

YFU Contest

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MULTIMEDIA CAMPAIGN

YOUTH FOR UNDERSTANDING

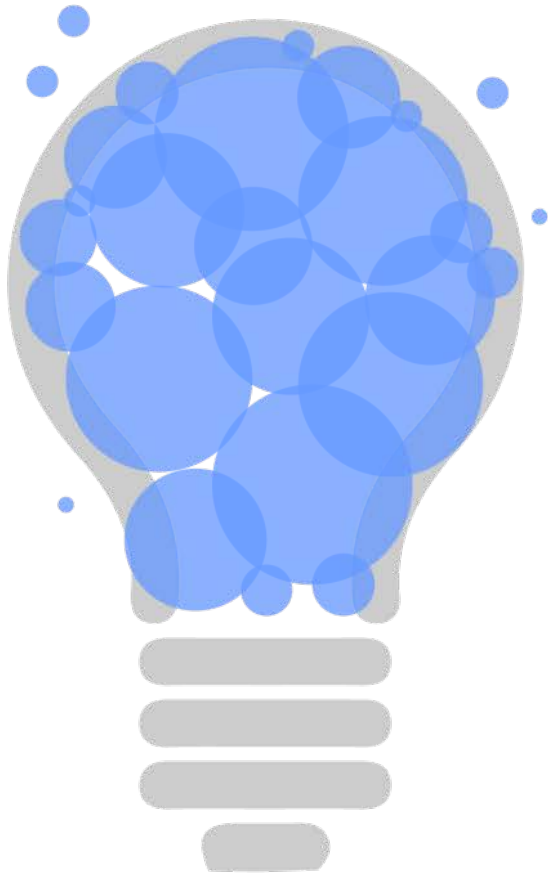


YOUTH FOR UNDERSTANDING
Programas de Intercambios Culturales

A large, semi-transparent version of the YFU logo in the top right corner. It features the lowercase letters 'yfu' in a white, cursive font inside a white circle, set against a dark purple background.

Problem Solving

Our Solution



Social Media Video Contest

Videos are the most shared content on the Social Network.

Gives the creator a wide range of creativity by combining Text, Images and Sound.

SoMe video campaign is an important factor in connecting with the audience.

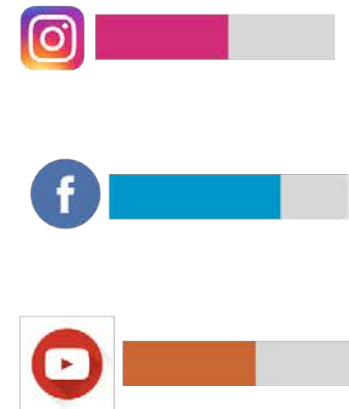
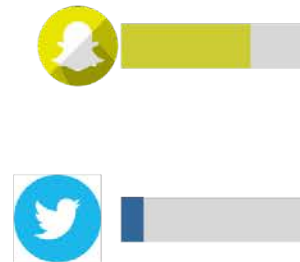
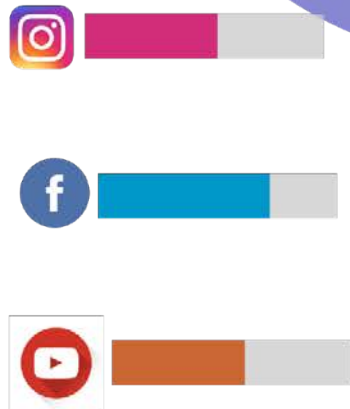
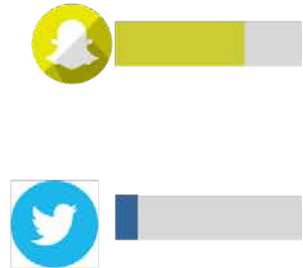
Target Group

