

Test MET: Reaching Brazil

Campaign plan & creative brief

By Jordan Poll



Overview

Research

- Target audience:
 - Demographics
 - Primary and secondary
 - Influencers
- Verifying need
- Geography
- What are competitors doing?
- Further market research

Campaign goals and evaluation

- Objectives
- Defining milestones and success
- Metrics and reporting
- Sample timeline

Messaging

- Voice:
 - Ad taglines
 - Support content
- Strategies and tactics:
 - Earned and owned
 - Paid

Projected cost

- Itemized budget

Resources

Target Audience

Demographics

- Men and women
- 16 - 35 years of age
- Native Brazilians
- Foreign-born Brazilians living in the United States
- Latinx (i.e. children of Brazilian immigrants)

Primary and secondary

- Students (high school to graduate level) and parents
- Educators and administrators
- Institutions (language schools, colleges, universities and high schools)

Influencers

- International faculty
- Missionaries and volunteers
- BRASA (Brazilian Business Student Association)
- CUBS (Cambridge University Brazilian Society)
- Migrant Education Program



Verifying Need

The more affluent in Brazil have had access to English learning for many years. However, overall English proficiency levels in Brazil are still very low.

Five percent of Brazilians stated they had some knowledge of English in 2013.

A survey of 720 middle and lower-upper class Brazilians aged 18-55 was conducted in all regions across the country in 2013. Nearly 50% indicated a desired for fully remote resources (Data Popular Institute 5).

