



REPORT DOCUMENTATION

06.01.02 Multimedia Campaign

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yfu

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Problem area and problem formulation

Preface Subject/Theme

Why is the exchange program interesting?

The gap year is popular and socially acceptable among youth and their parents in Denmark, therefore there is the demand for the educational exchange on the market.

Problem area

Research problem/problem formulation

The problems YFU face:

- Lack of customers, brand awareness.
- YFU so far has had only 5 customers in the age range of +18.

The problem to be solved:

- Low brand awareness which causes the lack of customers.

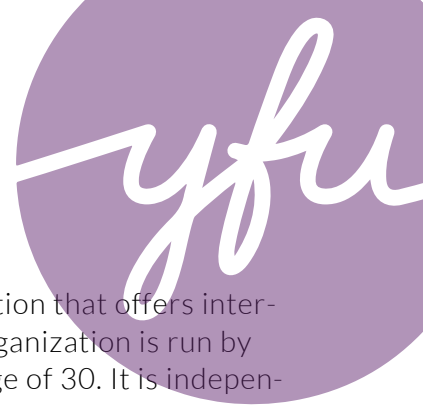
Problem formulation

These are the potential reasons why YFU lacks customers in the age range between 18 and 25.

- Have they researched the target audience, do they know it enough?
- What are their competitors doing differently?
- Price?
- Has YFU failed to present itself to their customer, target group?
- Lack of engagement in social media, lack of any significant customer base.
- Is it better to sell the experience rather than the product?
- Students find a different exchange agency. Why?
- Lack of a marketing strategy.
- Trying to sell the same product for the +18 as the target group 14 to 18.
- The way they reach +18 target group - how to reach them?
- They are not specific when the customers should apply.

“The purpose of the campaign is to ensure brand recognition, reach and sell to the appointed target audience of 18-25-year-old Danish youth.”

In order to do it authors of this report will perform external analysis, internal analysis, target group analysis, write the communication plan and swot analysis.



Sender analysis

Youth For Understanding Denmark (YFU) is a self-governing nonprofit association that offers international exchange programs to youngsters aged between 14 – 25 years. The organization is run by permanent staff secretariat and 1400 volunteers of which 900 are below the age of 30. It is independent of political, religious and economic interests.

YFU Denmark consists of 4 zones divided into 17 regions across Denmark, of which not all are active. There are arranged activities in certain regions, for example, they have monthly meetings where they discuss certain topics and plans presented by the board.

Mission

YFU advances inter-cultural understanding, mutual respect, and social responsibility for youth, their families and communities through educational exchanges.

Purpose

“We will change the way you look at the world.

The association wants to promote interpersonal understanding based on mutual respect and appreciation of cultural differences at local, national and global level. The association also seeks to promote community engagement, lifelong learning, and a more peaceful world.

YFU mainly pursues its purpose through the inter-cultural exchange of young people and in connection with this:

- preparation, training and ongoing support for young exchange students and their host families;
- training of members of the association;
- granting grants and applications for financial support to ensure that the maximum number of young people is allowed to participate in the programs and activities of the association,
- to strengthen the unity of the association, and
- to cooperate with organizations and people working for similar purposes.”

Goals

Sending students on educational exchange and gaining new volunteers.
Have a positive impact on educating young people.

Vision

Become a leading exchange company - the first selection for young people when going abroad for educational exchange.

Values

Social, honest, open-minded, good quality, language, education, travel, cultural exchange.

Main benefits for the individuals joining the YFU exchange:

- Gaining a new meaningful relationship with a family abroad,
- Maturity and self-growth, become more independent
- Improvement of foreign language skills,
- First-hand knowledge of a foreign culture,
- Valuable experiences for the CV,
- Opportunity to become a volunteer at YFU after the exchange,



PESTEL External Analysis

“The point of a PESTLE analysis is to consider the impact of the influences that are outside your control and how you will respond to them” (Stein, 2013). PESTLE stands for following factors: Political, Economic, Social, Technological, Legal and Environmental.

Political Environment

Denmark has a stable democratic political system. Currently it is a small Liberal minority coalition government. There are some latest political events with potential impact on the businesses and individuals in Denmark, including YFU and its potential customers. The full impact of Brexit on the remaining EU countries is still unknown. However, it is clear that they will have to cover a financial hole left by UK leaving its financial responsibilities towards EU. Denmark's economy might also face a slight slow-down. The ruling government coalition's agreement in the beginning of February to a EUR 670 million tax cut, mainly aimed at lowering income taxes, will directly influence companies' performance. The political situation in the potential host country could be crucial in making a decision of going to an exchange year. For example, USA president's reputation, and too liberal gun policy.

Economic Environment

Denmark's economic situation directly defines YFU's target customers' buying power. If the buying power is high and stable, there is the demand for non-basic consumer goods, including studying or volunteering abroad.

After reaching 2.2% in 2017, GDP growth is projected to return to a pace of 2% in 2018 and 2019.

Due to the scarce labor resources, wages and inflation are expected to rise. For the same reason, unemployment rate is relatively low, as 5.4% in general, and 11.1% in youth employment field.

Current official lending interest rate is 0.05 %, which gives a good opportunity to outsource cheap financial resources.

Lower export growth due to a stronger euro-pegged currency should lead the economy to slow slightly this year. Accommodative monetary policy, low inflation and a tight labor market are, however, poised to boost consumers' purchasing power, buttressing domestic demand. A boom in the housing market and elevated levels of household debt are among the country's main downside risks, but they are unlikely to significantly weigh on the outlook if low interest rates prevail. GDP is expected to expand 1.9% in 2018, unchanged from last month's estimate. For 2019, the panel projects growth of 1.8%. (Focus-Economics, 2018).



Social Environment

The beneficial social factor for YFU is the tradition of young people in Denmark to take a gap year after high school.

Denmark faces the common Europe's demographic issue – aging population. Countries with older populations have extra pressure on their welfare system, as more and people benefit from it, and less people contribute to it. Aging population also means the decrease of number of people in YFU target group.

Structure of population is also changing due to the increasing numbers of immigrants. With integration policy becoming more successful, immigrants contribute to the economy of Denmark by fulfilling more and less qualified job positions.

Denmark is scoring high in the higher education ratings (number 8 in the World Top 20 Education Poll), which proves they value qualitative education, and might educate themselves during their gap year.

Technological Development

The usage of Internet and technology is constantly growing. Since the campaign will be mostly digital, that factor is beneficial.

Market research: Competition

EF (Education First) - Direct Competitor:

Global presence: 116 countries.

Employees: 46,500 (22,000 full-time office staff, 11,500 full-time faculty, 13,000 part-time teachers).

“EF Education First is a global education company focusing on language, academic, cultural exchange, and travel programs.” Education First is self-proclaimed world leader in international education. With a wide global outreach and heavy manpower, it is one of the main competitors in the market of global exchange. Their marketing efforts are worth mentioning as they include; being the naming sponsor of a professional cycling team EF Education First-Drapac powered by Cannondale that placed second in 2017 Tour De France. As well as; being the official language school, language training service, language training supplier or education services sponsor of multiple Summer and Winter Olympics. They are an Education Oriented Organization that has a wide selection of educational programs, but their weakness is a lack of emphasis on the experience of the exchange itself and the cultural knowledge, as it is not their main focus, Education First.

AFS (American Field Service) - Direct Competitor:

A non-profit organization based on volunteer work.

Global presence: 94

Active volunteers: 50,000+

External partners: 11

National AFS Organizations: 60

AFS is the main competitor in the non-profit exchange market. Their strengths include a wide reach of the market, strong brand recognition, massive volunteer manpower.

They offer more of everything that YFU has to offer, more volunteering opportunities, more flexible exchange durations, host families, strong emphasis on cultural exchange (YFU's selling point). They are the main threat to the YFU in a competition for the market share. The limited weaknesses include that they still are a non-profit organization, therefore the budget is still strictly limited. However, in 2017 AFS received 25,8 million USD in donations for scholarships and initiatives.

STS (Student Travel Schools) - Direct Competitor:

Lack of information about STS.

Global presence: 13 countries

A significant lack of information about STS, despite YFU chairman mentioning it. They offer Au Pair, which seems like a unique option as far as exchange programmes go. STS mission goes as follows:

"Our mission is to empower young people to grow through education and cultural exchange. We are convinced that experience-based learning abroad is truly the best way to learn new skills, a new language, boost self-confidence and grow as a person." Based on the mission statement, STS is operating with a similar goal to YFU, therefore they are a direct competitor to YFU.

AIESEC - Direct Competitor:

Global presence: 120+

Members: 33,128+

Partner organizations: 8,097+

AIESEC is the world's largest non-profit youth-run organization. The organization is based on developing youth leadership around the world. "Its members are interested in world issues, leadership and management." The main strength of AIESEC is its scale and global reach, it is clearly a very popular non-governmental, non-profit organization that has a wider range of volunteering and internship opportunities for young people to gain experience in their professional life. The weakness from YFU's standpoint could be the lack of emphasis on cultural exchange, experience of travelling abroad.

Replacement competitors: Travel Agencies.

Travel agencies can be the replacement competitors for exchange organizations; they offer opportunities for young people to travel and discover foreign cultures, their strengths include: good organizational skill set, experience in dealing with airlines/hotels/museums, feedback from their customers. Weaknesses include: in most cases no long-term options (long stay), they usually don't focus on educational activities, but rely on customers being entertained by seeing new places, in some cases, finding out about different cultures.

