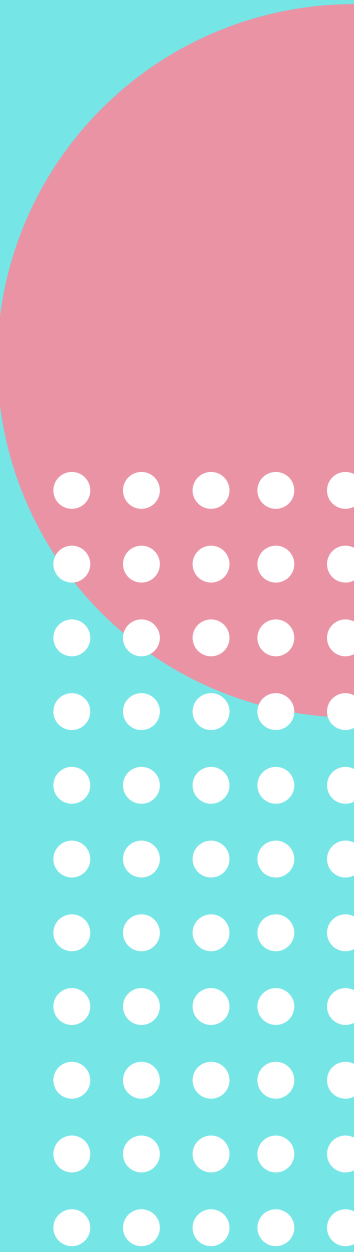


Let Your Confidence Radiate

JRP Summer Marketing Campaign

A fun, vibrant campaign that highlights a colorful, unique summer experience for people of all ages where they can discover themselves and develop their confidence with John Robert Powers.



TARGET MARKETS



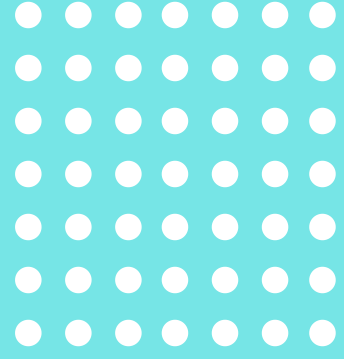
KIDS AND TEENS



YOUNG ADULTS



ADULT
EXECUTIVES



OOH

John Robert Powers
International

**SPEAK
ENGLISH**
WITH CONFIDENCE

CONFIDENCE
AT EVERY AGE

John Robert Powers
International Since 1923

FACEBOOK



CAPTION

Whether your child is the new kid or the quiet student in class, it's normal for them to feel shy. But shyness shouldn't hold them back from making friends or reciting in class. With a little help on creativity, learning, and conversation, your child can make the jump from shy to confident.



CAPTION

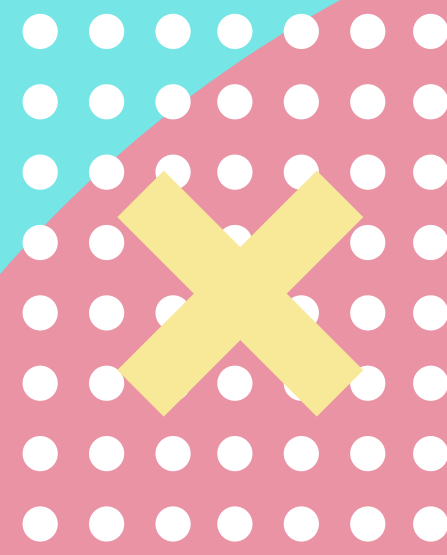
It's one thing to create reports or come up with new ideas. It's another to present it to your boss or pitch in front of the board room. You know you have what it takes to do the job. You just need the confidence and presence to let it shine through.

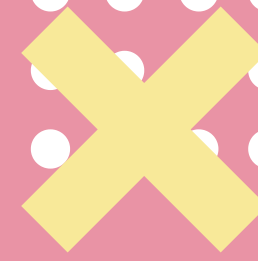


CAPTION

You've worked hard and now you're ready to step up your career. But with hundreds of qualified candidates vying for the same promotion, how do you stand out? It comes down to confidence and charisma. Train to develop this critical edge and show you are the perfect person for the job!