ENGLISH-SPEAKING POPULATION BY AGE GROUP AND CLASS

Age group

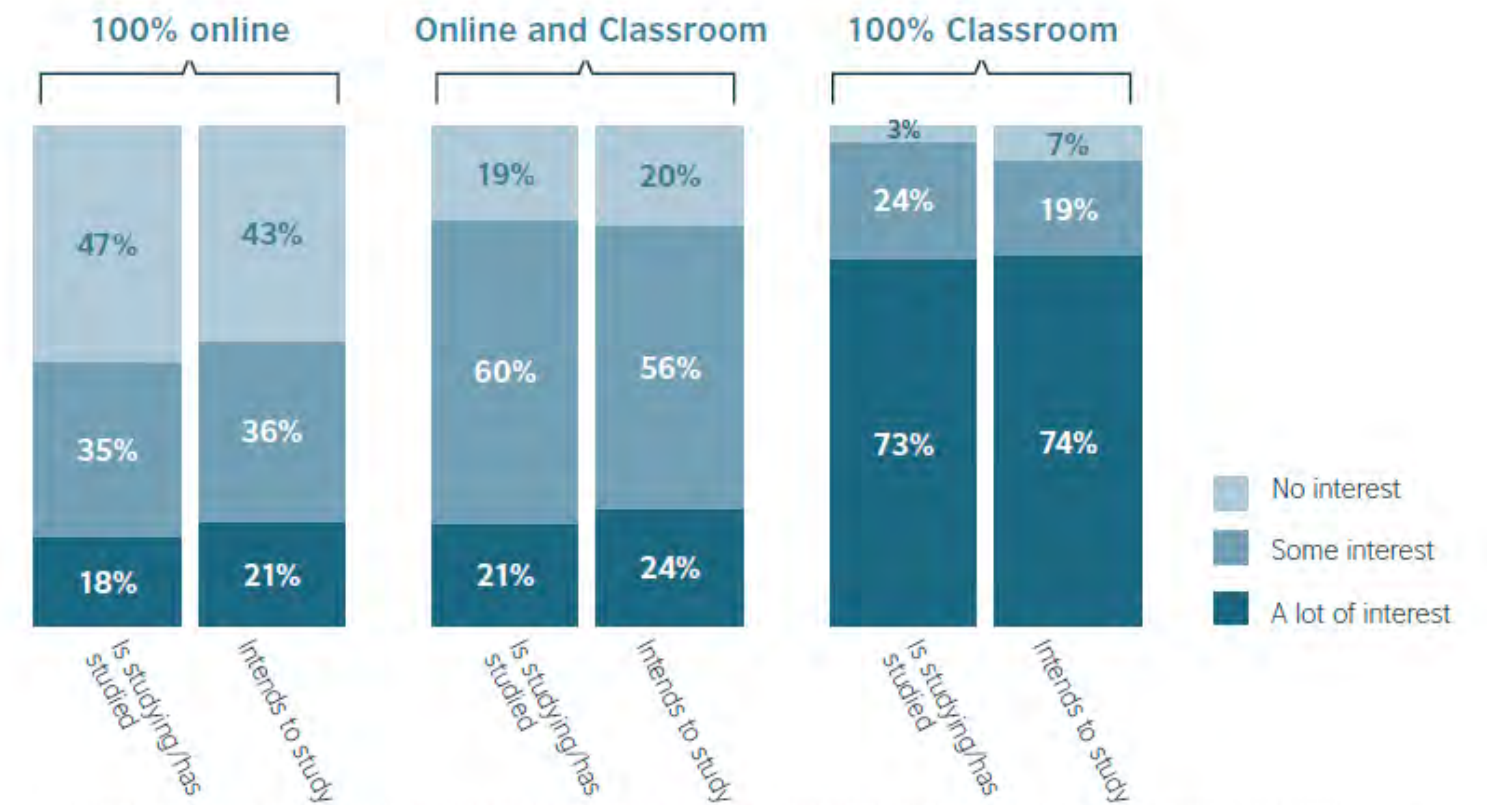


Class



Source: Data Popular Research: Brazil into Perspective 2013

INTEREST IN THE ENGLISH COURSE FORMATS



Q. Considering the formats that may be offered for an English course, how interested would you be in each one of them?
Base 720

Geography



Sao Paulo, Curitiba, Rio de Janeiro, Belo Horizonte and Vitoria are the most intelligent and connected cities in Brazil (Manrique).

Five cities in Sao Paulo state, three in Minas Gerais, one in Parana and one in Santa Catarina showed that it is possible to overcome limited budgets and deliver good public services to the population.

In addition to its economy, urbanism, technological innovation and entrepreneurship, Sao Paulo came out on top with the most integrated public transport system in the country (Manrique).

