Agency Name: MESC Educational Funds

Mission Statement: Increase access to foreign language education within all aged classrooms and students in elementary school. Bringing Duolingo into the classroom will ultimately bring more revenue into the company.

Creative Brief:

Duolingo is a language learning app that allows users to educate themselves and improve their fluency in different languages. The most popular version of Duolingo is free to users, however, Duolingo Plus is available for an additional charge. Their mission is to provide education for everybody regardless of their socioeconomic status. Therefore, background, family life, and income should not interfere with the quality and accessibility of education. Therefore, their goal is to bring Duolingo into the classroom. Teachers' access and use of Duolingo will provide students access to Duolingo Plus free of charge to enhance their learning. Considering Duolingo will be a mandatory part of the foreign academic curriculum in schools they influence, the number of subscribers will increase substantially. This will help Duolingo succeed more as a company in the market of school and home. Duolingo also wants to introduce foreign languages to students in elementary school instead of in higher education. They believe that exposure to foreign languages earlier on in life will allow students the opportunity to become more fluent and more eager to learn and continue their studies. Luckily, Duolingo is an easy-to-use app that is suitable for young users. It is the perfect tool to utilize for aspiring foreign language speakers. It is well known that students do not enjoy learning a foreign language because of the difficulty and time consumption. With that, Duolingo is the perfect solution to help students engage more with a foreign language and have fun learning it. Considering the most popular version is free of cost, the app is more suitable for any user without school access. However, Duolingo Plus will be

provided to educators and their students for free considering their mission is to provide education to all students regardless of their socioeconomic status. This statement will allow students to have access to an app that they are familiar with using inside the classroom. Therefore, the students will be more inclined to engage with it outside the classroom. Duolingo's goal is to increase access to education and increase subscriptions which will be accomplished through accessibility, affordability, and curiosity.

Audience/Consumer Research:

We interviewed 17 people ages 18 and older about their experiences with educational apps, subscriptions, and learning a foreign language. Duolingo's mission is to target young adults and children to expand subscriptions, especially in a school setting. The information we gathered accurately supports our idea to market. Initially, we asked the respondents if they had ever paid for a premium/plus version of an educational app. The results of this question concluded that 94.1% have never paid for a premium/plus version of an educational app while 5.9% have. This is beneficial because Duolingo is free and students and teachers will be provided the premium version without charge. Next, we asked the interviewees when they took their first required foreign language class. The results are as follows: before 6th grade (17.6%), 6th grade (23.5%), 7th grade (41.2%), 8th grade (11.8%), 9-12th grade (5.9%). Most students start taking a foreign language in middle school which means they are less likely to become fluent due to the development of their brain at that stage in life. Additionally, we asked if students continued to take foreign language classes after their requirement was completed. The answers to this question resulted in 70.6% of students saying "yes, they did continue their foreign language education" and 29.4% "did not." With the increase of Duolingo subscriptions, the percentage of students who pursue a foreign language after their requirement will continue to rise. Next, we

asked if the participants enjoyed learning a foreign language. The answers are as follows: Yes (35.3%), No (5.9%), Sometimes (58.8%). With a subscription, Duolingo is confident that more students will answer yes to the previous question. Next, we asked participants to rate the difficulty on a scale from 1 (easy) to 5 (hard) of their foreign language class in high school. The results are as follows: 2 (11.8%), 3 (58.8%), 4 (29.4%). Through this data, it is evident that high school foreign language classes are not easy. Therefore, Duolingo is the perfect tool to help both teachers and students succeed in their lectures and studies. Lastly, we asked if students would spend money–and how much–on an educational app to succeed. The results are as follows: "I would not spend any money" (64.7%), "less than $5.00" (23.5%), "less than $10.00" (5.9%), "$20.00 or more" (5.9%). This shows that Duolingo needs to take a creative outlook that does not involve students paying for a subscription. Through this research, Duolingo needs to be marketed toward younger students for no additional cost.

