

I am New:

How to use our
country brand to
support your
language school's
marketing activity



Paul Irwin
Education New Zealand

THINK NEW®  NEW ZEALAND
EDUCATION

Who are we?

New Zealand



The NZ Story's journey

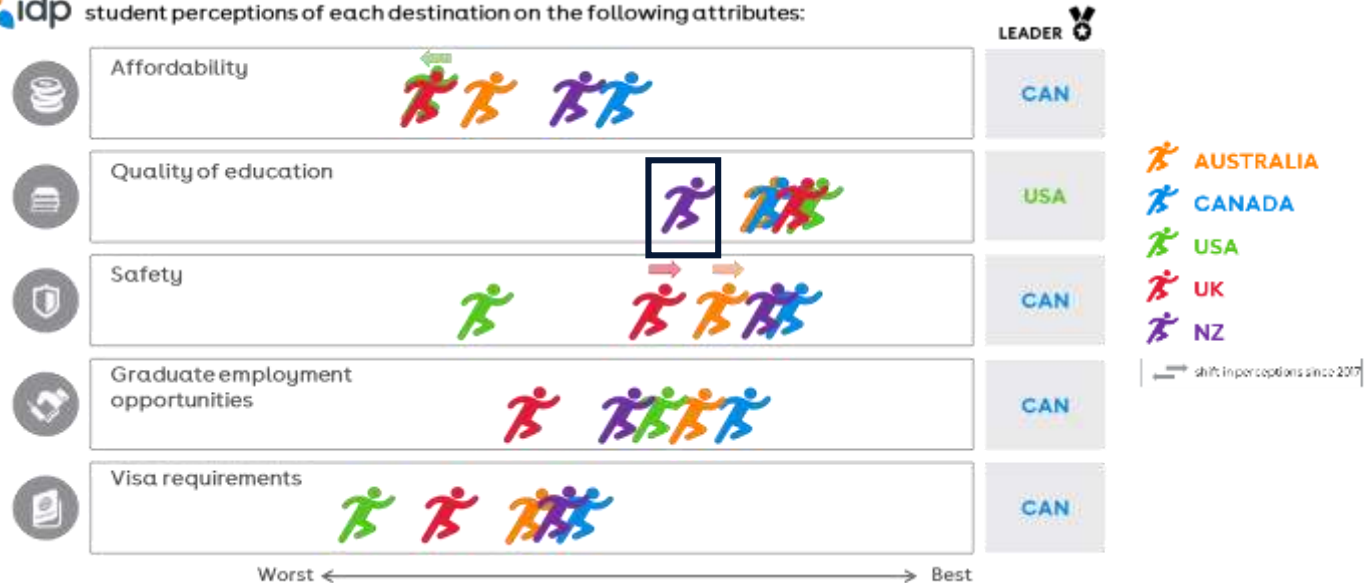
To build a reputation
beyond natural beauty

*“Most
significantly, it’s
less about New
Zealand the
place, and more
about the
people”*

Rebecca Smith

Education destination brand perceptions

idp student perceptions of each destination on the following attributes:



English Language sector





**Who are
our
students?**

**What are their
aspirations?**



About brands

A Brand is a promise about who you are

Our brand is the consistent, emotional thread across the entire journey. What we do and deliver is more important than what we say.

A Brand is a relationship

We want to nurture our students through a lifelong relationship with New Zealand and build passionate advocates for our country & education.

A Brand is shared

Brands exist in people's minds as thoughts, feelings, stories, and memories. Our brand needs to be owned and championed by our audience.



**What we've
done:**

**The Think New
Brand journey**

Evolving Think New

Transformation Plan

2030 vision for our Industry



NZ Inc.

“An ingenious creative nation, caring for people, place and planet”

Kaitiaki – Ingenuity - Integrity

NZIES

Excellent education & experience
Sustainable growth
Global citizens



Educating for the future

English-speaking country for preparing students for the future.