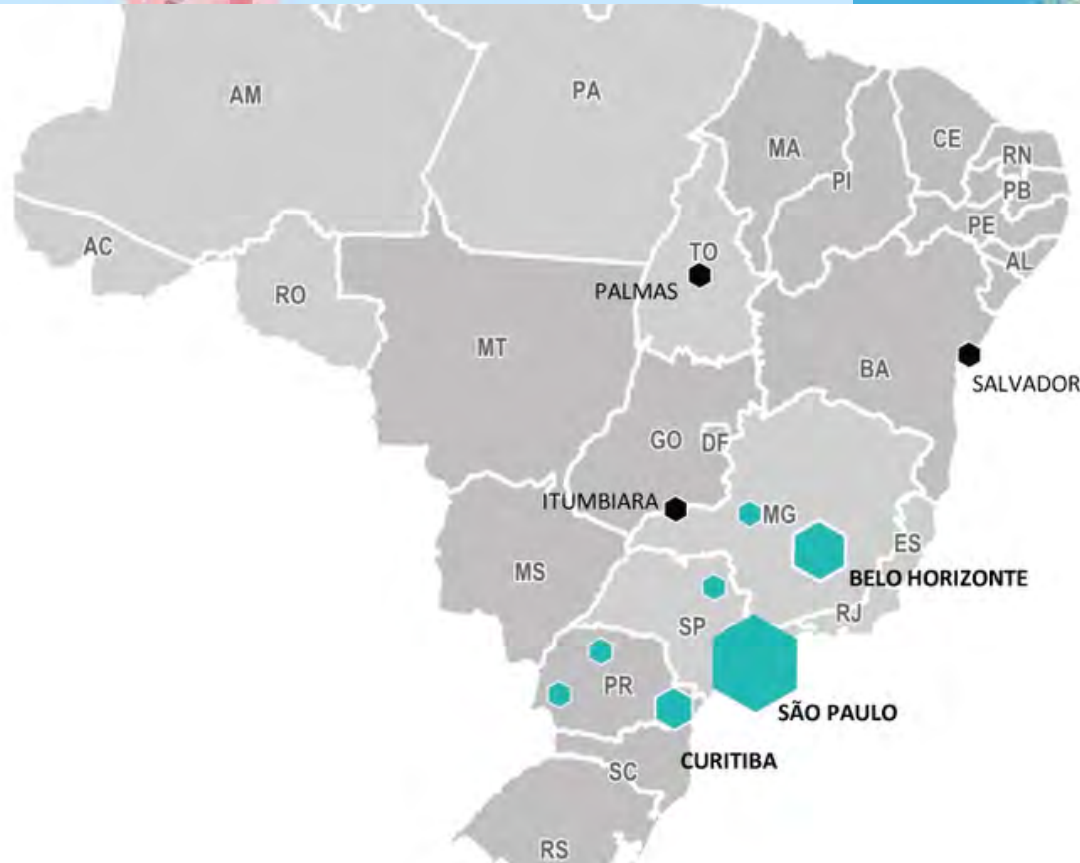
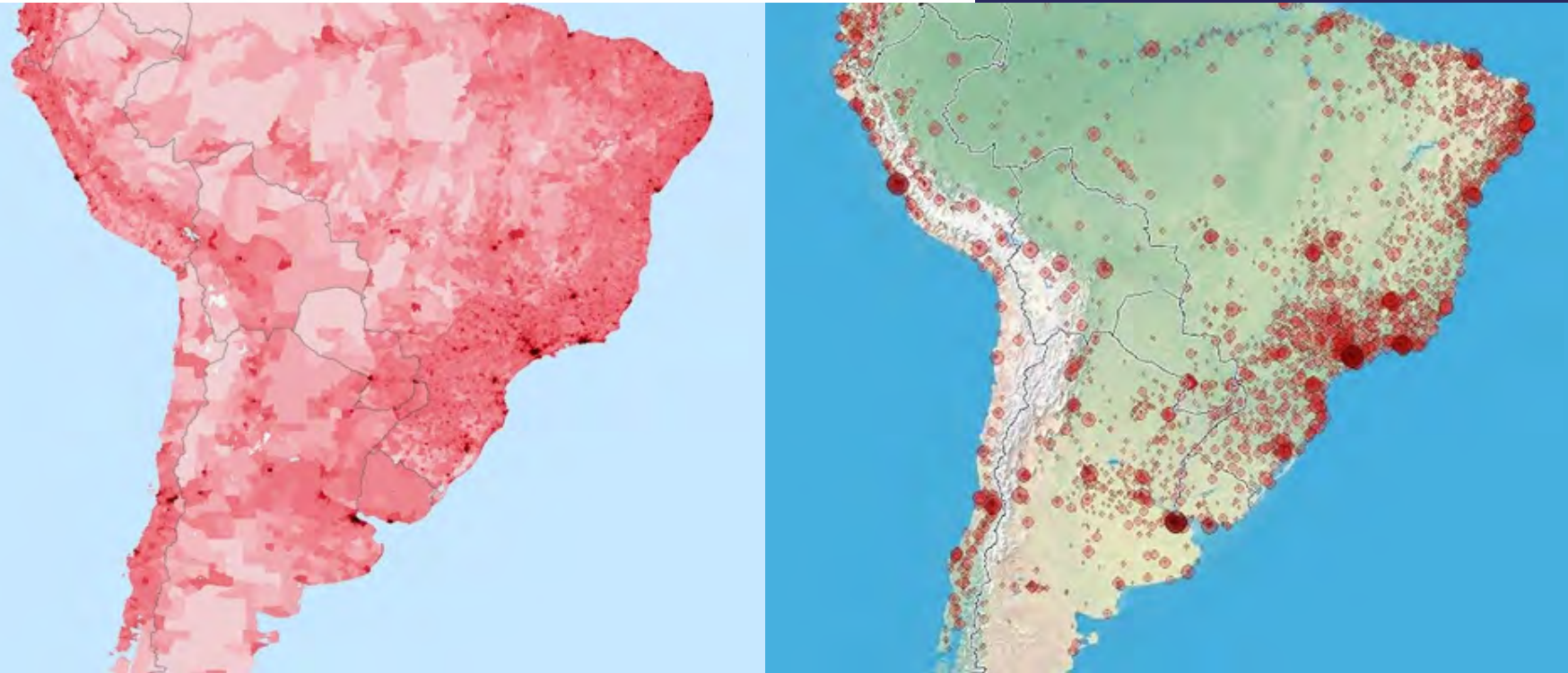