Competitive Analysis:

Lingualift is another app meant to help anyone learn a language. The main difference between this app and Duolingo is that Lingualift connects people to tutors to help them perfect the language they are learning. The tutors are optional, but the user can ask the tutor any question, and they would be available to help. This app is so effective because it has real people who assist the consumer. The courses are broken into sections that are between 10 to15 minutes long so that users can stay engaged. However, this app also involves a subscription. The cost is $20.00 per month or $155.00 for the whole year. The app also offers a small number of different languages including; Spanish, French, Japanese, Russian, and Hebrew.

This app can be a threat to Duolingo, however, with such a high subscription fee, many consumers are drawn away. In classrooms, there will be no fee for either the teachers or students

to use Duolingo Plus, and regular Duolingo has always been free. This app attracts more upper-class members of society, while Duolingo can be for everyone, considering that there is no cost for Duolingo. Lingualift is a great way to practice until the user perfects the language, especially with the tutors. However, the app has a limited amount of language options. Duolingo has a large variety of languages, even some that are niche. Lingualift can be seen as a threat to Duolingo, but with a high subscription fee, not every person can afford to use the site. Duolingo can offer every person the resources needed to practice a new language regardless of their socioeconomic status.

The language learning app, Memrise, is another competitor of Duolingo. Unlike Lingualift, the app is free to all of its users. Additionally, Memrise mainly focuses its lessons on vocabulary, rather than grammar. The app has a large array of languages to learn. They even feature constructed languages. The games are constructed to get the consumer to memorize each word... They also include other features like translations of popular books. This allows users to get real-life practice in with the app. They can become familiar with the words. Another beneficial feature is that users can follow and compete with each other. This motivates people to become engaged with the site to help them learn as much as possible.

Memrise is Duolingo's biggest competitor. Like Duolingo, it is free and offers a wide variety of languages. The main difference between the two is that Duolingo has grammar learning courses, which are crucial in learning a language. Additionally, Duolingo has other apps that help with reading comprehension for younger children, which makes the brand more versatile. Consumers who are not as serious about learning a language might use Memrise because it only focuses on vocabulary. Consumers who want to know every aspect of a language will be more inclined to use Duolingo.

Rosetta Stone is one of the most well-known language apps in the world. This app has a unique technique where they teach their users like they are a baby. This is a productive way to learn a language, because it starts from the very beginning, and works its way up. The issue is that these consumers will learn the vocabulary with no context. Rosetta Stone's strategy is a great way to become familiar with words, however, consumers struggle to put them to use in the real world. Eventually, it is possible to become familiar with the language, however, it can take longer than other apps to learn. Another issue with Rosetta Stone is that there is one format for every language. It is difficult to take a Spanish learning course, translate it to Chinese, and expect it to be of good quality. Both languages should have individual courses tailored to the language.

The app comes with a free trial, however, there is a yearly subscription fee of $170.00 or a three-month fee of $36. Consumers in other countries besides the United States might be more opt to utalize Rosetta Stone, just because they may not be as familiar with Duolingo. However, Duolingo has become more popular in the United States.

Key Message

The main goal of MESC Educational Funds is to ensure that everyone can have access to education through subscriptions to Duolingo. Duolingo is a beneficial way to learn other languages–but for younger students–it is a great tool to help with reading literacy. Consumers around the world have various socioeconomic statuses', and Duolingo does not think that should affect anyone's ability to learn a new language, or simply improve their learning skills. All classrooms should have access to tools to help students learn at their best. Duolingo is dedicated to promoting education for everyone. By offering Duolingo to all classrooms, students have the opportunity to expand their knowledge by learning new languages. Students get an automatic subscription to Duolingo Plus, once their school utilizes the app. This gives students multiple

different ways to practice languages and reading. Duolingo also will emphasize the importance of learning languages at a young age. Most students do not start language classes until it is too late for the student to become fluent. Duolingo encourages classrooms and schools to start doing language practice every day so that the students one day could be bilingual. Duolingo also wants preschools and elementary schools to use Duolingo. It is scientifically proven that it is impossible to be fluent in a language if you start learning too late. Duolingo must stick to its key message because every student deserves a chance to learn, despite where and how they live. Equal opportunity in education is currently non-existent, but Duolingo is dedicated to taking steps to change that.