Target group

Target group for the campaign was pre-defined by the YFU organization. We are focusing on the Danish students from all over Denmark in the age range between 18-25 years. We make no distinction between gender, education, religion or possible careers.

They are in the stage of their lives when they graduate high school and have to decide what they want to study, and do for the rest of their lives. Many of them are unsure about the next step. Should they apply for the university, what career path to choose, considering traveling and gap year etc.

Our target group values:

- Being independent
- Personal growth
- Getting to know themselves better
- Being happy with who they truly are
- Being mature and take important decisions

Goals and needs :

- Career path
- Valuable experience for the CV
- Enhancement of the education
- Willingness to invest time to achieve their objectives

Lifestyle

- Share common passion for travelling and explore new and different countries to acquire another perspective and experience of life.
- They recognize good quality and appreciate customer support.

Social class

- The target customer comes from a middle to upper class background.

Personality

- The target customers are people with interest in maintaining a high grade in the education they take.
- They are looking forward to find a new home in another country.
- Open minded.
- They have the courage to begin a new life experience away from home.

Benefit

- Learning new languages,
- Educational travel,
- Creating a new network of connections,
- Cultural exchange,
- Becoming a part of the community.



PERSONAS PROFILE

Tobias Hansen

Tobias is a young student at the Roskilde gymnasium. He's living with his parents. They care about his future, therefore they already signed him up when he was 4 years old to a life experience in the Afterschool program, that they financed (when he was between the age of 16 to 17). His life changed, he has abandoned table tennis that he had played for 8 years to focus on a music program. Music is his life now. His passion is to use his free time to meet up with his band, formed with his friends. They go and play at weddings or ceremonies and have own repertory of popular songs. The most important thing for Tobias is to have supportive friends that he can keep for the rest of his life. His goal is to become a professional musician. Currently, he's working as a call center seller, saving money for his future ambitions. His long-term goals are building a strong personal career and becoming an independent adult by earning his own income.

His desire for the proximate future is to go on an exchange, possibly to the USA or Australia. He will finance it himself, working for half of the year after graduating. He will not necessarily look for an organization to go abroad. But the short-term goal is to study and progress with his education process.

For more details and a visual overview see Appendix 2.1 Tobias, page 7.

Maria Jacobsen

Marie is an 18 years old student at the Roskilde gymnasium. She likes to sing. It's her and her closest friends' passion. That's what unites them. Her second passion, to travel, she inherited from her parents, they enjoy experiencing the world and new countries. She would like to experience living far away in the exotic environment, where people are friendly and warmer than the current environment she's living in. Personally, she likes the idea of having to stay with a host family. That will help her get in touch with the culture. She would like to be helpful and part of a volunteer program. Education is important but she wants to mature and grow as a person and she believes traveling will help her to get to know herself better.

For more details and a visual overview see Appendix 2.2 Maria, page 8.

SWOT Analysis

Performing SWOT helped us simplify the decision-making process and guided us in choosing the right direction for YFU marketing campaign.

In the SWOT analysis, we examined what YFU is doing well, where they could improve and how they fit in the competitive scene. First, we analyzed the internal environment. Where overview of strengths helped us understand better what are our advantages over the completion. And knowing our weaknesses showed what are YFU's internal disadvantages in relation to the competition.

On the other hand, researching external environment helped us see the current opportunities in the market that we could use to our advantage. Similarly knowing the external threats made us understand the possible eternal dangers currently present in the market.

STRENGTHS

1. Good support system for students on the exchange (providing a safety environment)
2. Good reviews from users
3. Diversity of destinations
4. More emotional values: host families and emphasise personal growth and experience
5. Strong relationship with the users (ex: become part of the network), volunteering
6. Long history, good story

WEAKNESSES

1. Bad structure of the Web page. Poor information about YFU
2. Bad selling proposition. Only working with ESP, not USP the competitors promise certificates
3. Weak brand awareness
4. PR of volunteering skills (amateurish)
5. Weak marketing plan, not implementing technologies
6. They have restricted destinations
7. Lack of prior knowledge of the exact destination
8. The prices are high
9. Transparency with the financial structure
10. The social network is relying on the user
11. NGO /NPO on an international level

SWOT

OPPORTUNITIES

1. Economic factor (GDP growing), strong economic situation, buying power is growing so they can afford to travel.
2. Social factor - it is normal to have a gap year
3. Valuable social CV material
4. Use of technology and social media
5. Volunteering is social recognized

THREATS

1. Economy - The economy can go down. The threat of economic crisis. Less people would have money to travel.
2. Strong Competitors - They advertise themselves more actively. AFS, have a more updated website. They are more successful at fundraising, bigger sponsors, innovative. The competitors are more transparent about how the work and how they spend their money. AFS has a web forum for the students going abroad - World Cafe. Active members are bigger - more volunteers. More informative about their volunteer work - how it works and how you can help. Forum for going abroad-World Cafè. The other companies have more opportunities of different travelling or internships, or work abroad.
3. Political situation of the destination countries
4. Financial: loosing funding for programs

TOWS analysis

Completing SWOT process helped us prepare the strategic solutions which we presented in our TOWS report. Performing TOWS analysis deepened our understanding of what is our competitive advantage in the current market.

Strengths and Opportunities (SO): we discuss how we can use YFU internal strengths to take advantage of the existing external opportunities.

Strengths and Threats (ST): here we define how we can take advantage of YFU strengths to avoid or mitigate real and potential external threats.

Weaknesses and Opportunities (WO): we discuss the use of the external opportunities to overcome the internal weaknesses we are experiencing.

Weaknesses and Threats (WT): here we analyze how to minimize YFU internal weaknesses and avoid external threats. (Brunger)





COMMUNICATION PLAN

EFFECT

The campaign is going to encourage the target group to go on exchange program with YFU. Browsing through the campaign page, the user will understand the main purpose of YFU's existence, the interpersonal understanding based on mutual respect through their exchange programs abroad. The user will obtain a feeling to desire the experience of living in a new country with a host family. Also, the chosen tone of voice and style will provide parents with the reassurance that their youngsters will be taken care of during the exchange. The goal is to inform the target audience not only about the exchange programs but also about the volunteering opportunities YFU offers.

The promotional video will encourage the users to apply for the YFU SoMe contest. Later following the stories of YFU ambassadors will provide users with the insights into day to day real life exchange experiences. Those activities will motivate, engage and guide the users to apply for an exchange program.

The ESP will be strengthened through YFU ambassadors sharing the joy of their experience with the potential future customers. Consistently sharing interesting and engaging organic content on SoMe will lead to increase in the number of followers which can turn into customers. By having more applicants, YFU will increase brand awareness, as well as, interaction with its customers, that will ultimately help them reach their business goals.

MESSAGE

The user should grasp the message after seeing the campaign:

"EXCHANGE IS AN EXPERIENCE FOR LIFE"

Our campaign message is the same as YFU's. We plan to create positive global change by giving the opportunity of an experience abroad that open people's hearts and minds which will ultimately make us world citizens.

USP and ESP

UNIQUE SELLING PROPOSITION

Holds logic and reasoning as to why the target audience should choose us over the competition.

After successfully completing an exchange program with YFU user can become YFU volunteer. As our volunteer, you help running YFU organization on different levels. Various positions include mouth to mouth marketing, as well as, preparing necessary documentation and arrangements for youngsters going on the exchange.

Unique selling proposition of our campaign

We provide a scholarship to the winner of the competition. They get a chance to experience the international exchange free of charge. They also gain an opportunity to become our ambassadors, improve their multimedia, and content creation skills, engage on social media and become the part of the YFU family.

EMOTIONAL SELLING PROPOSITION

These are the emotional triggers that help our potential customers to make a decision to purchase our service. We thought about the emotions and feelings we want to provoke in our clients that will lead them to the decision of choosing us over the competition.

YFU is on forefront of a trend, because our PESTEL analysis showed that international exchanges are lately becoming more popular, students are encouraged to explore outside their comfort zone environment, broaden their horizons, experience new cultures and rise their personal growth.

While abroad, youngsters can build a quality international relationship with their host family. They become a part of the new family where they feel safe and accepted.

Moreover, YFU gives their users a chance to become an essential/active part of the YFU family. You are going to be the column of our YFU structure. Help us fulfil our visionary mission and build a better world. You will become a part of broad international network and contribute to community engagement and lifelong learning.

We're working together to make everyone's dream of travelling and experiencing the world, coming true.

SOCIAL MEDIA PLATFORMS

The purpose of using each platform.

We focused our research on four main social media platforms. Facebook, Instagram, Twitter, and LinkedIn. We investigated the target audience and their preferred social media channels. Our goal is to expand and reach to a wider range of customers, as well as, to create a social media contest which will excite and engage them.

First of all, in order to build a stronger connection with our audience, we decided to use platforms designed for social interaction and for optimizing the relationship with the brand. To enhance the experience, we used the rule of reciprocation (Influence: The Psychology of Persuasion, Robert Cialdini). The customer will contribute when they realize what YFU is offering - scholarship for the exchange program.

We want the user to interact with the help of a social media, by sharing a video reflecting the social cause and their storytelling ability. By connecting our contest with a charitable cause, we would significantly improve ESP. By sharing an experience on social media, users can feel more connected to the community, show that they are trying to make a difference and inspire others.

