

UVANU INTERNATIONAL

Project 2023:
Profiting with
Brazilians



Executive Summary

This project has as its main goal to increase engagement on Uvanu International social media accounts and therefore surge brand awareness so that exchange students would consider them as an option when choosing their exchange programs.

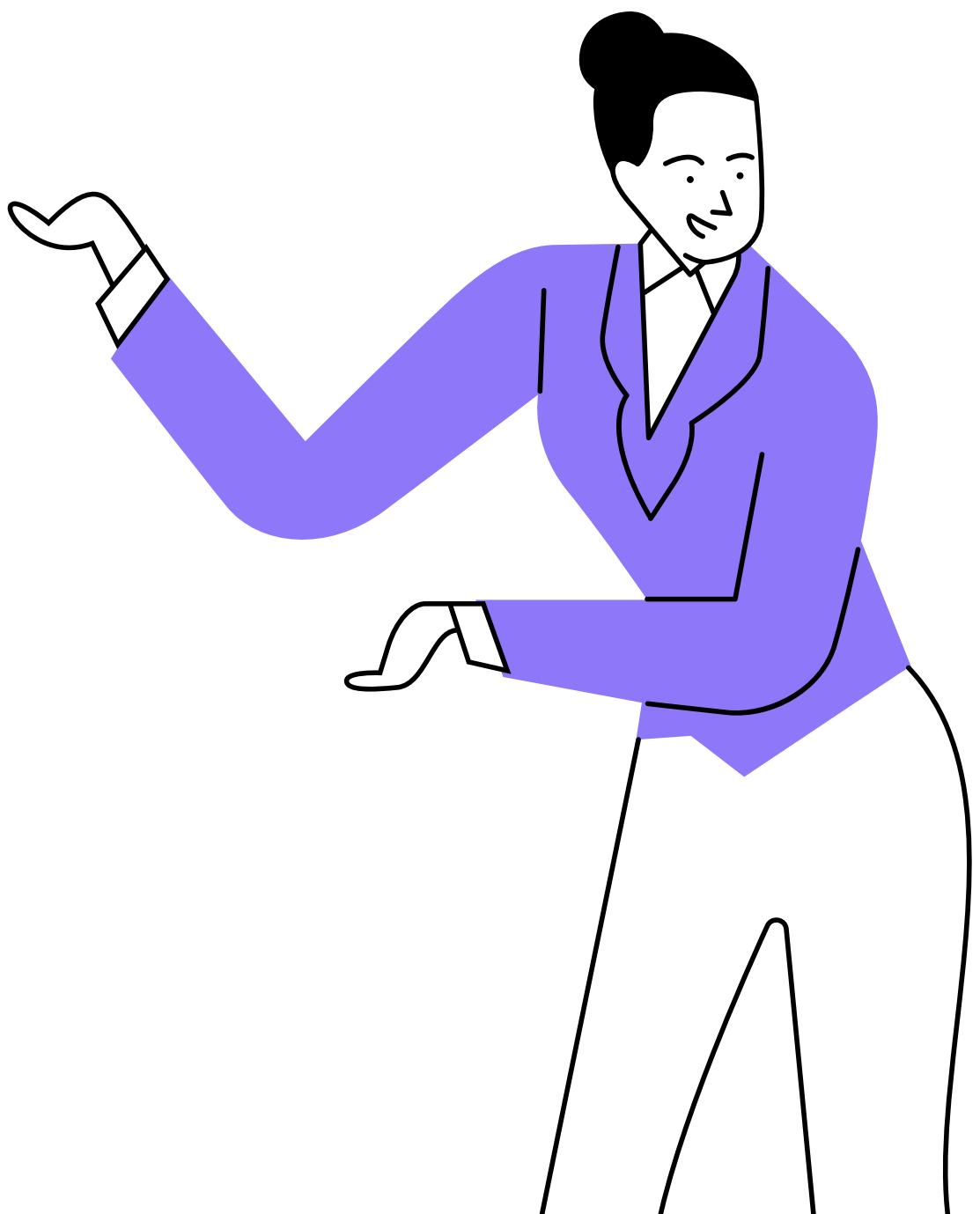


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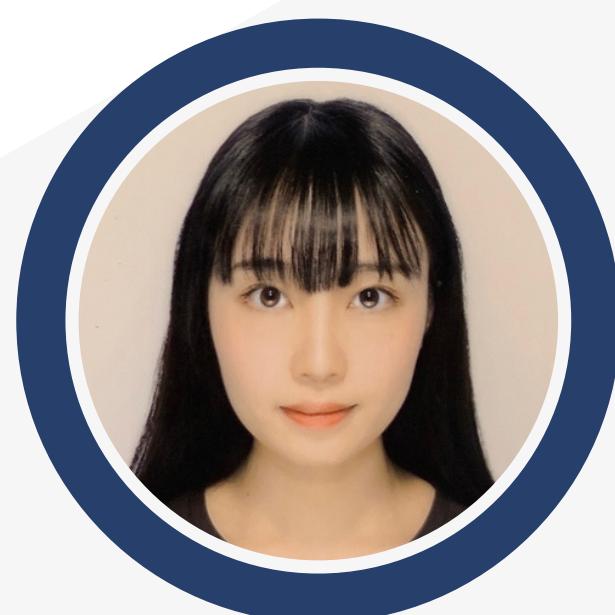
Key Stakeholders