Personality/Tone:

For this campaign, the tone will be happy, positive, and fun. Duolingo is a happy and positive brand. Duolingo is trying to reach more students to download and use their services so they need to appeal to the young with funny and engaging advertisements. Duolingo Plus should be introduced into the classrooms and help get the conversation started about how students should be starting a language class much sooner. Duolingo will keep the tone still happy and fun while focusing on effective education and language learning. Many children, who can, go to school from age six to age 18. Yet many children do not start learning a language until middle or high school. Research shows that the most optimal time to learn a new language and achieve native fluency is by age 10. Therefore children should be starting a language class by the latest, grade five. Duolingo wants to tackle this problem in this campaign since this directly correlates to its mission. Duolingo wants to provide education, specifically foreign language education to as many students as possible. While Duolingo wants to provide foreign language education to as

many students as possible through this campaign they also want to help bring the most effective methods to schools to help the youth learn a language and continue practicing it.

Planned Tactics:

The traditional media touchpoints Duolingo is going to use for this campaign will be TikTok and Instagram. Duolingo is active and popular on TikTok. Back in 2019 Duo–the green male owl mascot–became an internet meme. Zaria Parvez, Duolingo's TikTok social media manager, thought about how Duo became a meme and wanted to do more with it. The whole presence of the meme was that Duo was creepy and gave a "killer" vibe. So Zaria thought to have Duo run around and chase people to show the public they were also in on the joke. This showed that Duolingo is not just an app but rather there are real people behind it who are engaging with the meme on TikTok. In one video, Duo chases a group of employees for using Google Translate against the backdrop of Florence and the Machine's "Dog Days Are Over" remixed with audio of the game Red Light, Green Light from "Squid Game." That video has more than 5.5 million views. This related to the original meme and incorporated concepts that were trending at the time. Duolingo is frequently trending on TikTok because of its ability to stay on top of trends. The brand has also made TikToks with Duo singing to Adele and dancing to Dua Lipa. With this campaign, Duolingo wants to keep that brand tone. Whatever is trending on TikTok at the time Duolingo will make videos with Duo relating to that content. This keeps the campaign's message consistent with the brand. On Instagram, Duolingo will create sponsored posts that will be incorporated into the user's feed and stories. If the consumer clicks on the advertisement it will take them directly to their App Store to download Duolingo. This guides the consumers directly to the call to action, which is to download the app if they do not already have it. A nontraditional media touchpoint that Duolingo will use is student subscriptions to Duolingo

Plus. Duolingo is completely free however the app does offer a plus version which just gives some nice upgrades like no advertisements and unlimited skips. All the lessons stay the same whether you have the free version or the plus version. One of Duolingo's existing missions is free language education. However, to get elementary school students excited about learning a new language Duolingo will give all students a free plus membership through their school. One of the parts of our key mission is to change the age students start learning a foreign language in school., This free membership will hopefully get the schools, teachers, and students more eager to learn a foreign language in elementary school. The students will have access to this membership for the duration of their K-12 schooling years and can continue with it after with a discount.

Press Release:

TO BECOME FLUENT OUR CHILDREN MUST START YOUNG

Foreign language education should be widely available to all students at a young age so they can reach native fluency before their optimal age is over.
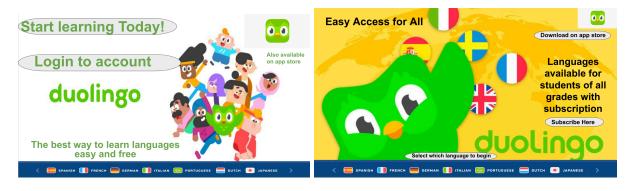
Children need to be exposed to foreign languages earlier on in their academic careers to achieve native fluency. Native fluency can be defined as the ability to speak a second language cohesively. It is important to recognize that children have an optimal age to learn a foreign language. This age range is rather young and should not be taken advantage of in school systems. In addition, "A study done by a neurology professor at UCLA, Dr. Paul Thompson and his team found out that the brain systems in charge of language learning have accelerated growth from six years old until puberty." In most school systems, a foreign language is not introduced until after a majority of students hit puberty. This statement goes against studies by Dr. Paul Thompson. Another study at MIT concluded, "that the most optimal time to learn a new language and achieve native fluency was by age 10. The study posits that children are better able to absorb

