

BRIEF

CASE STUDY COMPETITION 2019

COMPANY: Laka spika d.o.o., National Franchisee for Helen Doron Croatia

CASE STUDY CATEGORY: Marketing

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CASE STUDY TITLE: A marketing campaign for promotion of early language learning based on Helen Doron English course for pre-school children

CASE STUDY DESCRIPTION: Design a campaign (social network, viral or guerrilla marketing) based on one Helen Doron course for pre-school children. For the chosen course/brand, it is necessary to show the importance and impact of early learning and keeping Helen Doron in the first place when choosing the English language course for the child of pre-school age.

ABOUT COMPANY: Helen Doron Croatia is a franchise system with 30 schools, 15 franchisees and 100 teachers in Croatia and 5350 students. Helen Doron school offers English language courses for children from 3 months to 19 years. Preschool courses are:

- Baby's Best Start (3 months to 2 years)
- Toddler's Best Start (from 2 to 3 years)
- It's a Baby Dragon (3 to 4 years old)
- Fun with Flupe (4 to 5 years old)
- Nat and Friends (5 to 6 years).

Helen Doron school marketing is divided into media advertising (TV commercials, internet portals, radio, magazines), promotions at various events through the sharing of promotional material, symposium and social network marketing (YouTube, Facebook, Instagram). Helen Doron school motto is "More than English" - In addition to English, children in the classroom develop social skills, early learning skills, tolerance and patience. During classes children establish a quality relationship with their parents, learn English and enjoy themselves!

OBJECTIVE: Through a creative marketing campaign, we would like to bring potential students (parents) closer to the importance of early learning and present Helen Doron school as the most logical choice of English school for their child, through a clear career plan for children from the earliest age and through structured and continuous courses tailored appropriately to the child's age and development.

BUDGET: 15.000 EUR

ADDITIONAL INFORMATION:

<https://www.helendoron.com>

<https://www.helendoron.hr>

SOLUTION FORMAT: PPT, video...

Additional files: Word, Excel, PDF...

MANDATORY ITEMS:

Marketing plan

The proposal should include:

- Creative concept development
- Communication strategy
- Promotion/Advertising plan
- Implementation plan

Financial plan

The proposal should include:

- Costs per project and items

SCORING CRITERIA:

Criteria	Evaluation	Contribution to evaluation	Total
The solution has all mandatory items	0-5	10%	
Creativity and inovation	0-5	40%	
Marketing and financial plan	0-5	20%	
Solution applicability	0-5	10%	
Final presentation	0-5	10%	
Quality	0-5	10%	
		TOTAL:	

ADDITIONAL BENEFITS: Potential student job or internship.

Trip to Budapest for the winning team.