Table 1. Top Concentrations of Brazilian Immigrants by U.S. Metropolitan Area, 2013-17

Metropolitan Area	Immigrant Population from Brazil	% of Metro Area Population
Boston-Cambridge-Newton, MA-NH Metro Area	51,000	1.1
New York-Newark-Jersey City, NY-NJ-PA Metro Area	48,000	0.2
Miami-Fort Lauderdale-West Palm Beach, FL Metro Area	47,000	0.8
Orlando-Kissimmee-Sanford, FL Metro Area	15,000	0.6
Los Angeles-Long Beach-Anaheim, CA Metro Area	14,000	0.1
Bridgeport-Stamford-Norwalk, CT Metro Area	11,000	1.2
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	11,000	0.2
San Francisco-Oakland-Hayward, CA Metro Area	11,000	0.2
Atlanta-Sandy Springs-Roswell, GA Metro Area	10,000	0.2
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area	8,000	0.1

Source: MPI tabulation of data from the U.S. Census Bureau pooled 2013-17 ACS.

Brazilians represent 1% of the 44.5 million immigrants in the United States—an increase of nearly one-third over a seven-year span that was marked by difficult conditions in Brazil, including a recession accompanied by high unemployment and inflation (Batalova).



What are Competitors Doing?

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Pearson

How to design an online learning space

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Further Market Research



Data cataloging

Collect and analyze important facts and research about economic, cultural, and market trends.

Qualitative interviews

One-on-one chats with the Brazilian American community (**BRASA** and **CUBS**) to gauge communication preferences, test messaging, impact of being fluent in English and other recommendations.