information and learn the language well. While it's understood that it's possible to learn a language as an adult, it's understood that after the age of 18, it's less likely to have the fluency of a native speaker." Therefore, it is especially important to push foreign education into schools at an earlier age. Duolingo which is a free, foreign language learning program can be implemented into school lesson plans as well as students' daily lives at a young age to ensure interest and more fluency by the time of graduation.

Information cited from: https://trufluencykids.com/best-age-to-learn-a-second-language/

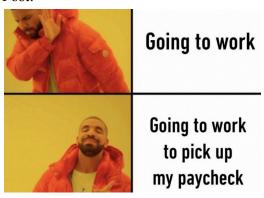**Website Copy for Homepage/Landing Page:**

Social Campaign Copy:

<u>INSTAGRAM:</u>

Copy:
Learning Spanish doesn't have to be a challenge. With Duolingo, learning a new language is like a game. Sign up today with the link in the bio!

Post:

In the post, it will say using Google Translate. The second box will say learning a new language with Duolingo. The second box will also show Duo (the owl).

Copy:
Hola to Maria, the Duolingo Events Host of this month! Maria speaks and teaches Spanish to students of all different ages!

Duolingo events are a great way to immerse yourself in the language. You can get in real practice and experience! Small group sizes allow for more attention for each person.

You can check out more of Maria's upcoming events with the link in our bio!

Post:
Picture of Maria with Duo

Duolingo has an event host each month, and they do an Instagram post for it

Copy:
You'll never catch Zari not studying! #studious #straightAs

This amazing #DuoFanArt was designed by @exampleuser! Submit yours for a chance to be featured.

Post:
Duolingo posts fan art of different Duolingo characters. Each character has a different look and personality. The post will be of the fan art, and the designer will be tagged.

TIKTOK

Copy:
Duo is NOT serving with his renegade…

For a chance to be featured, duet this post with your best renegade with the #duorenegade!

Post: Duo failing to do Renegade TikTok dance

Copy (caption):
It's just not the vibe…

Post:
The TikTok sound: It's just not the vibe… STOP
On TikTok it will say; that when you don't know the word in Spanish, but someone says they'll look it up on Google Translate
Popular trend

Copy (caption):

MATERIAL GWORL 💅

Post:
The Material Girl TikTok sound
Duo doing poses filmed in fast motion (the hand on hips and flipping "hair" motions)
On the Post-it says "When your school is signed up with Duolingo, so you get Duolingo Plus for free"

TWITTER

Copy:
Me: Ya I've taken Spanish class since the 6th grade, and I've been to Spain
You: Say something in Spanish

Me: *not being able to remember anything* Hola!! #duolingo #toomuchpressure #fluent

Post:

Copy:
That awko taco moment when your friend says they are not using Duolingo to learn Spanish #duolingo #disappointed

Post:

Copy:
That friend that thinks they know how to speak Spanish is like WHOLA, me llama Juan! #duolingo #tryagain #absolutelynot

Post:

Television advertisement copy & storyboard:

Scene: Parents look for a vacation destination	Scene: Kids find out they're going to France	Scene: How to quickly strengthen their French

Scene: Subscribe to Duolingo	Scene: Duolingo available on mobile	Scene: Ready to travel

Scene 1: Parents look for vacation destination   *sound of laptop keys being tapped

MOM: Let's go to either Spain or Italy.

DAD: How about France? I've always wanted to see the Eiffel Tower.

MOM: You're right I think the kids would love France.