FACEBOOK

It is, as of today, the most popular social network platform in the world and is considered to be the main social media platform in Denmark. Currently, Facebook has over 2 billion monthly active users (June 2017) which could lead to more customers through our campaign. Moreover, advertisements on Facebook are more affordable and organic posts are free of charge. Another benefit is that we could also use a filter to target only the generation of over 18 years old. In Denmark, based on a survey performed on 1,020 respondents, more than 84% of them are using Facebook and the maximum age average is 16 - 34 (based on ca. 6.000 people interviewed). Moreover, our survey conducted at Roskilde gymnasium showed a similar result.

INSTAGRAM

Instagram is our second choice according to the results of the survey performed at Roskilde gymnasium.

Photos and videos have the most impact on the user and they create a trustworthy connection with our target group. What makes Instagram so engaging for the younger generation is its simplicity. It is an in-the-moment experience with lots of content to scroll through. Also, Instagram is built to be visually pleasing to the user. The length of the videos is kept under 60 seconds.

According to the survey on 1,020 respondents, more than 42% of them are using Instagram in Denmark and 49.9% out of 7,514 respondents are between 15 - 29 years old.

TWITTER & LINKEDIN

Even though YFU promotes through Twitter and LinkedIn, our survey conducted at Roskilde gymnasium and the statistics of Polaris Nordic in 2016 revealed that the Danish user uses these two platforms rarely. Therefore, we would not invest resources in these social networking services for our campaign.

According to Statistics Denmark, 15% of Danes (about 700,000) employ career-oriented social media such as LinkedIn.

(In September 2009, LinkedIn had over 47 million registered users, half of whom reside outside the United States and in April 2014, LinkedIn rounded a total of 300 million registered users.)



Our campaign is video-based; thus, we need an easy video sharing social media. The number of followers on YFU Denmark Twitter profile is limited to 363 users and the last post dates back to June 2017 which proves that the platform is inactive. The same applies for YFU Denmark LinkedIn which has 217 followers. It would be, therefore, a more suitable choice to spend resources on platforms that brings better results (where we could reach more participants, and gain more views, etc). Twitter and LinkedIn are viewed as more formal, business oriented, serious platforms in comparison to Facebook or Instagram. They could be used by YFU to reach the parents of the students considering the exchange with YFU. The content would be of a more serious nature, presenting the facts and benefits that parents are interested in.

To sum it up, our social media campaign will:

- boost online engagement by connecting with the target group and allowing them to interact with YFU;
- Increase virality through encouraging participants to share, like the content;
- build brand awareness through and after the contest which will lead to more customers in the future.

How they are connected and how they should function together in the campaign:

Besides the high popularity among youngsters the decision to narrow down the number of social platforms to only 2, Facebook and Instagram, is driven by the fact of having a stronger connection between those two. The advertisement will be video-based and it's going to be easily shared between those two linked platforms. Both owned by the same company, which allows us to access the ads content generator and build with the consistency between two platforms. The research showed that the content that performs well as Facebook post generally performs well in Instagram feed too. We will have to keep in mind that they require slightly different specifications for the content.

Promotional video

Using a promotional video is necessary for the campaign. Most of the campaign will happen on social media platforms that contain a lot of visual information and have specific requirements for media sizing. Therefore, the video should be short, in fact the recommended length is no longer than 2 minutes, as videos up to 2 minutes of length get the most engagement and, for example, a Facebook video receives, on average, 135% more organic reach than a Facebook photo. (Ahmad, 2017). It will serve as an alternative or an addition to written and spoken promotional content.

The promotional video will present and promote the competition for the scholarship with YFU. It will be used to attract possible participants to our competition and to raise YFU brand awareness in general. It will explain the winning prize as well as some participation requirements. The video will be used in Instagram, Facebook or other possible channels of advertisement (such as physical advertisements etc.) and in our promotional website.

CUSTOMER JOURNEY FOR YFU CONTEST

1. **AWARENESS:** How the user finds us

First, we created a customer journey explaining the existing situation; before the start of our campaign. We asked ourselves how do the users find YFU web page and hear about YFU. Doing this helped us realize the weaknesses and strengths of the current marketing and web page. Currently users hear about YFU by mouth to mouth and oral presentations at school.

We decided that in our campaign we should keep the mouth to mouth (MTM) marketing strategy but develop on it. Beside volunteers going to schools and talking about the exchange they would also promote the contest on their Social Media (SoMe) platforms. For example, YFU volunteers and current 6000 YFU Facebook page followers would be encouraged to share the contest with their friends.

The contest participants would, in order to increase their chance of winning, share and encourage their friends and family to like their video posted on YFU Facebook page. This is another way of getting new clients.

We would also invest into low cost Facebook or Instagram ads.

2. **INTEREST:** Users finding more information

After hearing about YFU contest through MTM or SoMe users can read more detailed information about the contest on the contest web page. There they can find the video explaining about the contest, terms and conditions of the contest, chronological steps visually explaining how to participate, and a section with photos of the four destination countries that are linked to the main YFU.

Our contest web page will have two call-to-action buttons. First one is to apply for the contest to win the scholarship and become YFU ambassador and the second one links to the main YFU page where visitors can apply for the exchange itself.

3. **ENGAGEMENT:** Apply, like and share

Users have read the information and they apply for the contest through our contest web page. They upload a short video to the page in the dedicated area. Then they are encouraged to follow us SoMe. These touchpoints are our chances to strengthen YFU's brand recognition.

4. **ACTION:** Four winners become YFU Ambassadors

After winning the competition 4 winners will be sent to 4 different destinations. They won based on the quality of their entry. They feel they achieved something in their life. By preparing engaging SoMe content and sharing it regularly they will gain/improve skills. They get a family abroad, grow as a person, and build international network all this makes them become more confident. On the contrary, the ambassadors could feel insecure about themselves and homesick.

5. **AFFINITY:** Become YFU volunteer

After successfully completing 6 months abroad the returning ambassadors become loyal YFU volunteers. They feel like they belong to the community and are part of the YFU network.



ABOUT THE CAMPAIGN

THE CAMPAIGN STEPS

1. Produce a video that explains the contest
2. Share the video on our webpage
3. Promote the campaign by MTM marketing and by using Social Media ads

How to enter the contest

Users have to prepare a short video and post it on the contest website, created on the behalf of YFU. In the video, they have to

reflect on the YFU's key message and embrace YFU's mission, vision and values.

They are given a chance to tell and share a story that conveys YFU message and embraces YFU's mission, vision and values. The participants also get a chance to learn and get inspired by other videos submitted by their competition.

This is a great opportunity that gives youngsters a new open perspective and reflects more global view of the world.

Timeline

- **Submission period** (3 months): upload the videos.
- **Selection period** (1 month): winners are selected by a group of individuals who will keep the values and mission of YFU in mind through the selection process, it may be a group of previously trained volunteers.
- **Notification period** (1 month): Sponsor shall attempt to contact contest winners, or an alternate, if necessary.
- **Preparation period**: prepare necessary visa and travel arrangements.
- **The exchange period** (6 months): After winning the competition 4 winners will be sent to 4 different destinations as YFU ambassadors.

They will go on the international exchange and spend 6 months with a host family. They will be going to school at the foreign country and learning about another culture. As YFU ambassadors they will share and post regular content on SoMe (Facebook and/or Instagram). Once per month they will also participate in some local volunteering project (for example; saving the turtles) and make a SoMe post about the experience. By sharing their day to day real life experience from the YFU exchange the potential customers (Facebook/Instagram followers) could follow ambassadors in real time and even engage and contact them directly through SoMe.

We will periodically follow our ambassadors and review their posts. We can advise them on creating more engaging content about their adventures. All this will lead increase the YFU network and social media engagement.

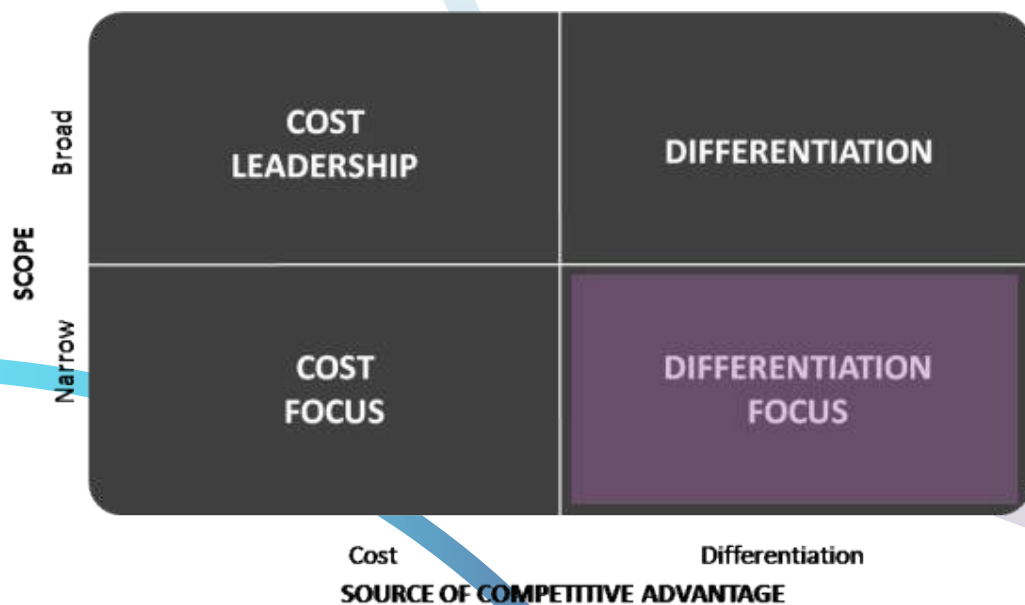


YFU - Generic Strategies

Differentiation Focus

YFU has to adopt a Differentiation Focus strategy. Its aim is to differentiate itself by targeting a narrow market segment - danish youth between 18-25 years old.

