

FUTURE PROOF YOURSELF IN NEW ZEALAND

Introducing Future Proof 2.0

New Zealand is famous for its lifestyle, safety and affordability, but less well known for the quality of its education.

So raising awareness is particularly important for New Zealand. Research has found that, compared to our competitor countries, people who know more about us are more likely to choose us.

Our latest marketing campaign Future Proof 2.0 focuses on the quality of New Zealand's education and our teachers.

As a Recognised Agency you have privileged access to our campaign images, videos and other content to help promote New Zealand education.

Objectives and audiences

Future Proof 2.0 is a global digital marketing campaign that aims to attract quality students who are interested in studying in New Zealand.

The campaign is running from October to the end of November – a key decision-making time for international students.

Future Proof 2.0 extends our first Future Proof campaign, which ran for eight weeks from March 2018 and reached more than 33 million potential students.

This new campaign will be run across paid media, social media, email and PR. Your own marketing efforts will also be a valuable part of this campaign. We look forward to seeing how you use our content to promote New Zealand's high-quality education offerings.

Campaign messaging

The first Future Proof campaign was based on a September 2017 report by [The Economist Intelligence Unit](#) ranking New Zealand as first out of 35 countries in preparing students for the future.

Future Proof 2.0 personalises the ranking by showcasing the teachers and academics who make New Zealand's education system world-leading.

Brand research has shown that teacher quality is an important factor in decision making.



RECOGNISED
AGENCY



EDUCATION
NEW ZEALAND

Your next three steps

By joining forces in our marketing activity, ENZ and Recognised Agencies can tell a stronger, more consistent message about New Zealand's high-quality teachers.

STEP 1.

Learn our talking points

- New Zealand is ranked best in the world at preparing students for the future by The Economist Intelligence Unit.
- New Zealand's teachers give students the academic, practical and social skills that make them ready for the fast-changing future of work.
- New Zealand's personalised, student-centred style of education helps students develop employability skills such as critical thinking, flexibility, innovation, communication, and teamwork.
- Students in New Zealand learn from taking part in hands-on, real world projects.
- Students in New Zealand are encouraged to ask questions, say what they think and develop their own ideas. It's the difference between memorising something from a textbook and truly understanding it.
- Students who study in New Zealand gain a better understanding of other cultures and are more open to interacting with the world around them.
- New Zealand's fair, free and open society produces graduates who are responsible, self-reliant and able to make good decisions.
- Recent changes have made New Zealand's post-study work rights among the least restrictive of English-speaking education destinations. This gives recent graduates the opportunity to apply what they have learnt in the New Zealand work environment.

STEP 2.

Check out our content

We've created compelling campaign videos, images and other content that you could share.

You can see all the Future Proof 2.0 content in [The Brand Lab](#).

Register for The Brand Lab at thebrandlab.enz.govt.nz.

Be sure to visit our Future Proof 2.0 campaign landing page: studyinnewzealand.govt.nz/futureproofyourself.

STEP 3.

Use our content in your marketing

As a Recognised Agency you can use this content in your marketing:

- On your website.
- On your social media channels.
- In your discussions with parents and students.
- Via email to your student database.

It's important that our branding is used correctly, without being changed, corrupted or edited in any way, so please check the usage guidelines on The Brand Lab before using any content.

Faces of the campaign