Tobias and Maria

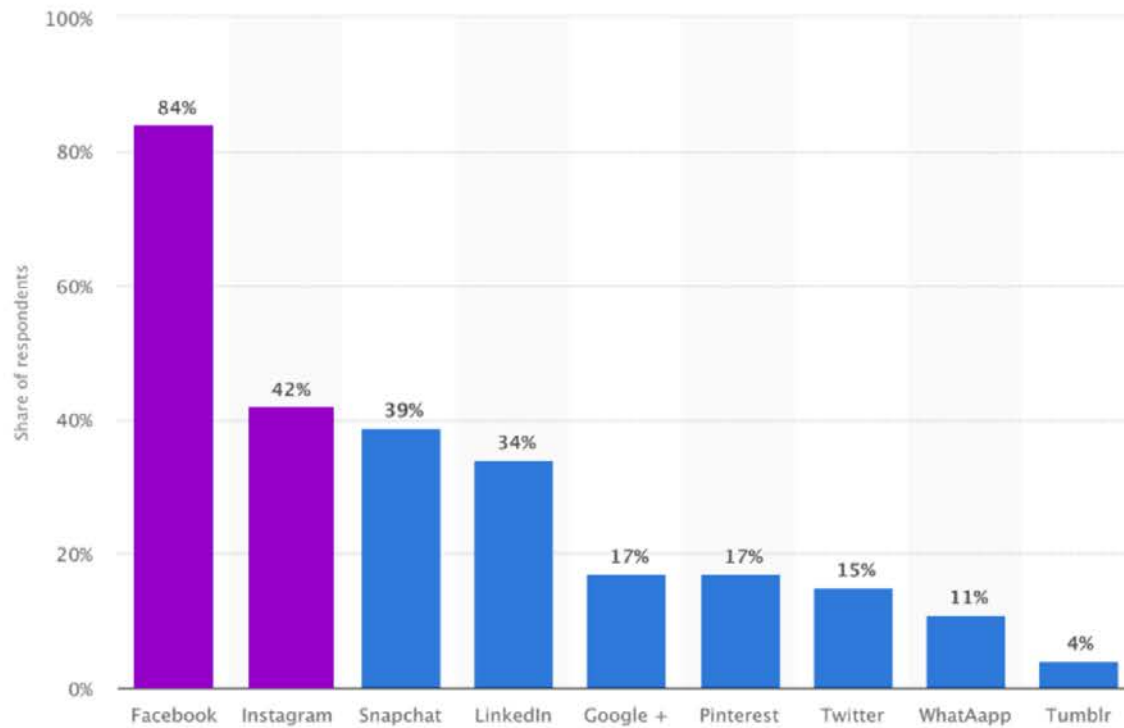


Getting to know them...

Tobias & Maria are Danish Students between 18-25 years old. They share some common interests: being active on social media, watching videos, applying for online contests, exploring the world.



SoMe Statistic



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Additional Information

Denmark; YouGov; April 20, 2017 to May 13, 2017;

Source

Polaris Nordic



Facebook

84%

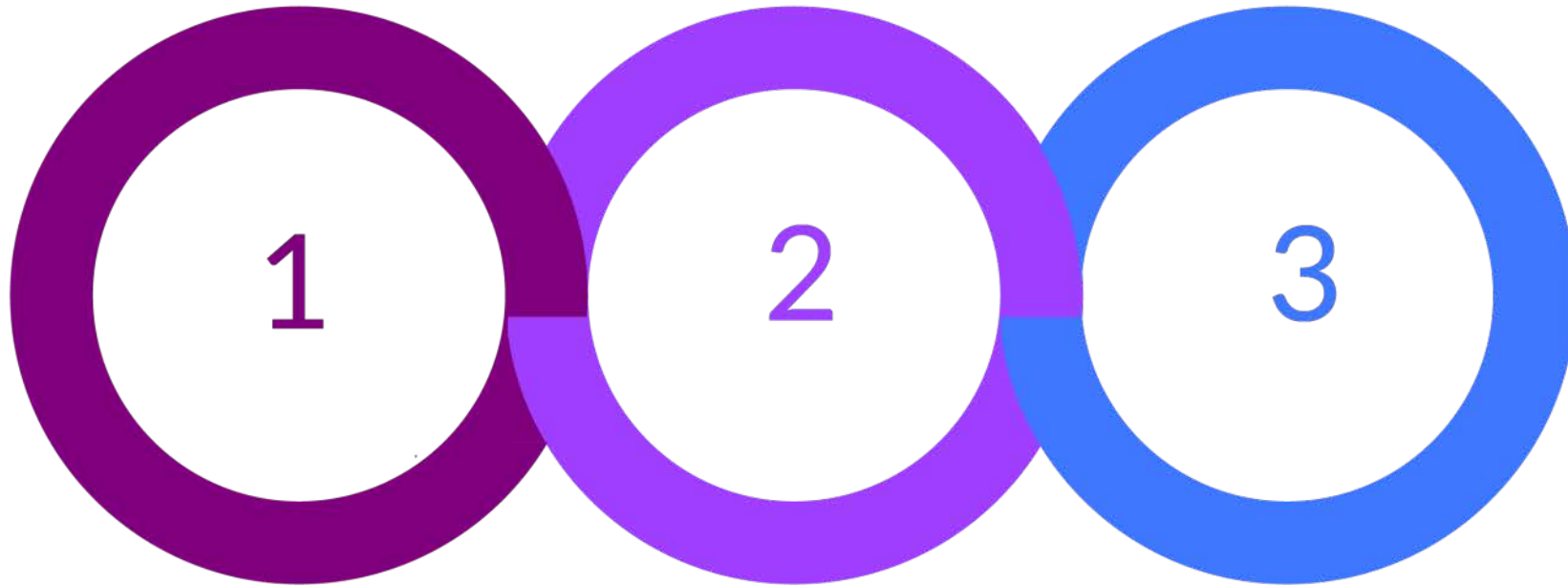


Instagram

42%

Potential customers

Benefits



Win the Scholarship

- improve video making skills
- travelling abroad for 6 months
- new cultural experiences