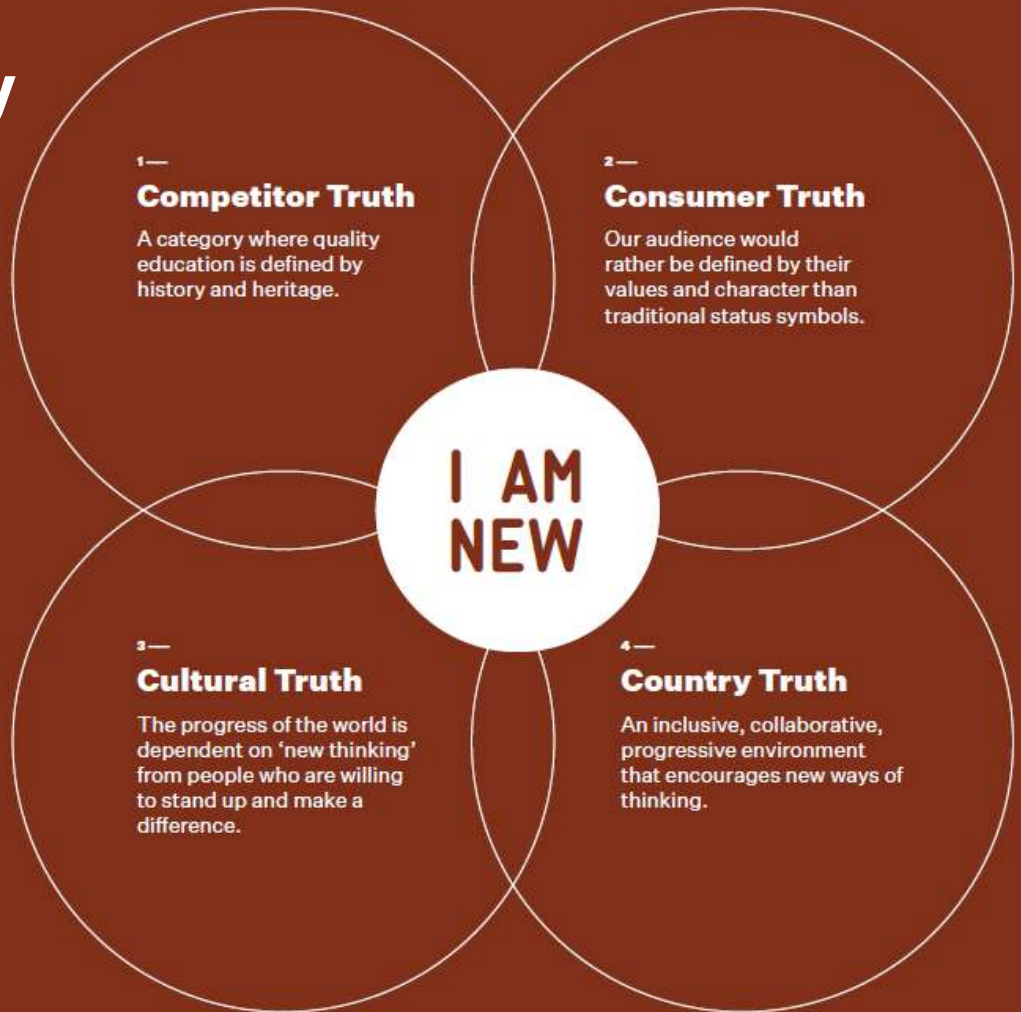
Educating for the Future Index 2018



Student Perception Research



Strategy





Meet our students

Independent thinkers looking to create their own path.

Wanting to make a positive, lasting contribution and using knowledge and smart thinking to do so.

Attracted to New Zealand because of our progressive reputation and values.

Defined by their values and strength of character rather than symbols of status.

Experience outside of the classroom is as important as what happens in the classroom

The Opportunity



"What we currently don't see anyone offering is experience in the real world and cultural foundation courses"

"We need better interactions in education in a global sense- being set up to communicate with different people on different levels"

IN SHORT: USEFULNESS. WHAT WE ARE MISSING IS THE ABILITY TO

THINK, CARE AND BE FUTURE-READY

Source: Big Picture Research creative testing for ENZ July 2019

Core Creative Idea

I AM NEW

NEW

Creative idea

Progressive and future focussed

Audience centric – Focused on our audience and the benefit to them

Distinctive – Turns our youth and size into our strength

Competitive – Positions New Zealand for quality and challenges the status quo

Ownable – Connects clearly and visually to 'Think New' and 'New Zealand'

Aspirational – Youthful, dynamic, desirable.

Linking aspiration
for a new
perspective and
identity with New
Zealand's fresh
way of thinking.



