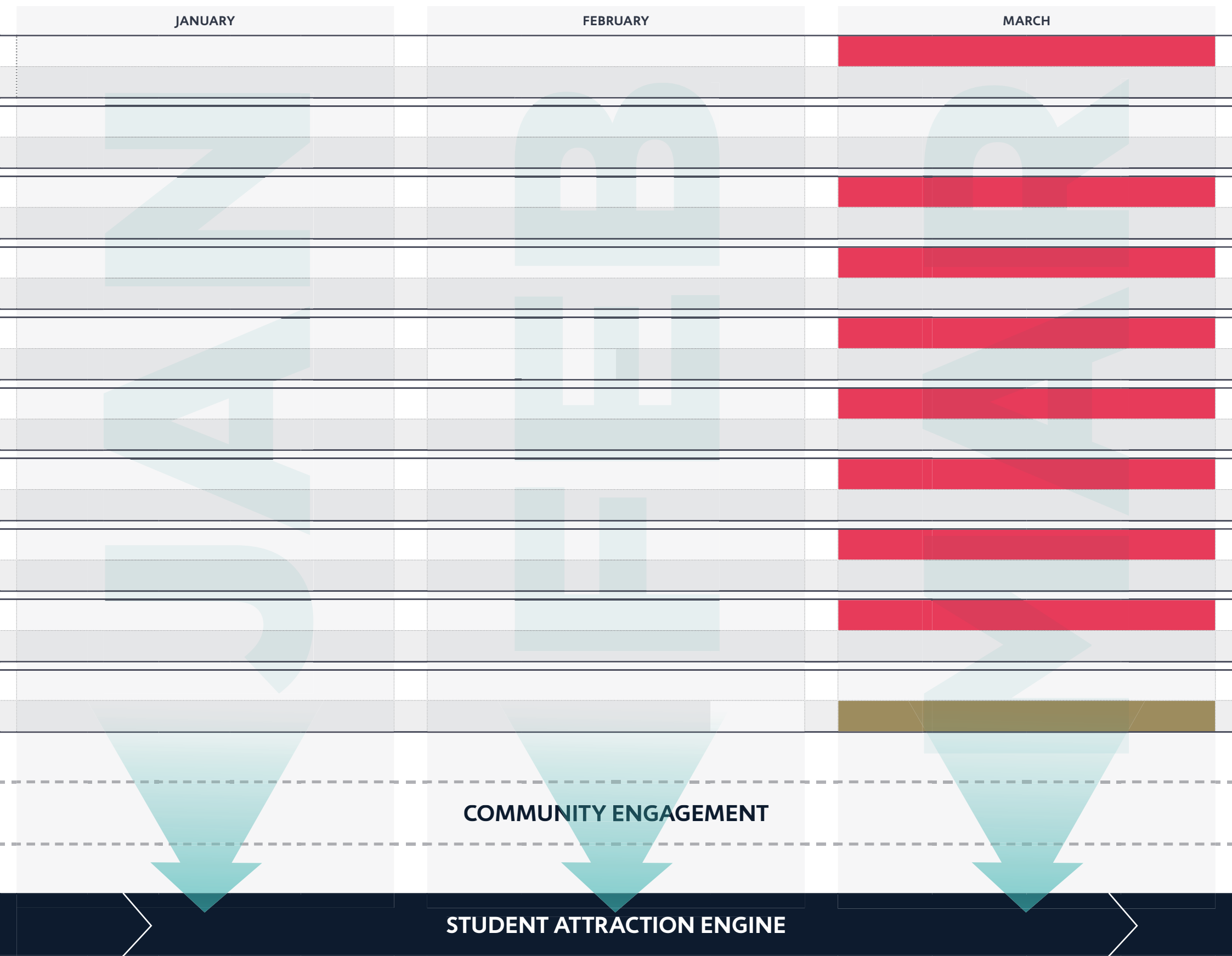
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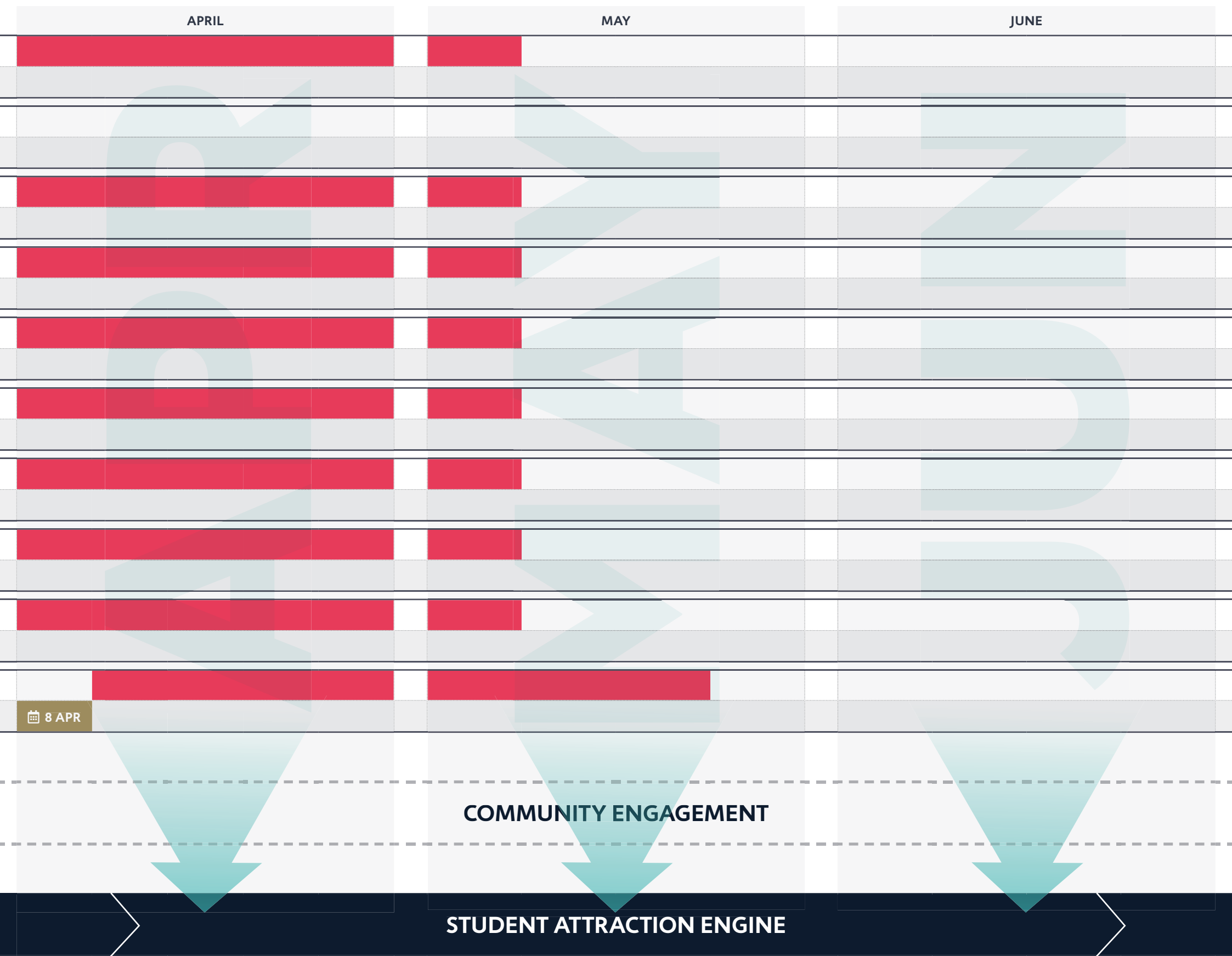
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