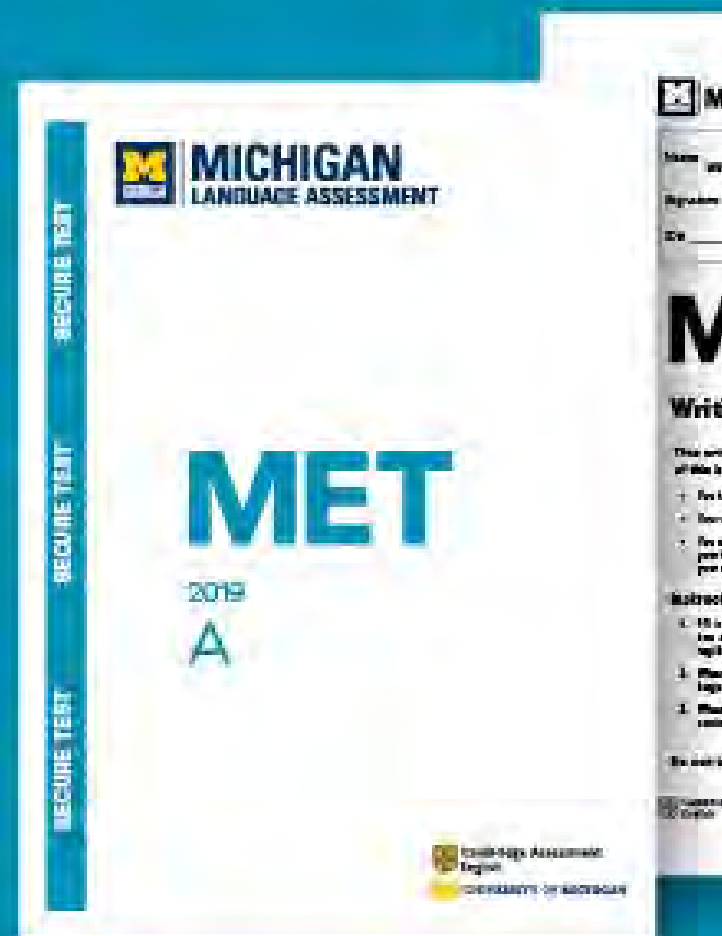
Survey

Administer to primary and higher education institutions in Brazil. Questions will focus on communication preferences and recommendations to smooth the reception of a digital MET.

Campaign Objectives

Phase 1:

Build awareness of MET's digital format for in center and at home delivery.



Phase 2:

Increase consideration of MET as a gateway to study abroad, scholarship and career advancement opportunities.

Phase 3:

Activate “village” of influencers to support and encourage Brazilians taking the MET online.



Phase 1: Foundational metrics with an upward trajectory

- Consumer surveys
- Brand recall
- Direct and referral traffic:
 - Organic (Earned and owned)
- Social mentions
- Search popularity - Keywords
- Visitor loyalty
- Email engagement - A/B testing
- Content reach - Geo-tracking



Phase 2: Doubles growth of Phase 1

- Consumer surveys
- Brand recall
- Direct and referral traffic:
 - Organic (Earned and owned)
 - Paid - Cost per click
- Social mentions
- Search popularity - Keywords
- Visitor loyalty
- Email engagement - A/B testing
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Phase 3: Shows more significant growth than Phases 1 and 2 combined

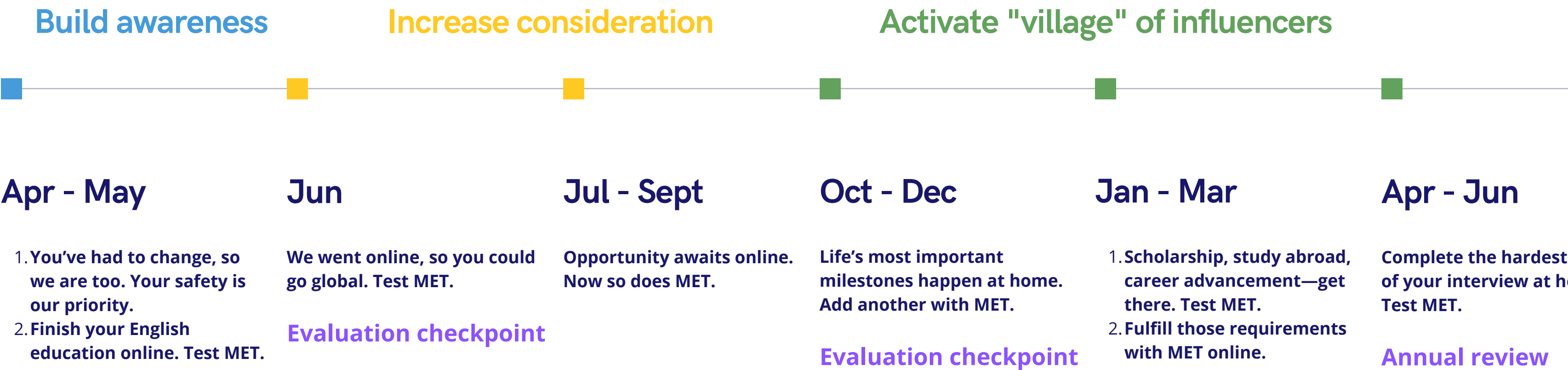
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Defining Success & Benchmarks