We chose a Differentiation Focus strategy because we are not going to differentiate by cost reduction, but by knowing the needs of our target segment and fulfilling them. This will provide a strong brand loyalty among YFU customers.



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Appendixes

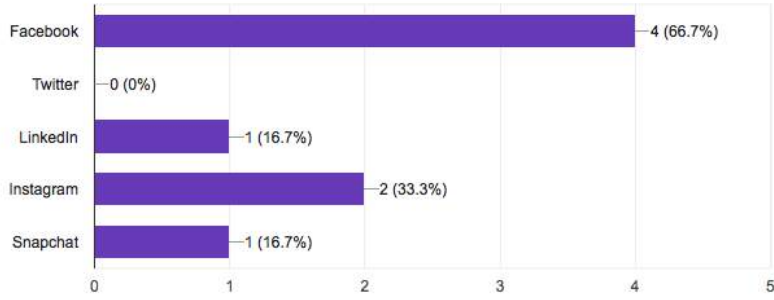


Survey for the target audience questions and results	1
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1. Survey for the target audience questions and results

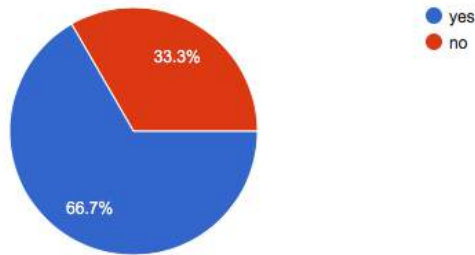
What type of social media do you spend most time on ?

6 responses



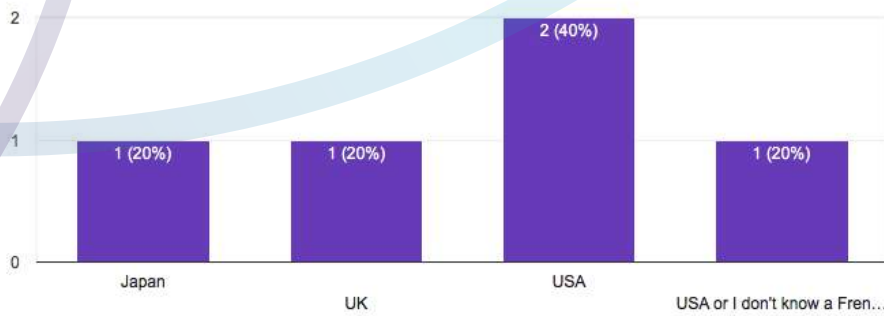
Did you thought about going on exchange?

6 responses



What country would you like to go on exchange to?

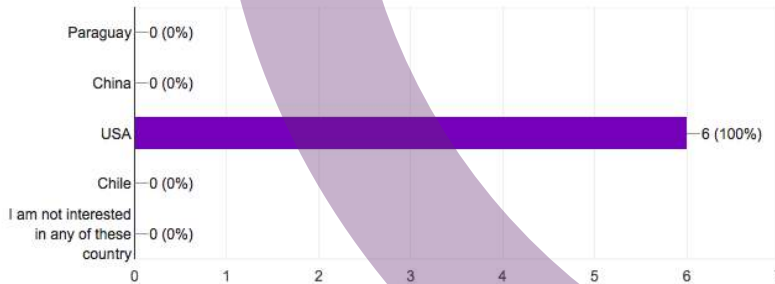
5 responses





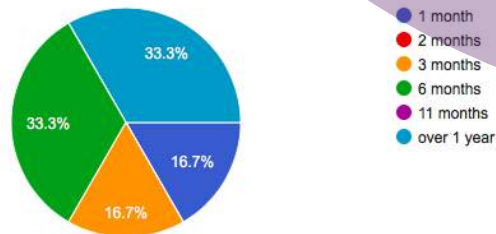
If you have to choose among: Paraguay, China, USA, Chile.

6 responses



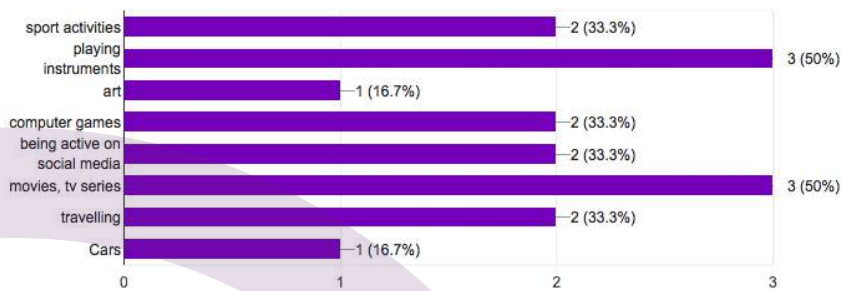
How long would you like to stay abroad?

6 responses



What do you like to do in your free time? What are you passionate about?

6 responses



What excites you the most when going abroad?

6 responses



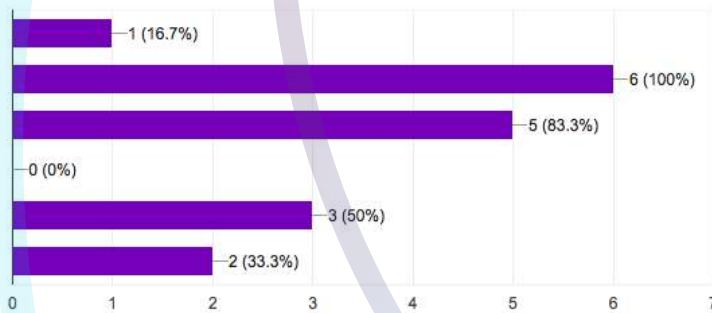
What scares you the most when going abroad?

6 responses



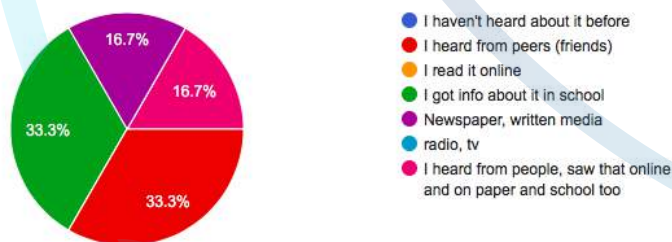
What would you expect from a study abroad organization?

6 responses



Have you heard before about study exchange programs and where?

6 responses



Your favorite Youtube video is...

5 responses



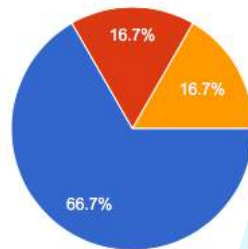
What do you consider a trend nowadays?

4 responses

- social media
- Clothes
- Something viral, which is shared among thousands of people.
- Being big on social medias

Do you spend time browsing memes?

6 responses



- yes
- no
- They appear on my feed i don't really look for them

Who's your idol/inspirational character?

3 responses

- Emma Watson and Amy Whitehouse
- Elon Musk
- Rihanna

Where do you spend your free time / favorite hang out place?

4 responses

- home
- Insp in Roskilde or a music room
- Normally
- Either home or wherever with my friends

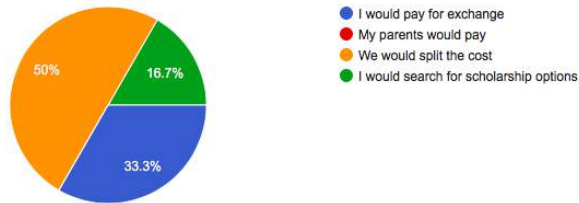
What webpage do you visit the most?

4 responses



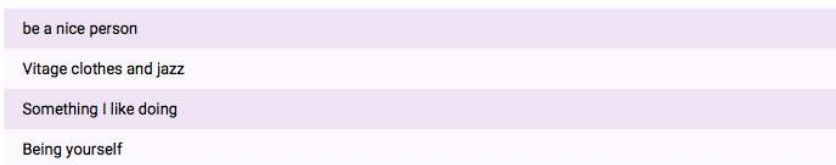
Would you finance the exchange yourself or would you ask your parents to pay for it?

6 responses



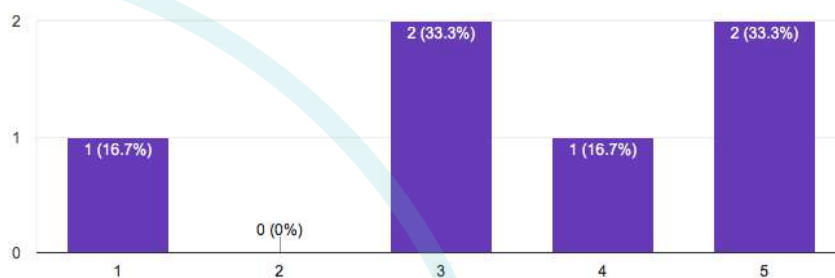
What is "cool" in your opinion?

