



Junior Achievement – HSBC Awareness Report

Overview:

Junior Achievement USA (JA) and HSBC are collaborating on the redevelopment of the JA Global Marketplace program. To help promote this initiative and to highlight the importance of global competence to the future success of America’s young people, JA and HSBC worked together on the creation of “Crash The Classroom,” a social experiment designed to open middle school students’ eyes to the possibilities associated with the global economy.



The effort resulted in the creation of CrashTheClassroom.org, a website that provides resources to help teens and parents better understand the workings of the global economy. This page also promotes the collaboration of JA and HSBC on JA Global Marketplace.

Since its launch in May of 2016, more than 1,000 unique visitors have frequented the site. JA worked with HSBC to develop a variety of tools and strategies to help drive engagement and raise awareness of this initiative.

News

On the earned media front, JA issued a national [press release](#) promoting the effort. The press release highlights the need for greater global awareness and how Crash The Classroom helps to raise it. The press release also emphasizes the availability of resources for parents, including tips on how parents can give summer vacation an “international flair” with five simple tips. Most importantly, the press release discusses the collaboration between JA and HSBC on JA Global Marketplace and why it is so important.



empowering young people to own their economic success®

Social Media

To further drive engagement, JA and HSBC worked together to create a “[Crash The Classroom](#)” video. The video captures a social experiment in New York City where JA and HSBC transform a classroom into a global marketplace before introducing unsuspecting middle school students to this transformative experience. The subsequent video shows the students’ reactions and what they learned, as captured by before and after interviews.

Coinciding with the press release, the #CrashTheClassroom video was launched via the Web, Facebook and YouTube. The video generated more than 20,000 views.

Promotion of the video and website also occurred on Twitter, Facebook and LinkedIn. This resulted in 42,000 impressions on Facebook and more than 10,000 on LinkedIn.