Boost CV

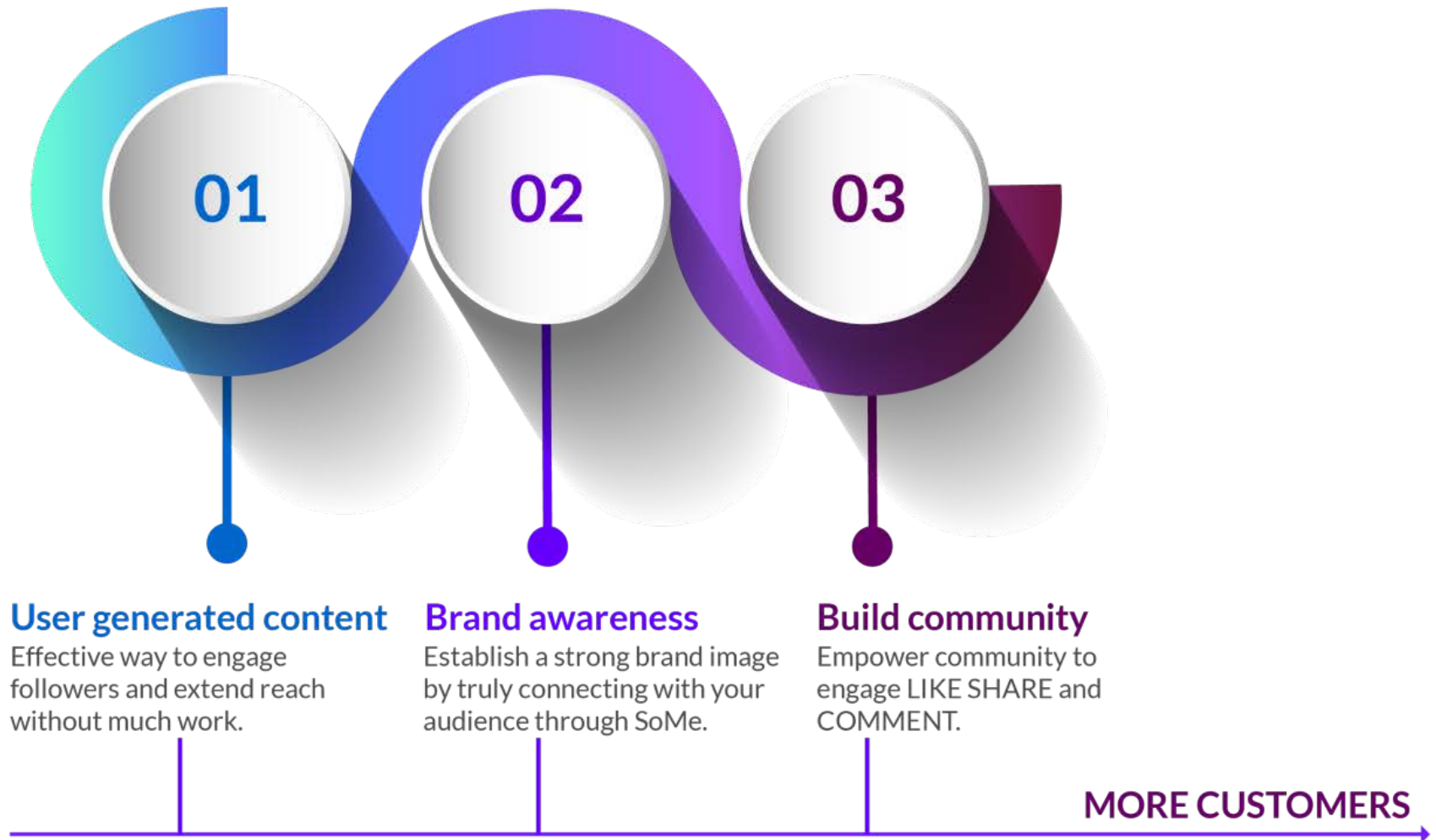
- exchange program
- volunteering
- university
- learn a language
- gain cultural ambassador experience