4 responses



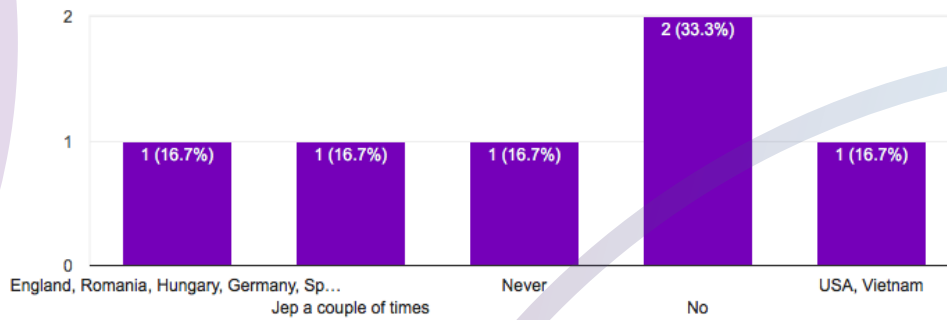
Do you like learning new languages? Would exchange be an opportunity for you to learn a new language?

6 responses



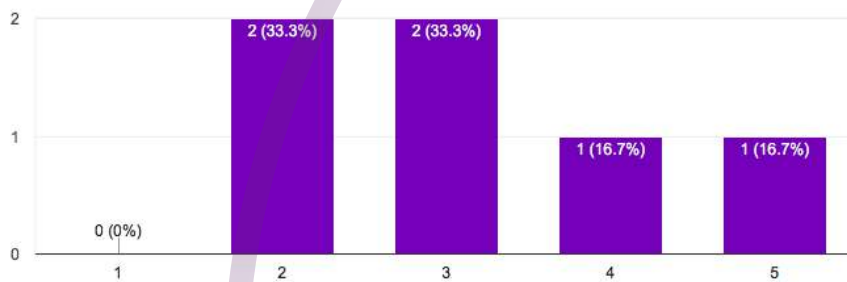
Have you traveled out of Europe before? Where?

6 responses



Do you like the idea of living with a host family in another country?

6 responses



What are your plans after graduating? Any sabbath year?

6 responses

- Get a job
- No gap year for me. Directly on an education in communication
- 2 or more sabbath year - Travilling, boarding school, work...
- I'd like to get a master's degree
- Already had a sabbath year, but didnt go out on exchange
- Not sure

2. Personas

2.1 Tobias



HELLO, I'M TOBIAS HANSEN

STUDENT at Roskilde Gymnasium

AGE	18
GENDER	Male
LOCATION	Roskilde, DK
EDUCATION	Roskilde gymnasium
EMPLOYMENT	Call center sales (Student job-Part-time)

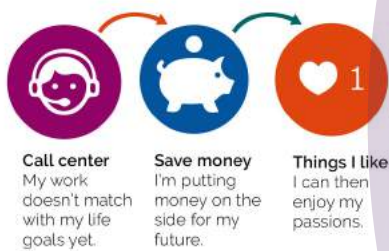
PERSONALITY TRAITS



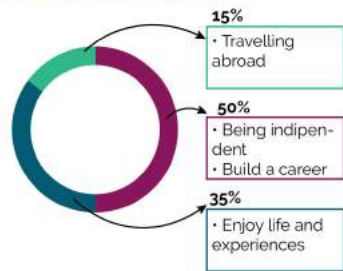
MY TYPICAL DAY



WORK SITUATION



MY MOTIVATION



FEARS IN LIFE

- Not being able to do what I love.
- Not getting accepted in a music school.



MY GOALS

GOALS AFTER GRADUATING <ul style="list-style-type: none"> • Work for 6 or more months • Go and travel abroad. Exchange program or by myself • Getting accepted in a music school 	LIFE GOALS <ul style="list-style-type: none"> • Live a satisfied lifestyle • Contribute to the things I like the most • Working in the music World 	EXPERIENCES GOALS <ul style="list-style-type: none"> • Enjoy playing music with friends • Feel laidback and relax when meeting with friends • Feel a sense of satisfaction when working with members of my band
--	--	---

RELATIONSHIP WITH SOCIETY

STATUS

- Single
- I hang out at one Bar in town, but at friend's home mostly

HEROS

- Kevin Hart: comedian, actor.
- Benny Greb: drummer, teacher.

SOCIAL MEDIA USED

- Facebook
- Instagram
- Snapchat

HOW I USE SOCIAL MEDIA

- Video tutorial to improve my music skills.
- Short science video about controversy.
- Browsing the news/updates.

2. Personas

2.2 Maria



HELLO, I'M MARIA JACOBSEN

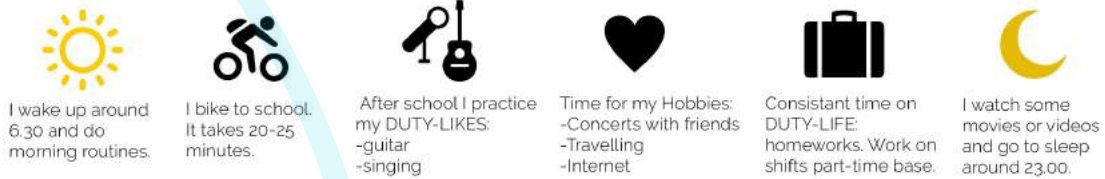
STUDENT at Roskilde Gymnasium

AGE 18
GENDER Female
LOCATION Roskilde, DK
EDUCATION Roskilde gymnasium
EMPLOYMENT Grocery store
 (Student job-Part-time)

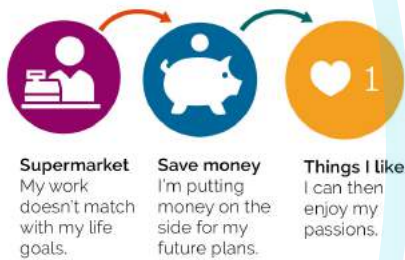
PERSONALITY TRAITS



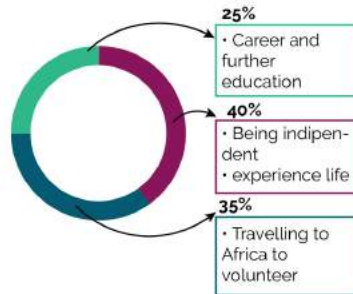
MY TYPICAL DAY



WORK SITUATION



MY MOTIVATION



FEARS IN LIFE

- Not being able to do what I love.
- To pretend to live a life I don't want to live, that doesn't represent who I am.



MY GOALS



GOALS AFTER GRADUATING <ul style="list-style-type: none"> • Travel to Africa to help as a volunteer • Taking a sabbath year and do an Exchange program 	LIFE GOALS <ul style="list-style-type: none"> • Live a satisfied and happy life • Contribute to the things I like the most • Helping who is in need • Being independent 	EXPERIENCES GOALS <ul style="list-style-type: none"> • Being yourself and protect yourself • Don't let others define you • Experience life through travelling and see the world
---	--	---

RELATIONSHIP WITH SOCIETY

STATUS

- In a relationship
- Meeting friends at Bars in town, and in winter at friend's home