TESTIMONIAL & FEATURE VIDEOS





INSTAGRAM



THIS OR THAT
THIS OR THAT
THIS OR THAT

SING	DANCE
BOOKS	MOVIES
CALL	TEXT
BEACH	MOUNTAINS
DOG	CATS
EARLY RISER	NIGHT OWL
INDOORS	OUTDOORS
VINTAGE	MODERN
MUSIC	POETRY
LONG TALKS	LONG WALKS

YOUR TURN:

made by: @johnrobertpowersph

PERSONALITY BINGO
TAG THE PERSON WHO FITS THE TRAIT

TALKATIVE	SENSITIVE	BRAVE
FUNNY	CONFIDENT	KIND
SHY	HYPER	SMART
MOODY	HONEST	IMAGINATIVE
PATIENT	EASYGOING	QUIET

YOUR TURN:

made by: @johnrobertpowersph

MY REACTION
WITH GIFS

YOUR TEACHER CALLS YOU TO RECITE

YOUR CRUSH SAYS HI

YOU WIN AN AWARD

YOU GET YOUR DREAM JOB

YOU NEED TO PRESENT IN CLASS

YOU GET A GREAT COMPLIMENT

YOUR TURN:

made by: @johnrobertpowersph

POWER GOALS

I WANT TO LEARN

I WANT TO TRY

I WANT TO CONQUER MY FEAR OF

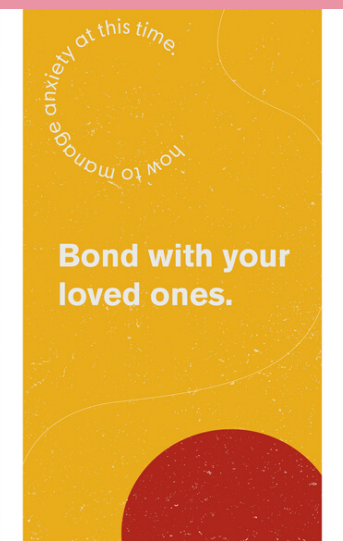
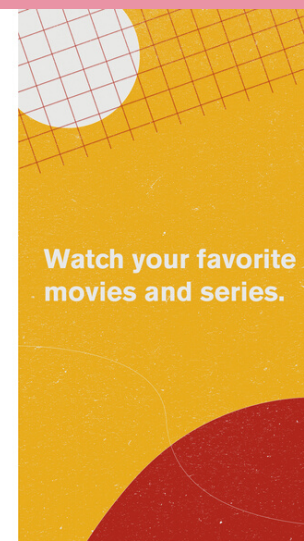
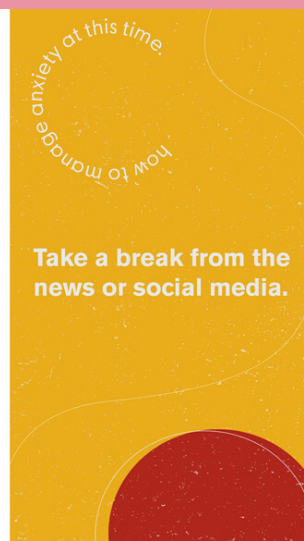
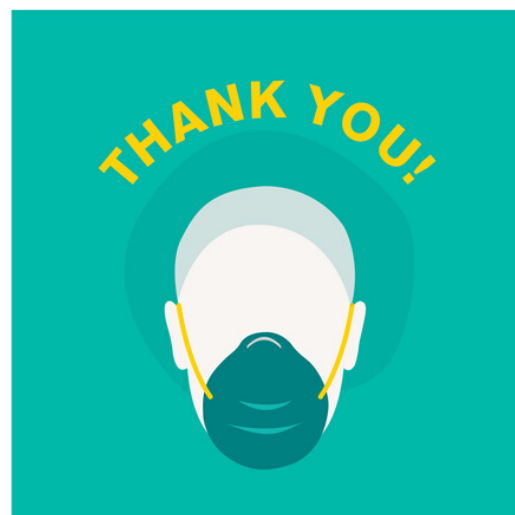
I WANT TO IMPROVE

I WANT TO STOP

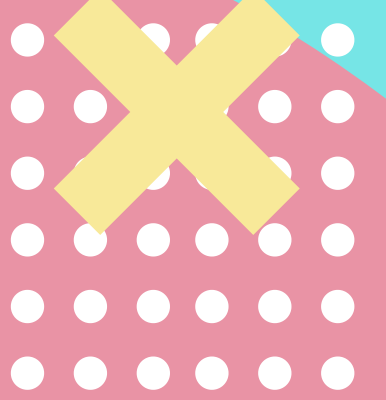
I WANT TO HAVE

YOUR TURN:

made by: @johnrobertpowersph



EMAIL



Hi Sam,

Thanks so much for checking out John Robert Powers and sending your inquiry.

We have to say we very are excited by your interest.

We know from experience—almost 100 years internationally—that confidence is a game changer, both personally and professionally. We've helped over 10,000 people unleash their best selves in the Philippines alone.

So we can't wait to connect with you to see how we can help you make it happen, for you or your loved ones.

In fact, a senior JRP representative will be calling you very soon. If its business hours, we try to respond to inquiries within the first few minutes. Or else if you inquired in the evening, we will get back to you as soon as possible the very next morning.

Look out for the call! And congratulations on taking this first important step.

John Robert Powers

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The New Fundamental Skills For Success

These days, it's not enough to brush up on technical skills to make you stand out and rise through the ranks.

As computers and robots take on an ever-increasing number of tasks, there are certain things that human beings will always do best.