Sample Timeline

Making it easier to check life accomplishments off the list. Test MET 





Additional Messaging

Trustworthy, **connected**, **accessible**,
fresh and **inspirational**



- Promote scholarships and programs that require MET:
 - Accessible to Brazilians and Brazilian Americans
- How to set up and use equipment for online testing
- Time of year:
 - Brazil:
 - Highlight seasons, economic trends, and holidays
 - United States:
 - Winter – Scholarship, study abroad, and university applications
 - Spring – Start fresh
 - Fall – School starts – English studies
- Discounts on materials (eBooks and audiobooks)
- Compare MET to other top ELAs
- What's possible with MET? What's your test-taking story?
- Tips and benefits of remote testing

Strategies & Tactics - EARNED & OWNED

Mandatory creative: Attention grabbing text and taglines, real product imagery, graphics and videography – **Will require Portuguese translation**

Digital marketing

- Promotional video(s):
 - Benefits
 - MET compared to other ELAs
 - Testimonies and stories of impact
- Portuguese product pages and blog

Print marketing

- Physical mailing of press kits to:
 - Primary and higher ed institutions and partners

Social marketing

- Coordinate campaigns with the experts:
 - Nikki Sunstrum
 - Sarah-Jean Ng
- MET ambassadors – Influencers:
 - Partners and testing sites
 - Faculty
 - Student associations
 - Volunteers
 - Community leaders
- Launch MET podcast

Email marketing

- Segmented and geo-targeted campaigns

Experiential marketing

- Present at education conferences
- Partner with competing ELAs to talk about future of testing – Livestream
- Live learning series like IELTS

News media

- Press release and media kit
- Pitch to:
 - News stations:
 - BBC, The New York Times, NBC, NPR, CNN
 - Brazilian television:
 - TV Cultura – Network based in São Paulo, focusing on education and culture
 - TV Brasil – Educational network based in Rio de Janeiro
 - Brazilian radio:
 - 97.3 WJFD
 - National Broadcasting of Guinea-Bissau

Strategies & Tactics - PAID

Coordinate with communication leads from Michigan Language Assessment, University of Michigan, Cambridge English Assessment, University of Cambridge and Brazilian testing sites

Digital marketing

- Web ads:
 - Partners
 - Primary and higher ed institutions
 - Educational catalogs
 - Migrant education program
 - BRASA and CUBS
- Search engine optimization (SEO)

Print marketing

- Billboards and bus signs:
 - Location – Educational institutions in New York, Massachusetts and Florida
- Ads:
 - Scholastic catalog
 - Educator magazines
 - Brazilian newspapers and magazines

Social marketing

- Ads – Facebook, Instagram and YouTube

Experiential marketing

- Sponsorship activities:
 - Learning events
 - BRASA and CUBS
 - Conferences
 - Educators and students