**Where
we're going**

**In a world that
needs constant
progress, New
Zealand education
brings new
thinking**



Sustainability



Generation Z will breed globally mobile students that are strongly cause driven and much more likely to choose a host country and education provider based on how well aligned they are to global causes like addressing climate change, the status of women, social equity etc. rather than academic quality rankings.

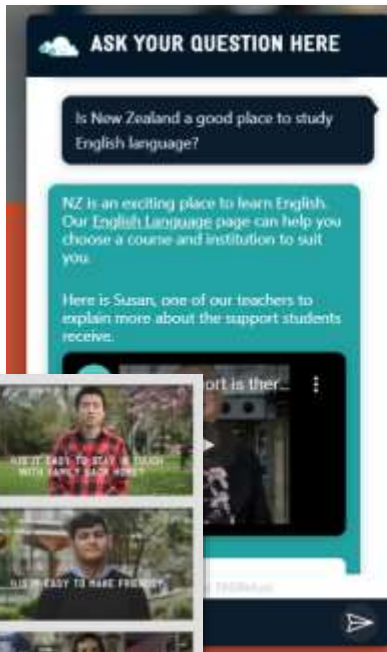
“International Education Megatrends”
Metamorphosis Digital Advisory, 2019

Sector Futures

A BIG NEW IDEA
FOR NEW ZEALAND
INTERNATIONAL
EDUCATION



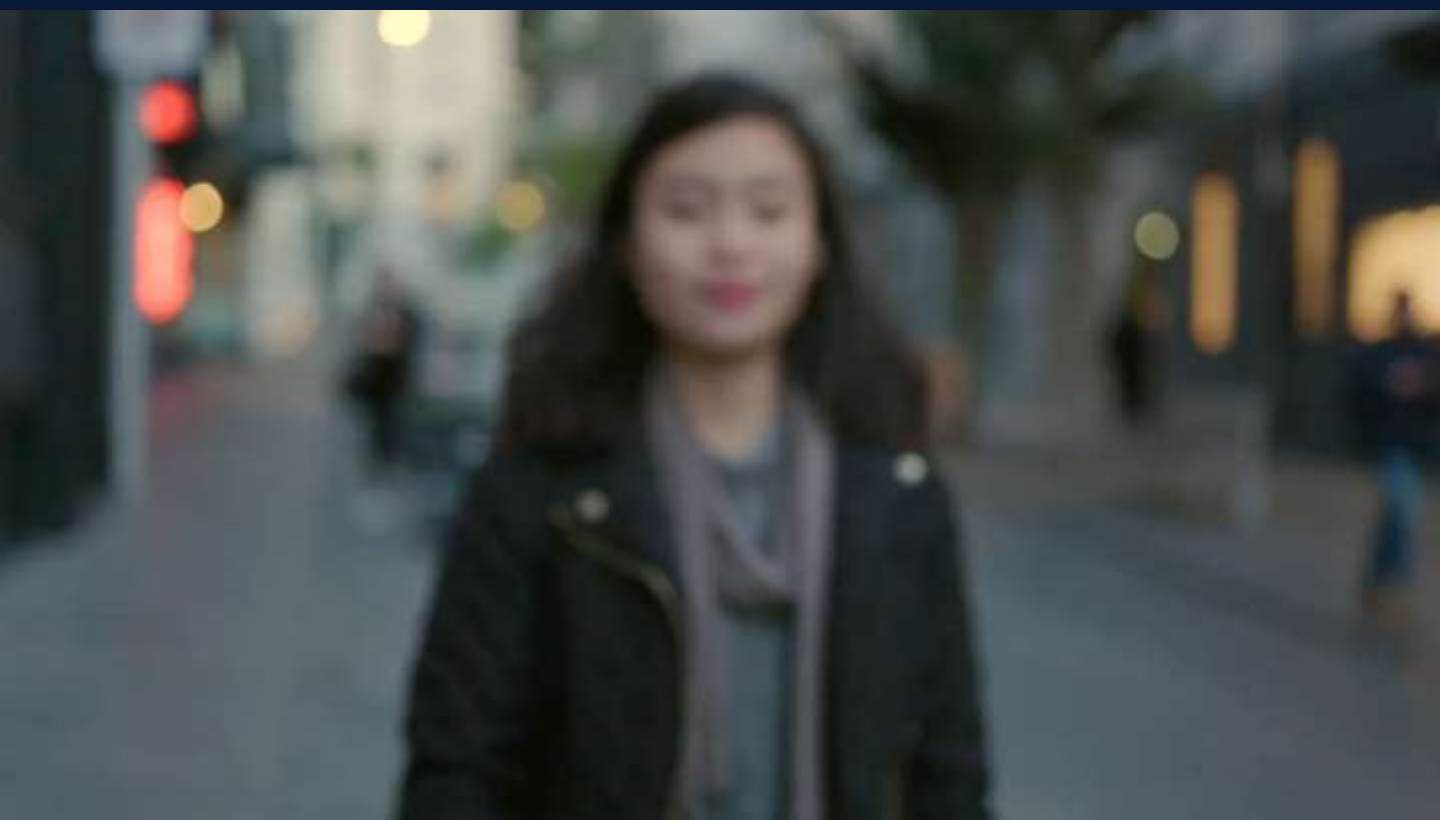
Ask New Anything



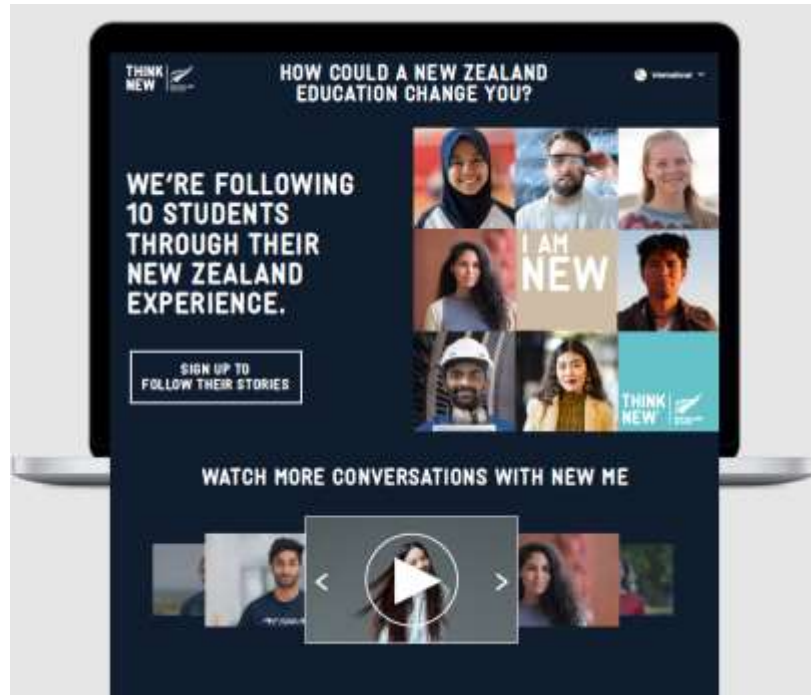
If you ask Tohu the chatbot a question, you might get a video response from a real student.

HERE'S ONE OF OUR FAVOURITES...





Old Me New Me



Regional storytelling

How does the wider experience offered by a region impact on learning?

Study + work + play

What are the regional “I am New” stories?





Shaping Your Own Brand Story

I am New: Associations

It cues feelings
of...

Self-discovery

Integrity

Curiosity

Acceptance

It says NZ is a
country that is...

Open

Forward-thinking

Progressive

It makes them think...

A New Self: 'I am New' goes with being open to new experiences and coming out a new person

A progressive education system: 'New' is intriguing' – a change from the standard education system

Source: Big Picture Research creative testing for ENZ July 2019

Brand personality and Values

Personality

Pōtiki Spirit – we are defined by a youthful, adventurous spirit full of energy, action and vitality

Determined – we're determined to give students confidence and power to achieve their goals

Pioneering – we're not bound by tradition. If we find a better way to do something, we embrace it

Values

Kaitiakitanga – we care for people and the world around us

Inclusiveness – we welcome people from different cultures and backgrounds. And we welcome new ideas that lift everyone up collectively

Progressiveness – we have an innate entrepreneurial spirit and we are always searching for new ways of looking at the world

Tone of voice

1. **We are bold.**
We have a confident point of view. We can be challenging in our opinions based on the status-quo and we believe in our desire to make the world a better place. We want our audience to have the confidence to also have strong, independent thoughts.