Personal growth

- adapt in new circumstances
- new family
- build a network

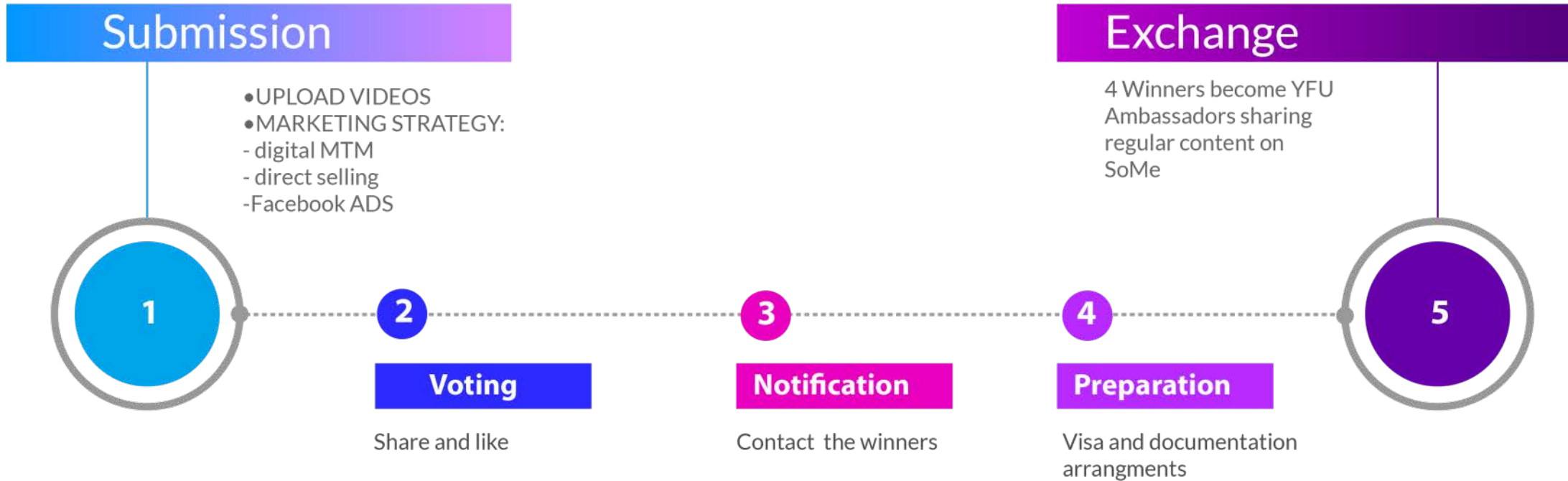
YFU

Benefits



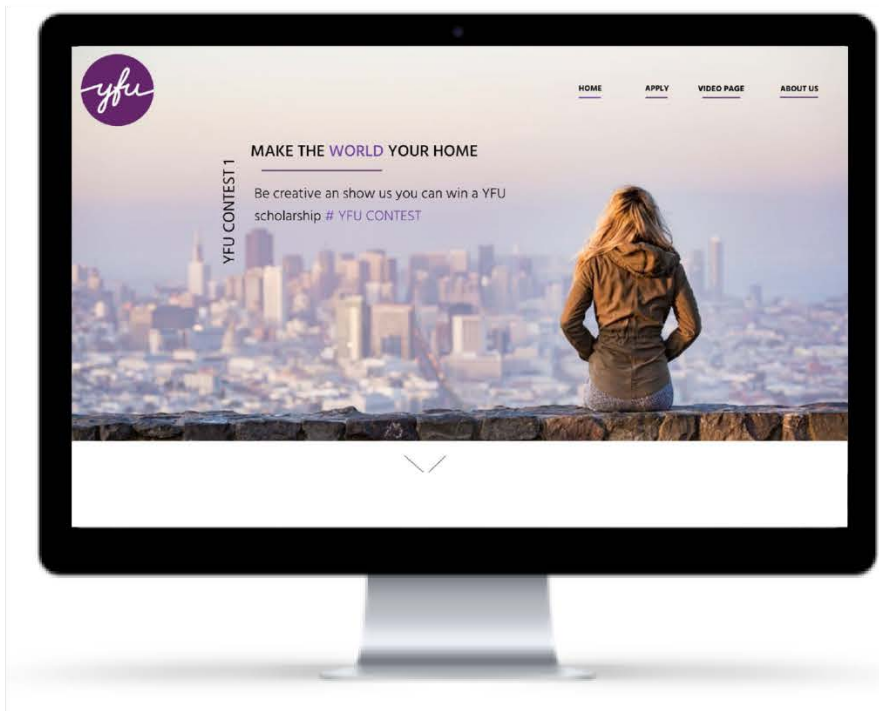
Timeline

Marketing strategy



Everything you need to know

WWW.YFUCONTEST.DK



YFU CONTEST WEB PAGE
<http://www.yfucontest.dk>