*closes laptop + sound

*scene goes dark and begins next in the living room

Scene 2: Kids find out they're going to France

KIDS: Hey Dad, hey Mom. School was good today.

*door opens and closes, kids walk in

MOM: That's good to hear.

DAD: How would you guys like to go to France soon?

KIDS: France yay, but it's been hard to learn French from our language class at school. We won't be very good speakers.

MOM: That's alright we'll figure it out and get some practice.

*scene goes dark and begins in the family room

Scene 3: How to quickly strengthen their French

DAD: How do you all think we can practice our French before we go?
KIDS: We saw there's a website called Duolingo that could quickly help us all with our French.
MOM: That'd be perfect, we could all check it out.

*scene ends and cuts to everyone gathered around a laptop in the family room

Scene 4: Subscribe
MOM: Look how easy it was to make an account!
*enter key smash
DAD: It also looks like it's available on the app store for our phones.
KIDS: Yes we can practice whenever and use the student subscription plan too.
DAD: Great, sounds like it's time to practice, or should I say entraine toi.

*scene ends and cuts to the family seated on the flight

Scene 5: Ready to travel
MOM & DAD: Au revoir U.S.
KIDS: And bonjour Paris, France

*Flight sound takeoff

End of Script

Audio Campaign Copy:

This advertisement will be spoken by a teacher who uses Duolingo for their classroom. It will be spoken in an educational and informative way with a clear tone.

It is no secret that learning a foreign language is difficult for many students to process. Learning an additional language should be a fulfilling experience and not one students dread. With that, we sponsor Duolingo- which is a free, foreign language, educational program that can be used by both students and teachers in and out of the classroom. Foreign languages should be introduced early on in a student's life so they can reach native fluency by the time they graduate. With that, Duolingo allows students to practice the skills they learn in class as well as expand their vocabulary and individual knowledge of the language they are learning. To learn more about Duolingo and its resources please visit www.duolingo.com.

Print Campaign Copy:

　　　This is the print campaign advertisement. Many of Duolingo's existing advertisements include their brand mascot, Duo, so that it will stay consistent. This advertisement would be best as an out-of-home advertisement that includes inn bus stops, billboards, and buses. The colors are bright which makes it noticeable. It also aligns with the busy on-the-go customer that seems to be Duolingo's existing consumer but also would likely capture students' attention on their way to school.

Key KPIs for Measurement of Success:

One KPI from the Duolingo team is to sustain the number of users they gain. Through advertisements and offers, many schools will want to sign up with Duolingo, however, the hard part is keeping those schools and students signed up with our app. To not lose users, Duolingo will need to keep making offers, new challenges, and programs. Consumers can get bored with the same content, therefore every few months, it is important to update one or two small things to keep the app exciting for users. This goal would not be difficult to measure, because users can be tracked, along with which accounts are disabled, and which accounts have not been used for a long period.

Another KPI is social media engagement. Duolingowants to become active in social media like Instagram and TikTok, especially since these are most commonly used by teenagers A beneficial social media presence will make Duolingo's name familiar to the public. With a more familiar name, schools will be more inclined to use Duolingo for their classes. This goal can be measured through the engagement they receive in their social media posts. By tracking the numbers of likes, comments, shares, and duets for each post and video, Duolingo can see which posts worked, and which did not. By involving Duolingo in the popular trends, they have a better chance of interacting with viewers. Succeeding in media engagement will give our brand an audience. Consumers can follow Duolingo on different social media platforms which will allow them to succeed. A third KPI is follower growth which stays consistent with media engagement. The more followers Duolingo has, the more popular the app will be. Even if not all Duolingo followers want to learn a language, if they know Duolingo's name, they can recommend the app to friends, family, or others who might be interested in learning a language that is utilizing word of mouth. Additionally, when Duolingo becomes more popular with students, schools will be interested in signing up with the company. Duolingo will measure this by tracking its follower count on all social media platforms over time. However, Duolingo also needs to make sure that new followers do not become ghost followers. Overall, the goal is to be the most recognizable language-learning app.