You'll be surprised to learn that hiring managers are no longer focused on "hard skills".

Ladies and gentlemen, welcome to the age of "soft skills".

In fact, so-called soft skills are the new fundamental skills. These include public speaking and presentation skills, leadership and team-building skills, as well as social and emotional intelligence.

The good news is, **these fundamental skills can be learned by anyone at any age.**

Recently on CNN, John Robert Powers International Vice President Chris Upton and Curriculum Director Marisyll Pengson discussed the importance of training, coaching, and developing soft skills for the future success of the Philippines and the ASEAN region:



According to a [recent survey](#), over 57% of business leaders and 92% of hiring managers around the world value soft skills just as much or more than hard skills.

And it's not just for the workplace.

In fact, schools that foster social-emotional development are also found to get better results for students in terms of higher grades, fewer absences, and fewer disciplinary problems based on a [Chicago study](#).

With soft skills on the rise for 2020, which specific skill are you looking to improve?



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TRY US TODAY

LET YOUR CONFIDENCE RADIATE

JRP International Hall of Fame

It takes a lot of confidence to strut your stuff on the international stage. Where does it come from?

For more than a few international stars, part of the answer is no secret.

JRP has helped boost the confidence of familiar names and faces we see on TV, in media, runways, world stages and big screens.

From pageant training, modeling, hosting, and communication skills training, to international celebrities began their journey as JRP students, helping set them on paths today.

1. Noah Centineo



You will see him all over Netflix and social media. This 23-year-old Hollywood quickly rose to fame with the hit movie, "To All The Boys I've Loved Before". But do you know he was first discovered by **John Robert Powers**? It all began with an audition for JRP when he was 8 years old and now, with over 10 million followers, Noah's solidified status as the next big teen sensation with Netflix favorites such as "The Perfect 10" and "Sierra Burgess is a Loser".

2. Ranz and Niana Guerrero



Summer is just around the corner, Sam!

It's that time of the year where everyone's busy making plans.

But summer isn't just about hitting the beach or flying off to the next big travel destination. You can DO more and GET more out of your summer plans.

This year, do something different and fun that can also enrich your life for years to come.

How?

By taking **personal development classes**.

You know what's great about personal development classes?

First: Who wouldn't love a class where experts help you bring out your best self and give you honest feedback on what clothes suit your body type, how to walk or stand properly, and how to carry a conversation?

You can even do a one-on-one class or go with a group of friends or family.

Second: Confidence is something that can change your life. It's never too early or too late to unleash your potential and become your better best selves.

And third: Who says learning can't be fun?

If you have a **kid** who's too shy, they can learn how to make friends easily, develop proper manners, and channel their creativity through a fun showcase performance.



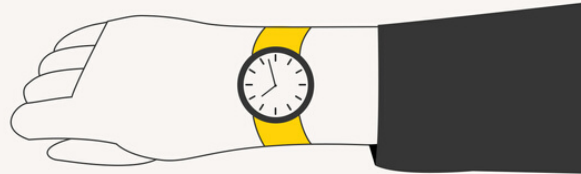
If you have a **teen** who struggles with self-esteem, they can learn how to dress for their age, build positive relationships with their peers, and discover their gifts and passion.



If you are an **adult** who wants to improve their career, you can learn how to enhance your presentation skills, develop proper business and social etiquette, and build leadership skills.

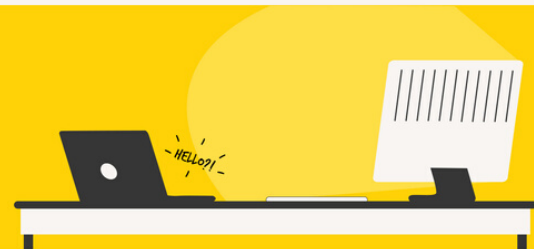
JRP'S GUIDE TO WORKING FROM HOME

STICK TO A WORK SCHEDULE!



SET UP A NICE WORK SPACE.

USE BREAKS WISELY. EXERCISE!



STAY REACHABLE.

AVOID DISTRACTIONS.



John Robert Powers
TIPS TO AVOID ONLINE COMMUNICATION GAPS

GET YOUR FACTS STRAIGHT



YOUR WORDS CA
CHOOSE YOUR WORDS CAREFULLY

To: John Robert Powers

Subject: Tips to Avoid Online Communication Gaps

Good day! Thank you for this!

Send **A U T**

ask clarifying questions



ORGANIC CONTENT

RESULTS AS OF MARCH

	2019	2020	%
JANUARY	108	1302	1105.56 %
FEBRUARY	143	1002	600.70 %
MARCH	251	504	100.80 %

WEBMAIL INQUIRIES

RESULTS AS OF MARCH

	2019	2020	%
JANUARY	282	1157	310.28 %
FEBRUARY	977	1080	10.54 %
MARCH	1040	1113	7.02 %

SOCIAL MEDIA INQUIRIES