

EDUCATION NEW ZEALAND

#WhyNewZealand: #BeyondJustEducation #BeyondClassrooms

Overview

Around 1.5 million Indian students went abroad for education in January 2023. Besides traditional destinations like the US, UK, and Canada, new age countries like Germany, Ireland, Finland, and even Dubai have started to gain enough and more attention.

But today, it's not just about academics but a shift towards the creation of global citizens.



The landscape, as we see it, offers more than just education. From job opportunities, research prospects, cultural communities to international trade connections – essentially, comprehensive solutions that cater not only to students but also to emerging trends and best practices.

While other countries were solely emphasizing on education led narratives and announcements, we took a step back and said, **"WHY NEW ZEALAND!"**

For us, it was not just about classroom learning; but job opportunities, delving into exciting research endeavors, robust trade relations, enjoying safety and security, immersing in vibrant cultural experiences, and so much more. For us, our campaign was all about taking the **NZ experience to the world by unlocking its full potential!** 🚀 📖 #BeyondClassrooms #BeyondJustEducation

Our engagement reached far and wide, resonating with a diverse audience and offering compelling reasons to "Choose New Zealand."

The impact? A stellar 45% surge in student applications and a whopping 70% increase in inquiries beyond studies. But it doesn't stop there. Our campaign successfully attracted interest for collaborations on energy, sustainability, and more, including inquiries from institutes like IIT Delhi, Symbiosis International University etc. This success story generated a PR value of NZD 2.5 million, with a reach of 998.1 million, shining a spotlight on Education New Zealand and its groundbreaking initiatives.

Goals

- **Business Goals:** Position New Zealand as the preferred country beyond just studies amongst students, parents, government bodies and research institutes & increase preference by 40%
- **Behavioural Goals:** Create recall with an increase of 50% in inquiries about safety, culture, communities, and lifestyle
- **Media Goals:**
 - 75% media conversion with stories highlighting the initiatives by Education New Zealand and universities
 - Ensure 85% key message delivery, and digital media integration across all the key channels



It was time to spin our communication and address what our stakeholders wanted to know

#BeyondJustEducation #BeyondClassrooms

Target Audience

- Indian students who aspire to travel and study abroad
- Age group: 17-26 years who live largely in urban areas
- Focused, confident, high caliber students looking to pursue a global career
- This audience is heavily influenced by education agents, their college peers, parents, and social media platforms

Creativity & Insight

"We leveraged messaging and much more! Collaborating with digital-first platforms and celebrities, we didn't just focus on education; we covered aspects such as culture, research, collaboration, safety, and much more. Our approach involved selecting the right individuals and audience to effectively communicate these messages.

For us, it wasn't solely about scholarships, numbers, and targeting educational narratives. Our concept revolved around weaving together the diverse facets that make New Zealand a preferred destination for students seeking more than just education."

Strategy



What we did?

We built tailored narratives to cover every facet through multiple stakeholders and focused on everything from creating preference for NZ as a destination beyond academics.

With that, we ran a mix of programmes that delved into culture, safety, mobility, placements and so much more!



Execution



From internationalization to mobility! #WhyNewZealand #BeyondEducation

Offering global connections, a future-focused education system, to a welcoming society, New Zealand has a lot to offer.

Positioning the same, we facilitated a media roundtable with New Zealand senior delegation to reiterate the brand's commitment to Indian students. The aim was to encourage dialogue on internationalization and student mobility. Invited journalists from prominent wires and publications such as ANI, PTI, Hindustan Times, Financial Express, BW Education, among others.

Outcome: 45 media stories, 90% key message delivery



Research and collaboration for New Zealand delegation

New Zealand universities are known for world-class research in different sectors. Thus, leveraging the visit of New Zealand universities' leadership to India, we drove interaction stories leading publications including Financial Express, BW Education, Times Now, among others. Through this, we drove conversations around New Zealand's focus on sustainability, health, agriculture and tech, and more-all potential job areas for students in today's time.

Beyond Classrooms - to global experience and more!

New Zealand beckons with breathtaking landscapes, vibrant culture, and a welcoming community with Kiwi hospitality. To reflect this in an engaging manner, we recommended collaborating with **The Scribbled Stories- a storytelling platform**-and we communicated our narrative with impactful formats and spotlighted everything about New Zealand.

Outcome: 583,470 Impressions, 17,500+ engagement, 221,730+ Unique Reach, 1,400+ shares or saves, 300+ link clicks



The culture story: The NZ values- Manaakitanga to Kaitiakitanga

A country's lifestyle is best known when experienced. With rich ideas and culture of appreciation, we took a step to take our beliefs and values to our advocates. We **hosted a trip to New Zealand for journalist of Education Times, The Times of India**. The journalists visited all 8 universities and explored the vibrant culture of the country, that is suitable for international students. **This way, we drove large-format experiential narratives through interactions with faculty and students, focusing on not just education but topics of students' interests such as best places to visit, accommodation, Indian food availability, and more.**

Changing Gears with Soha to Share NZ journeys

Having experienced an international student life in another country, we roped in **Soha Ali Khan as the Brand Advocate**. **Her experience allows her to speak authentically about the value of education abroad**. Thus, as part of a social media campaign with the celebrity, we drove conversations ranging from selecting the right college to pressure of finding an affordable accommodation on a foreign land for an Indian student. Through this, we showcased New Zealand's initiatives in supporting international students

Outcome: Reach of ~22.4 Mn

Effectiveness and ROI



- **Business Results:** 45% increase in student applications received from Indian students (against the targeted 40% on graduate and postgraduate courses available in New Zealand universities)
- **Behavioral Results:** Rise in inquiries by 70% (as against 50%) from students and parents related to the country's culture, safety measures, accommodation, and more
- **Media Results:** Around 80% media conversion with 90% key message delivery capturing exciting activities conducted by Education New Zealand with a PR value of over **NZD 2.6 Mn** and potential reach of 998.1 Million

Client Testimonial

"With more countries offering great opportunities for higher education, it was crucial for us to show why an education in New Zealand stood out for Indians. Our campaign's success came from a convincing pitch and a smart strategy. The team's hard work and constant efforts made it happen, boosting the brand's value along the way."

Ms. Jugnu Roy, Director of Engagement – East Asia & India, Education New Zealand