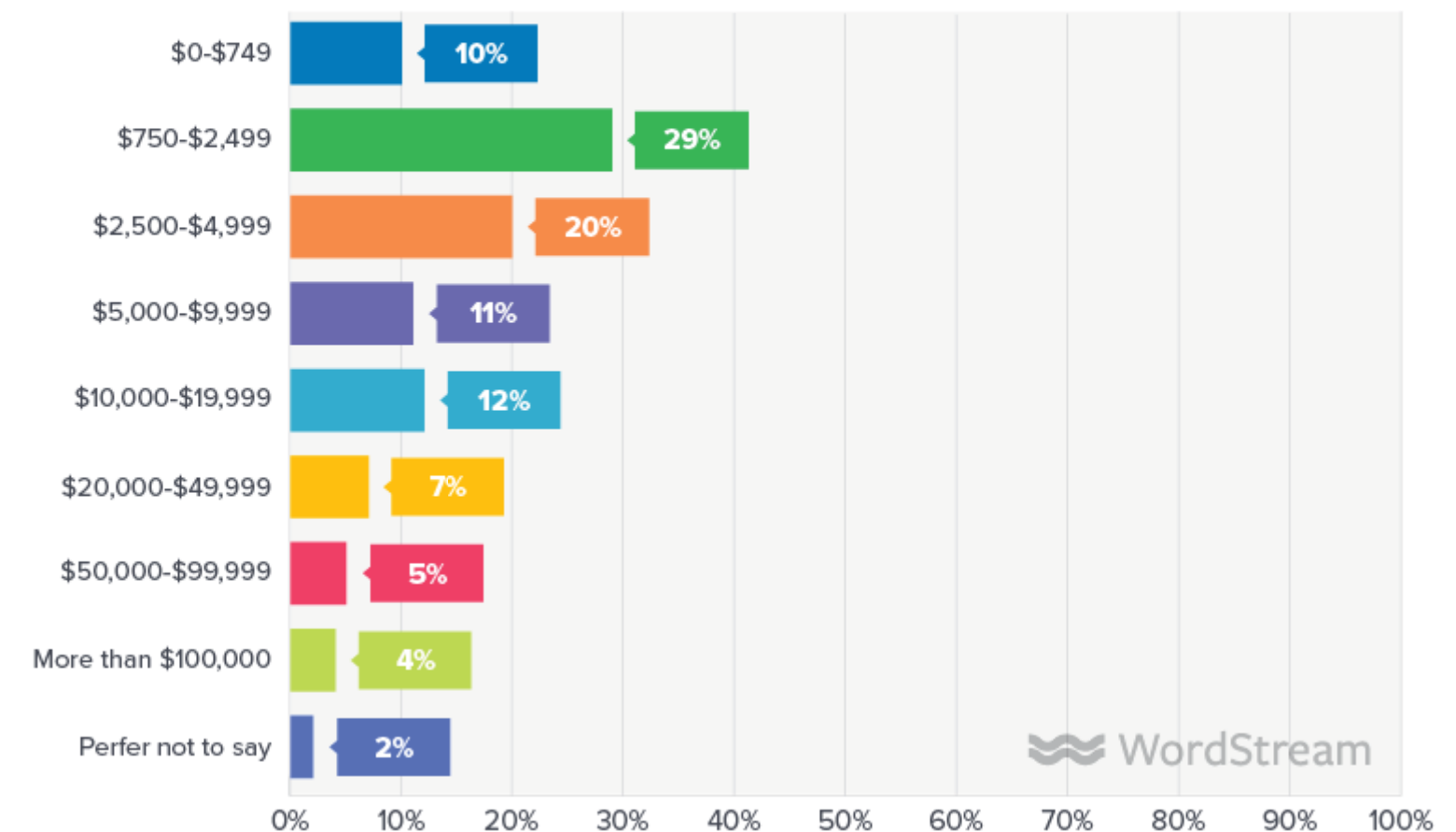
News media

- Web ads:
 - BBC, The New York Times, NBC, NPR, CNN
- Brazilian radio ads:
 - 97.3 WJFD
 - National Broadcasting of Guinea-Bissau

	Phase 1: 2 months	Phase 2: 4 months	Phase 3: 9 months	
Stock imagery	\$200	\$500	\$1,500	
Marketing dashboard - Cyfe	\$58	\$116	\$261	
Qualitative interview compensation (\$50/person)	\$500	-	-	
Survey incentive (\$5-10/person)	\$1,000	\$1,000	\$1,000	
Ads - Web	-	\$1,000	\$2,000	
Ads - Facebook	-	\$500	\$500	
Ads - Instagram	-	\$500	\$500	
Ads - YouTube	-	\$500	\$500	
News ads - Digital	-	\$3,000	-	
News ads - Radio (\$200-5,000/week)	-	\$5,000	\$5,000	
News ads - Print	-	\$2,000	\$2,000	
Ads - Billboards (\$750-1,500/month)	-	-	\$3,000	
Ads - Bus signs (\$150-600/month for traditional sizes)	-	-	\$1,200	
Sponsorship activities	-	\$2,000	\$1,000	
	\$1,758	\$16,116	\$18,461	TOTAL: \$2,422.33/month

Projected Cost

What is your monthly advertising budget?



Resources

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