HEROS

- Amy Winehouse

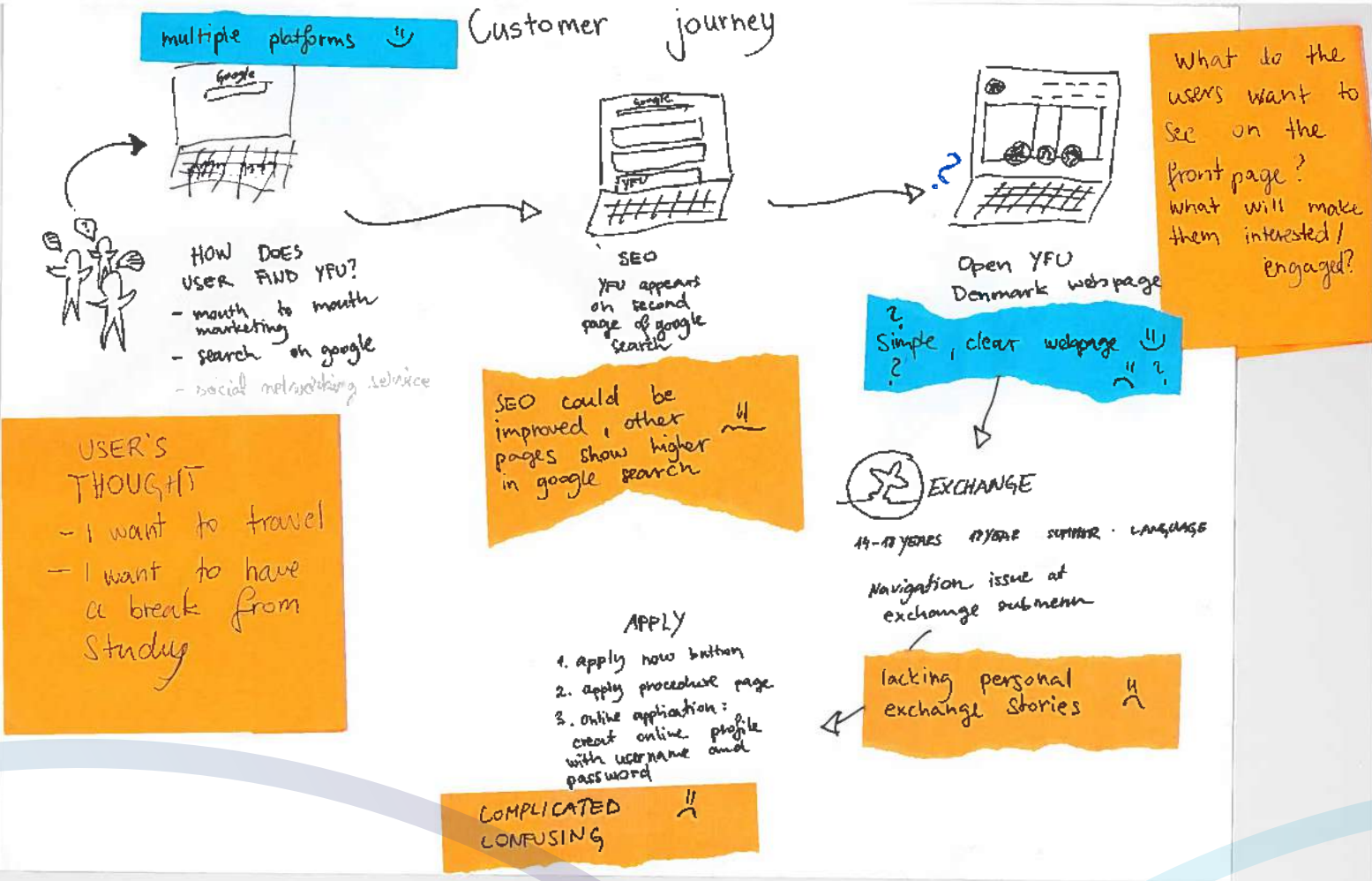
SOCIAL MEDIA USED

- Facebook
- Instagram
- Snapchat

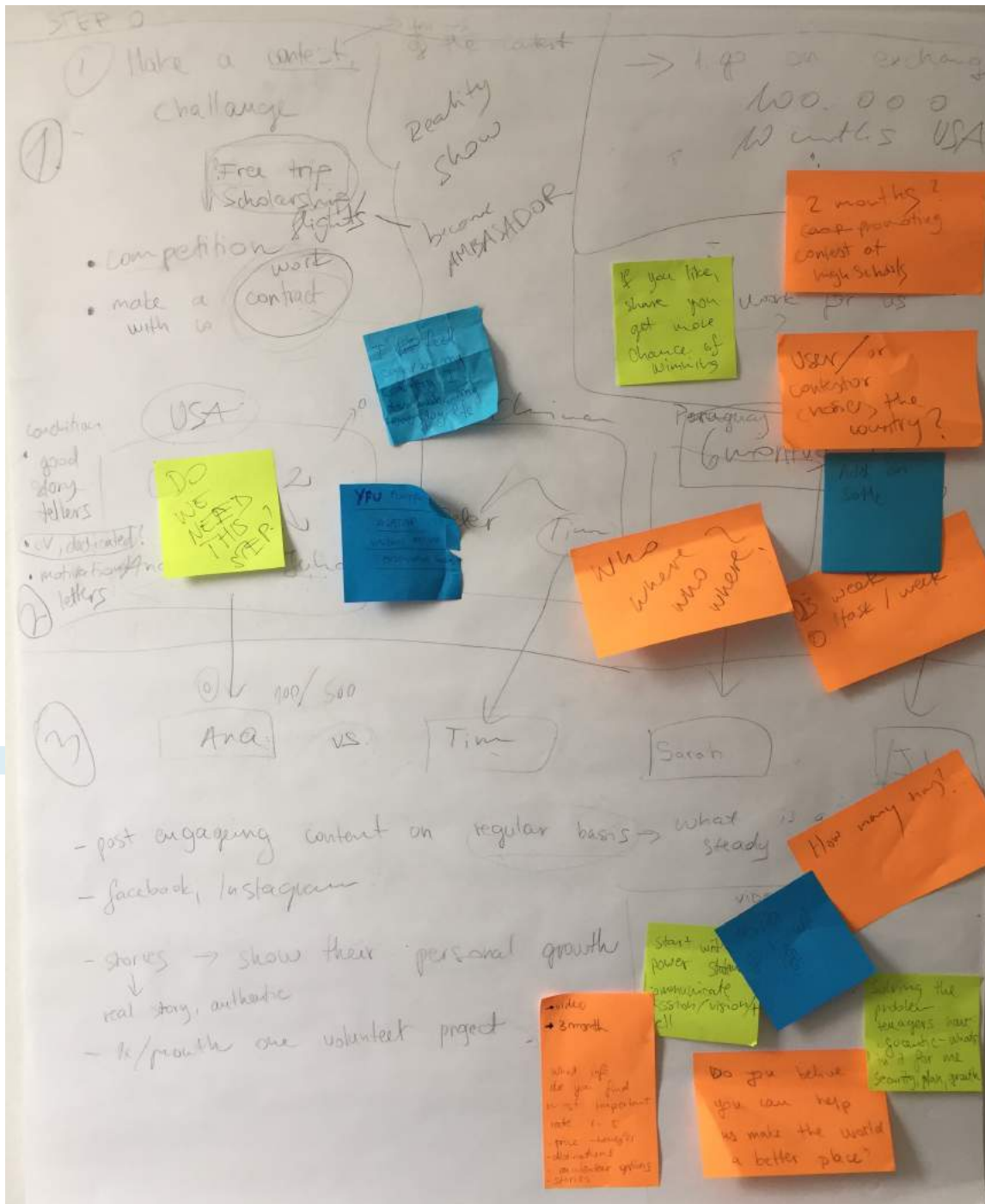
HOW I USE SOCIAL MEDIA

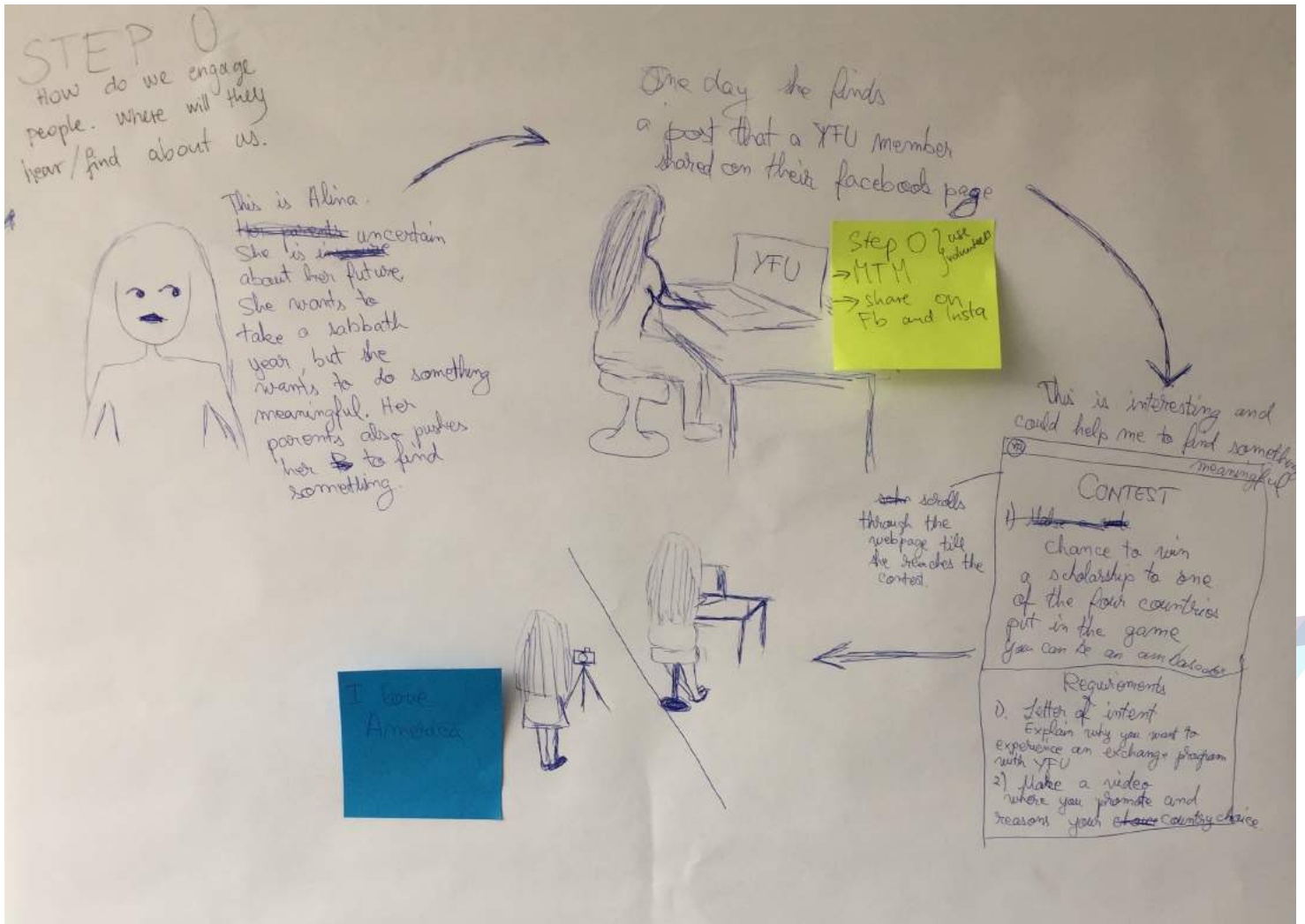
- Mostly to check the social news, enjoy and having fun
- Posting news/updates

3. Customer Journey for Existing YFU Denmark exchange program



4. Customer journey brainstorm





STEP 0

PROBLEM

FEELING UNSURE ABOUT THE NEXT STEP (personal/academic/work life)

1) improve CV + 2) personal growth

SOLUTION

2. Sabbatical year

Research → EXCHANGE EXPERIENCE → TRAVELLING with → PURPOSE

BENEFITS

Self-development/growth

FEELINGS

UNCERTAIN what's my FUTURE

lost

confused, lost

Unsettled with everyday life

STRESSED

I leave this country

Unimportant where is my place in the world?