2. **We are honest.**
We don't talk in academic jargon. We value clarity above all. We are here to help students achieve their goals so we will make that as simple as possible for them.

3. **We are genuine.**
We care about all our global whanau. That means we relate to and speak to them in a familiar, warm, and accessible way. We genuinely welcome them in the way that we communicate with them.

4. **We are inclusive.**
We believe that "us" is better than "me" and that collaboration is the way of the future. So our voice is rallying in its desire to unify us all toward a common goal.

Insights from brand expression research

Reflect what is unique about New Zealand:

- Our *people* and our Māori culture
- Our *attitude* – welcoming, progressive, open, tolerant
- Our *place* – a landscape which we care for
- *Place with people* - avoid looking lonely!

Avoid the generic

Join the dots from the known to the unknown

(e.g. clear skies)



Research Insights

Show studying & academic life

- Show quality of facilities
- Balance – inside and outside of classroom

Life after studying

- Show outcome of studies
- Show how the NZ experience helped

Convey high quality

- Modern design aesthetic
- Students from “high quality” countries
- Quality of life – infrastructure, environment
- Successful alumni and notable rankings



Be specific and authentic



What learning experiences do you offer outside of the classroom?



How is Māori culture integrated into your learning approach?



How can you show the relationship between teachers and students? Or collaborative working?

Avoid content without context



Are there any people or cities in New Zealand?



Did he have to leave NZ to get a job?



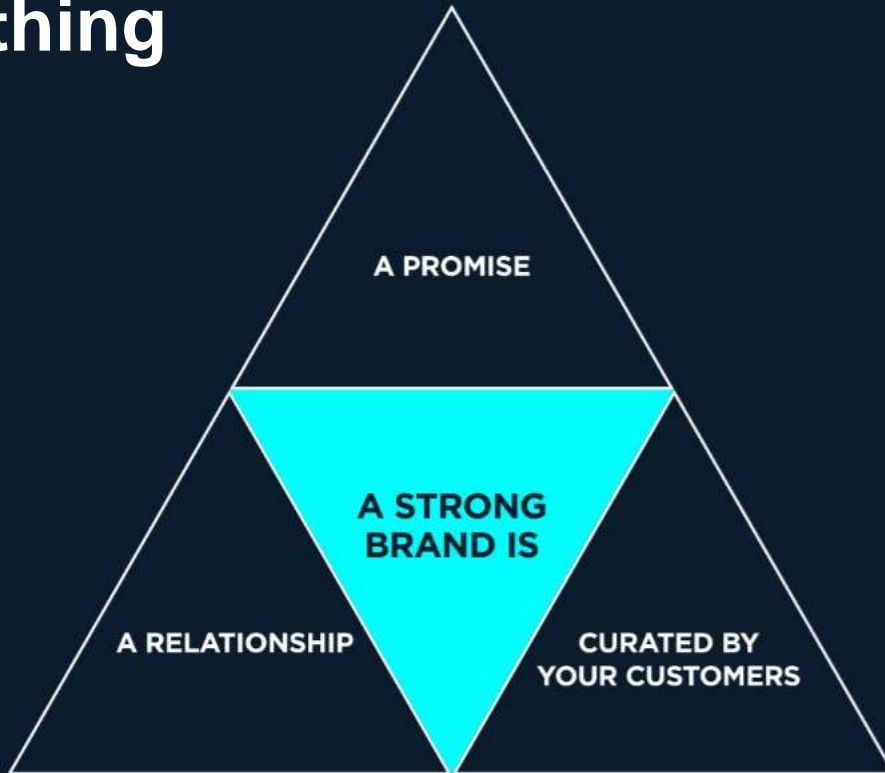
Is study in NZ just one long holiday?

Leveraging the brand

- Use our Key Messages
- Mirror our tone of voice, values and personality
- Create your own I AM NEW stories of transformation and growth
- Focus your benefits on the benefits to the student
- Be smart with imagery ensuring they fit our brand story
- Imagery connection between known and unknown



Experience is everything



The BrandLab

The Brand Lab

Access marketing assets to build your story alongside the New Zealand education story.

- Brand Strategy
- Brand Guidelines
- Brand Messages
- Imagery
- Videos
- Infographics
- Templates



thebrandlab.enz.govt.nz



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EDUCATION**

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