

# Marketing Campaign Summary Report: EuroSpring 2025

## Integrated Communications Campaign

**Campaign Name:** EuroSpring 2025: "Where Will EuroSpring Take You?"

**Project Type:** Student Project – Speculative Campaign

**Course:** Marketing Management

**Date:** December 8, 2024

## 1. Campaign Overview

The EuroSpring 2025 campaign seeks to transform EuroSpring from a mere study abroad option into a comprehensive career readiness program. This initiative highlights the development of critical thinking, cultural competence, and leadership skills. Conceived as an academic project, the campaign employs a blend of digital and traditional marketing strategies to elevate awareness and boost applications among Generation Z college students.

## 2. Campaign Objectives

- **Increase student applications by 25%**
- **Position EuroSpring as a top-tier study abroad program** emphasizing career and personal growth benefits
- **Build emotional connections** through storytelling and testimonials
- **Reach four targeted persona groups** with platform-specific messaging

## 3. Target Audience Personas

- **First-Generation Student (19–22):** Seeks personal growth and opportunity, very price-sensitive.
- **Free-Spirited Undergrad (18–24):** Motivated by adventure, identity exploration, and connection.
- **Global Leadership-Focused Grad Student (23–30):** Career-driven, values leadership development.
- **Culturally Curious Aspiring Entrepreneur (30–45):** Seeks global insight for business growth.

## 4. Messaging Framework

- **Career Readiness:** "Unlock unparalleled career opportunities with real-world experience."
- **Global Competence:** "Gain the global perspective employers are looking for."
- **Prestige & Uniqueness:** "Study at the historic Oxford University and immerse yourself in centuries of academic excellence."
- **Inclusivity:** "A transformative experience that's within your reach."

Messaging was tailored to each persona group and shared through targeted content.

## 5. Channel Strategy & Tactics

### PLATFORM/TACTICS

- **Instagram:** Reels, Stories, user-generated content (UGC) testimonials, “5 Reasons to Study Abroad” series
- **TikTok:** Challenges, mini-vlogs, ambassador contests, inspirational testimonials
- **YouTube:** Student vlogs, promo trailers, “Day in the Life at Oxford”
- **Facebook:** Alumni Q&A live-streams, resource groups for students & parents

### Traditional Tactics:

- Posters, flyers, and brochures
- Tabling at school events with prize entries and alumni booths
- Partnerships with student organizations and faculty
- Live events with food, streamed for remote attendees

## 6. Visual & Creative Strategy

- **Design:** EuroSpring brand palette with aspirational photography and minimal design
- **Tone:** Empowering, authentic, and inclusive
- **Content Samples:** Instagram carousel ads, TikTok-style videos, email mock-ups, print collateral

## 7. Key Takeaways

- Persona-based messaging led to strong content alignment with student values
- Short-form video and testimonials were projected to drive the highest engagement
- Combining a digital-first strategy with interactive events increases credibility and trust

## 8. Recommendations & Next Steps

- Develop an ambassador program using alumni testimonials
- Expand the video content library to include post-program impact stories
- Explore scholarship-specific campaigns for high price-sensitive segments
- Implement pre-departure communities to nurture student engagement

## 9. Reflection

This campaign project provided valuable hands-on experience in branding, audience segmentation, and cross-channel planning. It reinforced essential marketing principles, strategic storytelling, and the importance of aligning messaging with both student needs and organizational goals.