DETERMINED I WANT TO ACHIEVE SOMETHING

BRAVE

confident I need to find my way

IDENTITY-SEEKING

IN NEED OF DIRECTION

AMBITIOUS

EMOTIONAL

BORED

CRITICAL

IMPULSIVE

SPOILED CHILDREN

SELF-CENTERED

THEIR NEEDS

LOVE

they need to be GOOD at doing SOMETHING

develop self-esteem

BE MORE CERTAIN ABOUT GOALS

So being

and their

gain new perspective

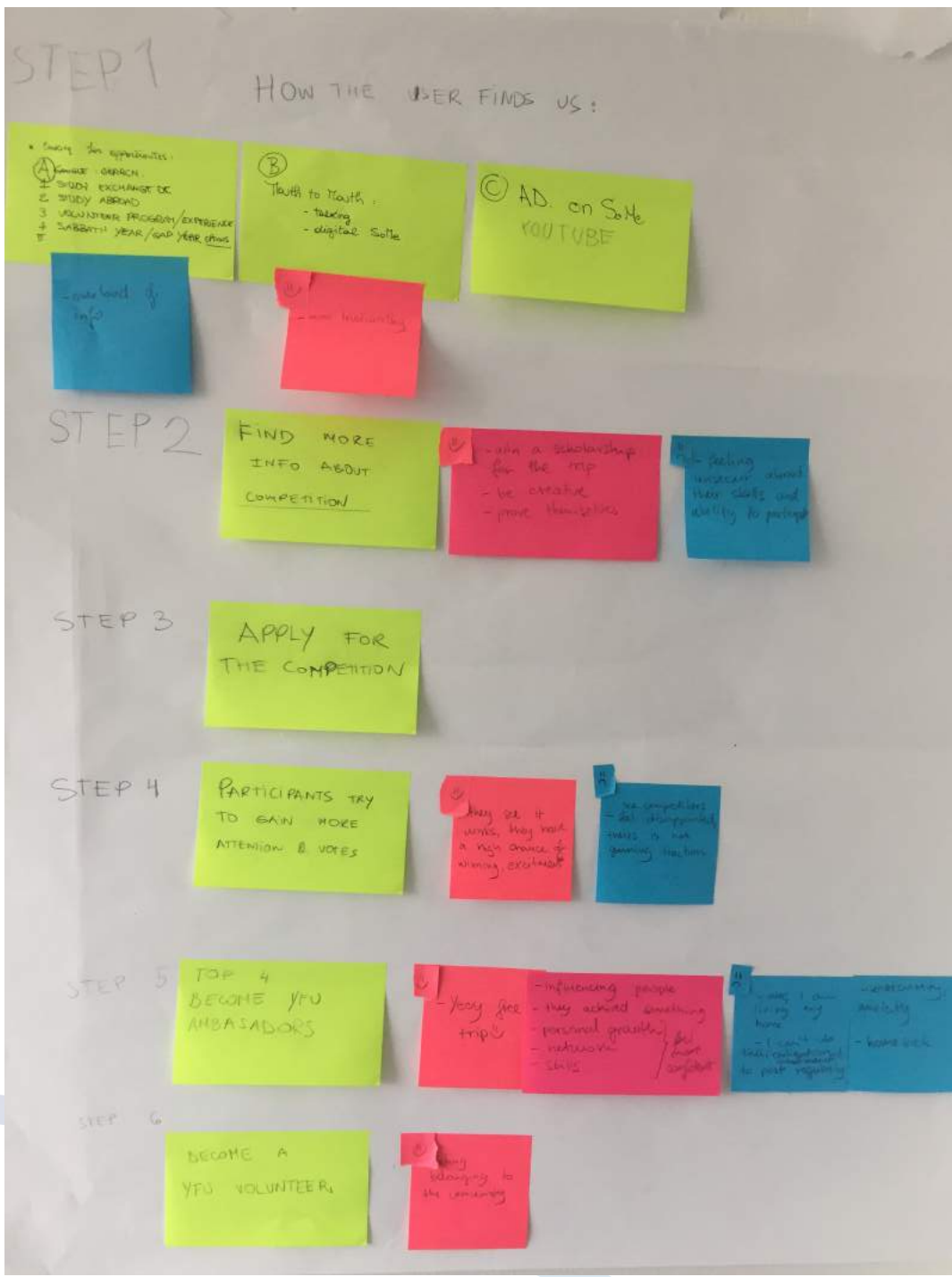
prove themselves

feeling GOOD

achieving full potential

TRAVEL MORE

Explore the world



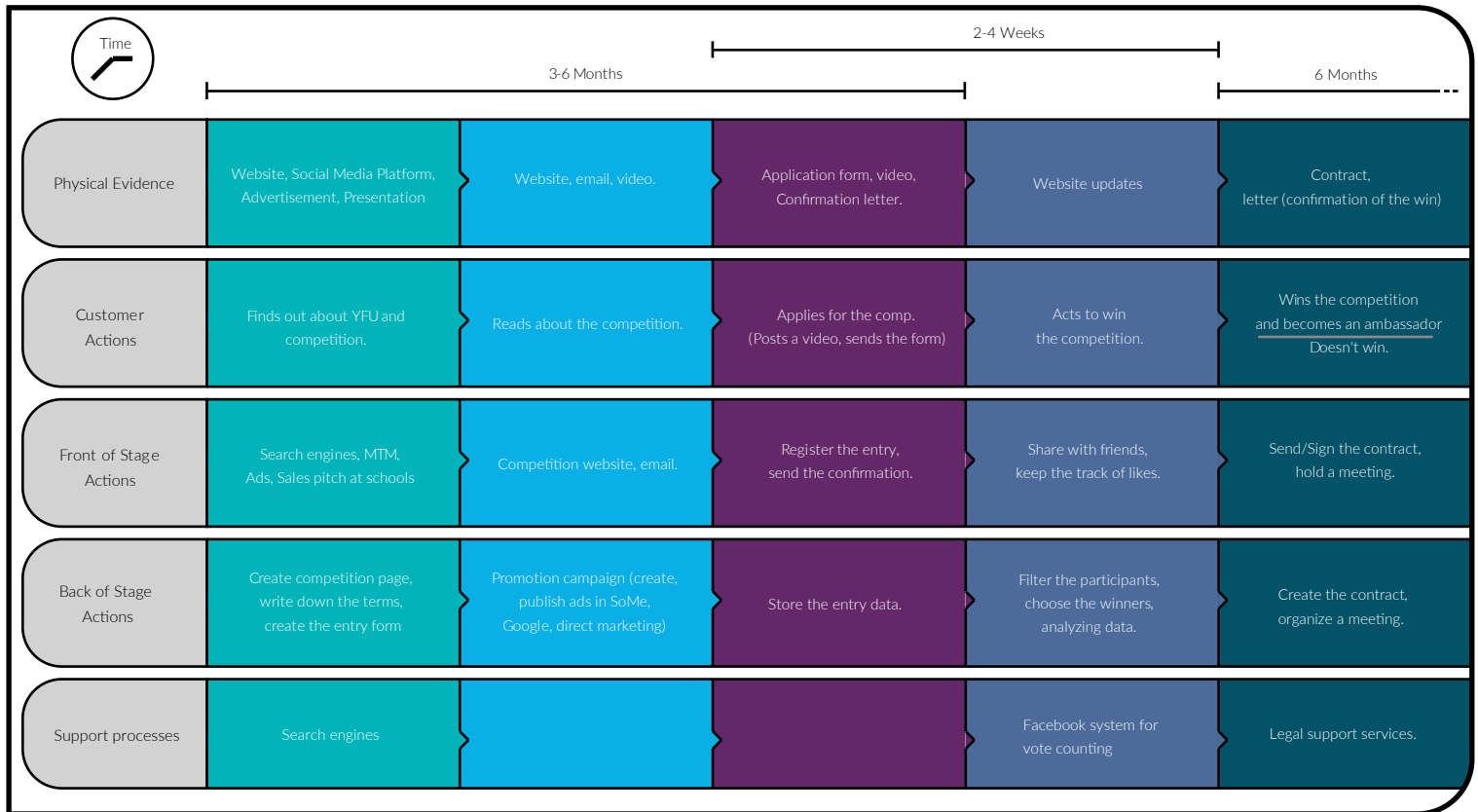
5. Customer Journey

Customer Journey Contest

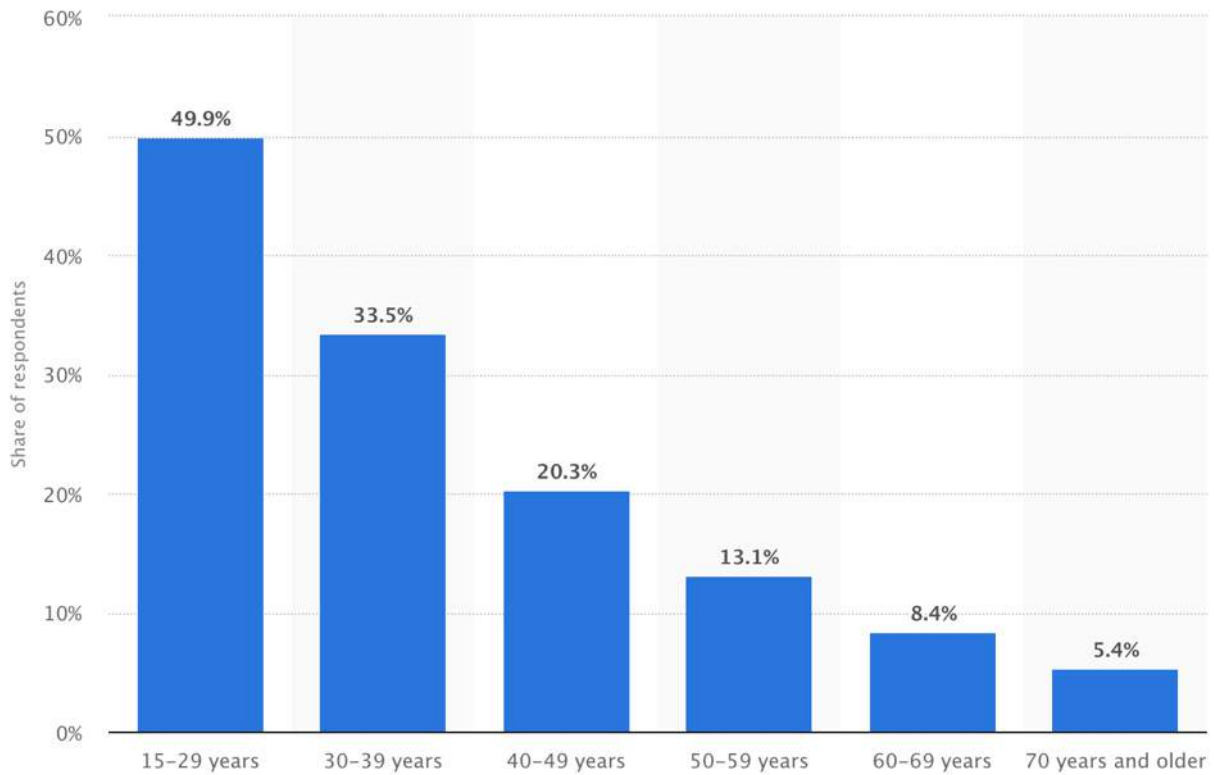




6. Service Blueprint



7. Graphs showing social media statistics



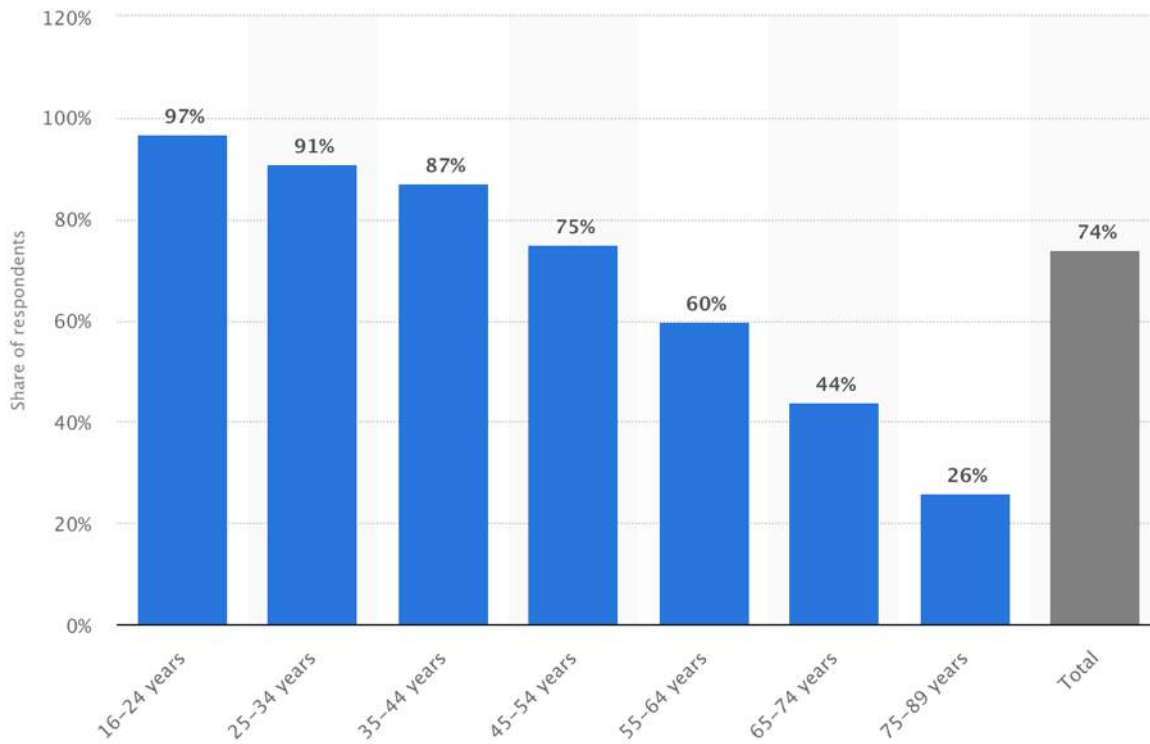
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Additional Information

