

Campaign Strategy: Thailand

Campaign Objective:

Establish and provide qualified leads to education agents.

Sector:

'Schools, Universities, ITPs, PTEs and English Language Schools.

How it works:

ENZ will be running a digital Think New campaign during August-October 2014. This campaign will highlight the unique benefits of studying and living in New Zealand: in particular rankings, our world-class institution options, 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 education agents in Thailand.

Start date:

August 4th 2014

End date:

October 31st 2014