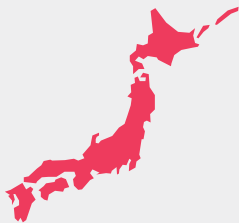
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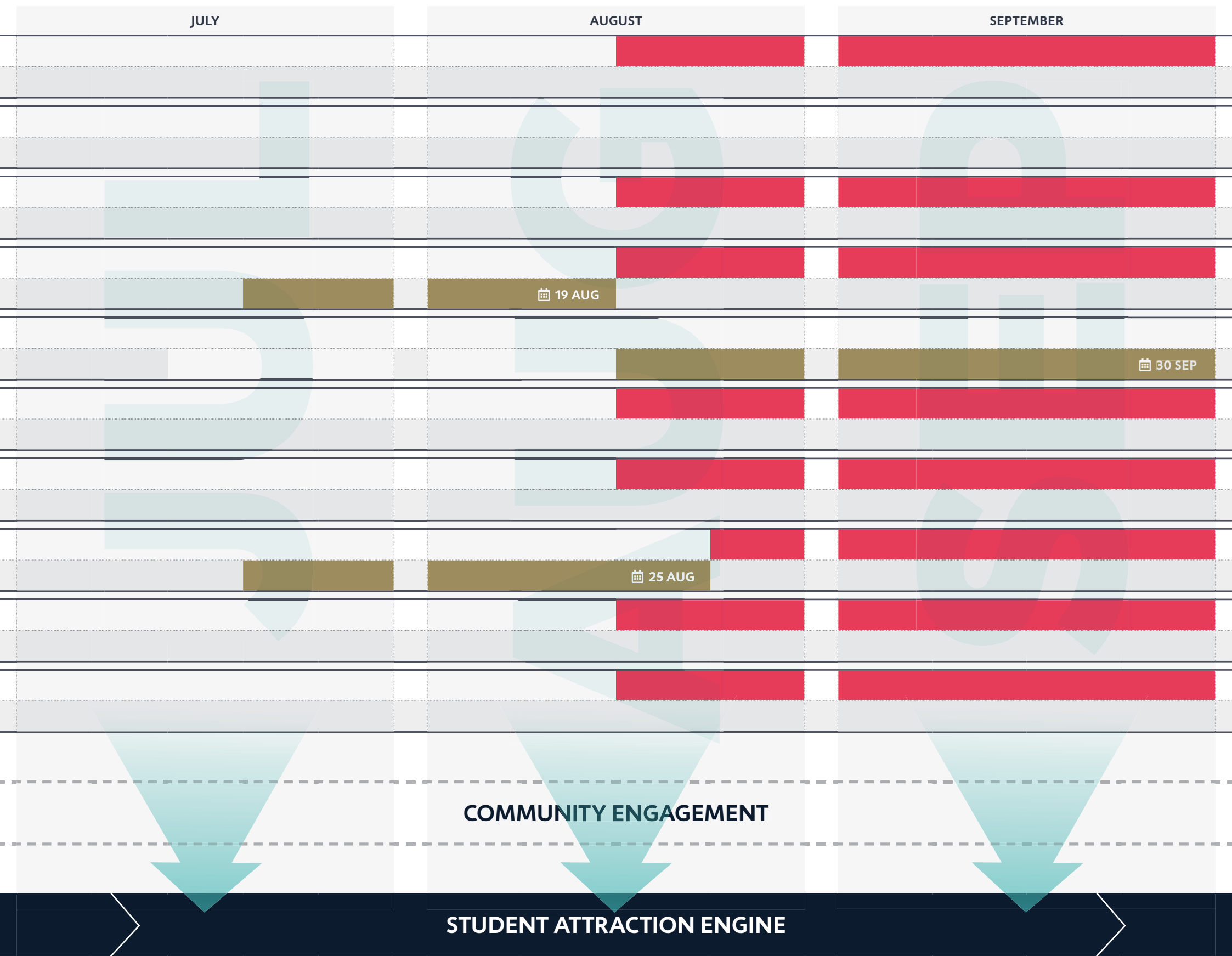
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	3D Animation & Gaming Technology	
	Renewable Energy	

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	Business & Management	