Denmark; Mindshare; M3 Research; April to May 2016;
7,514 respondents; 15 years and older

Sources

Mindshare; Slots- og Kulturstyrelsen



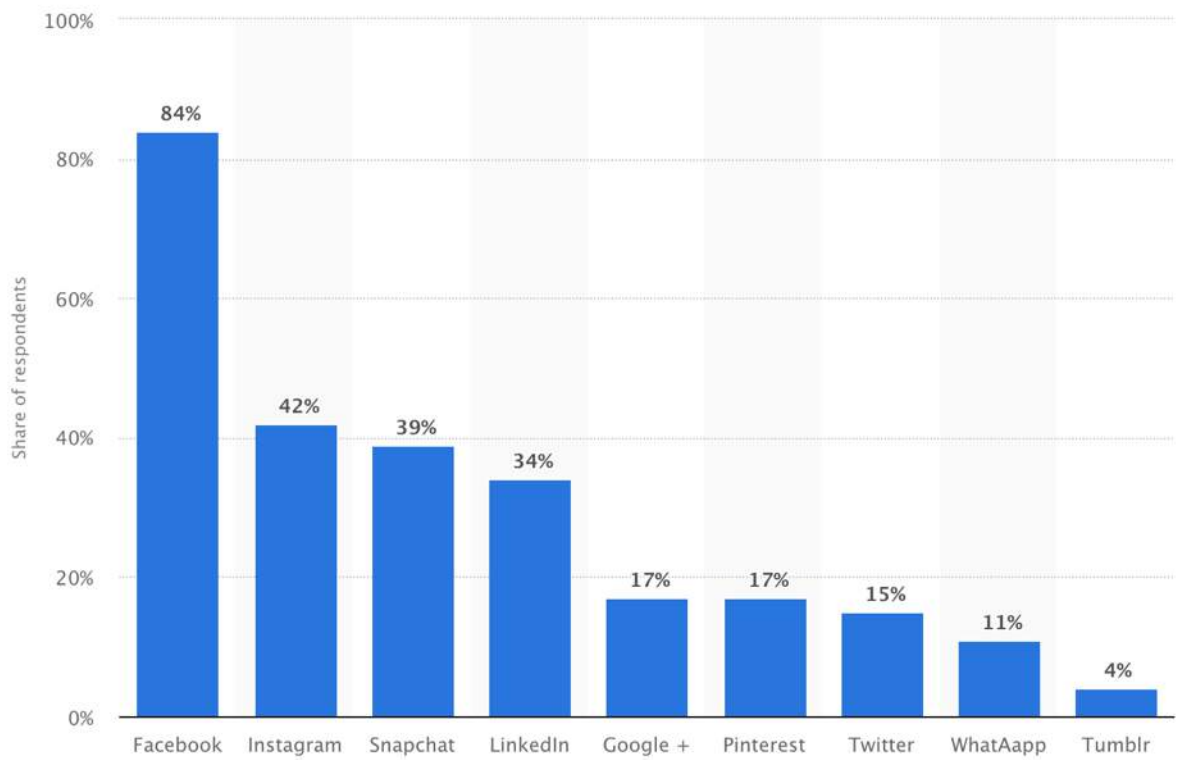
© Statista 2018

Additional Information

Denmark; Danmarks Statistik; March to May 2016; ca. 6,000; 16-89 years; Data collected via internet questionnaire and telephone interviews

Source

Statistics Denmark



© Statista 2018

Additional Information

Denmark; YouGov; April 20, 2017 to May 13, 2017;
1,020 respondents; 16-65 years

Source

Polaris Nordic

8. Table overview of the competitors

	EF	AFS	STS	AIESEC	Travel Agencies	YFU
No. countries	116	94	13	120+	Almost all	70 4(For 18-25)
Members	46,500	50,000+	?	33,128+	-	-
Competitor to YF	Direct	Direct	Direct	Indirect	Replacement	-