Petronela



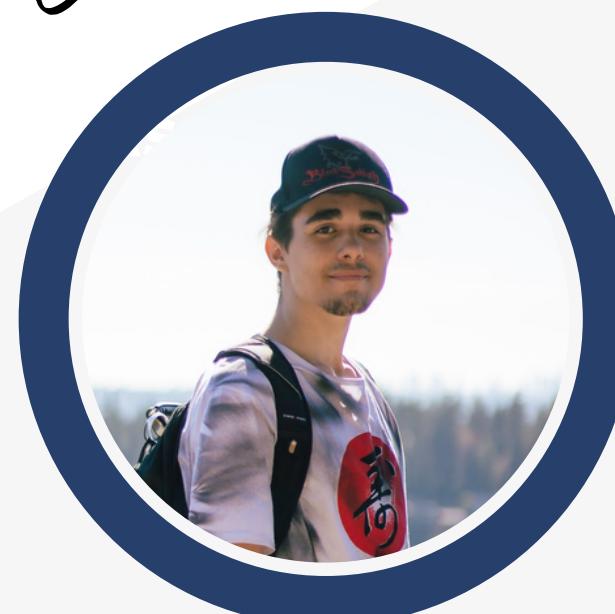
Asako



Yuho



Gaku



Victor

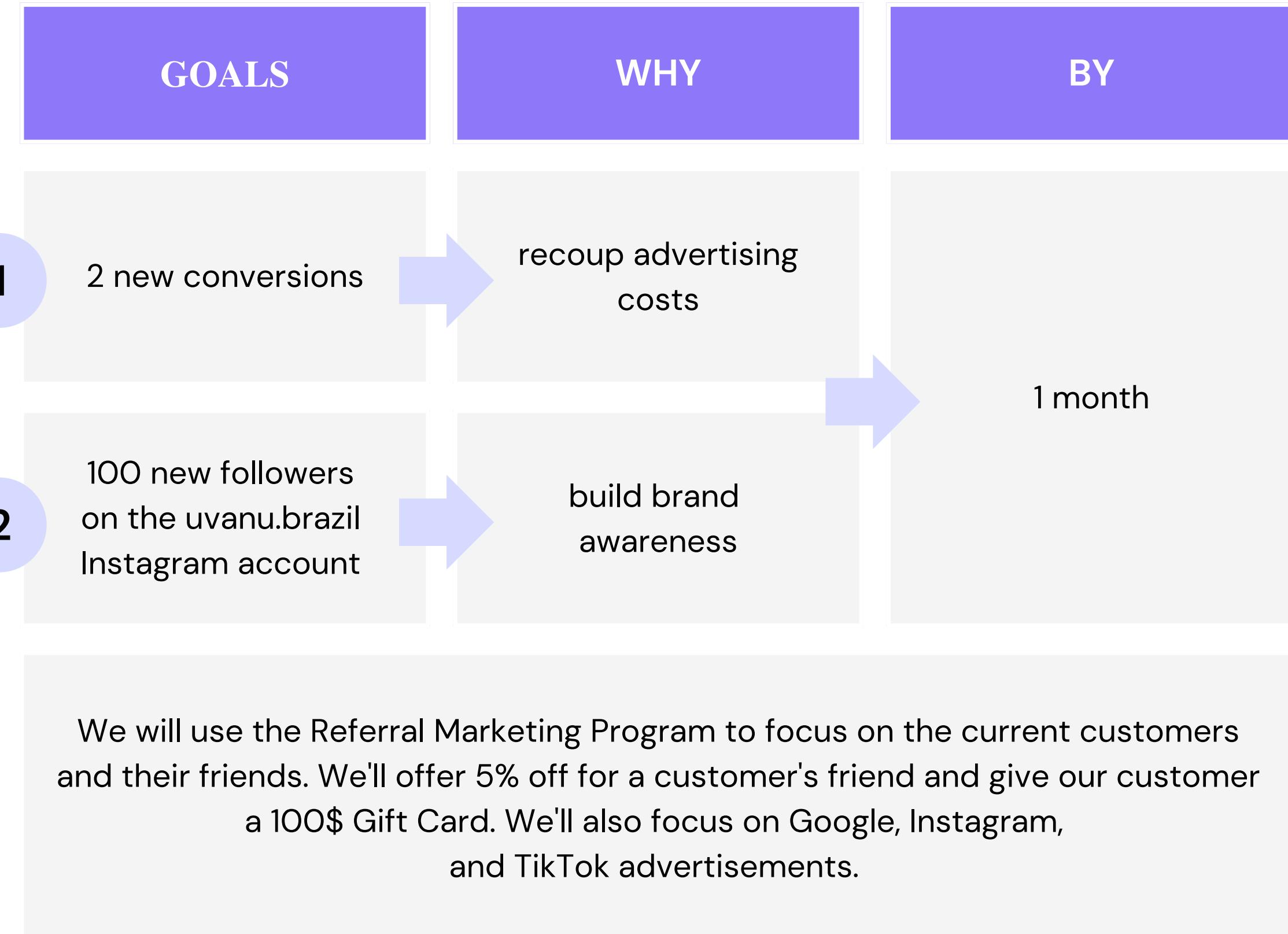


Lucas



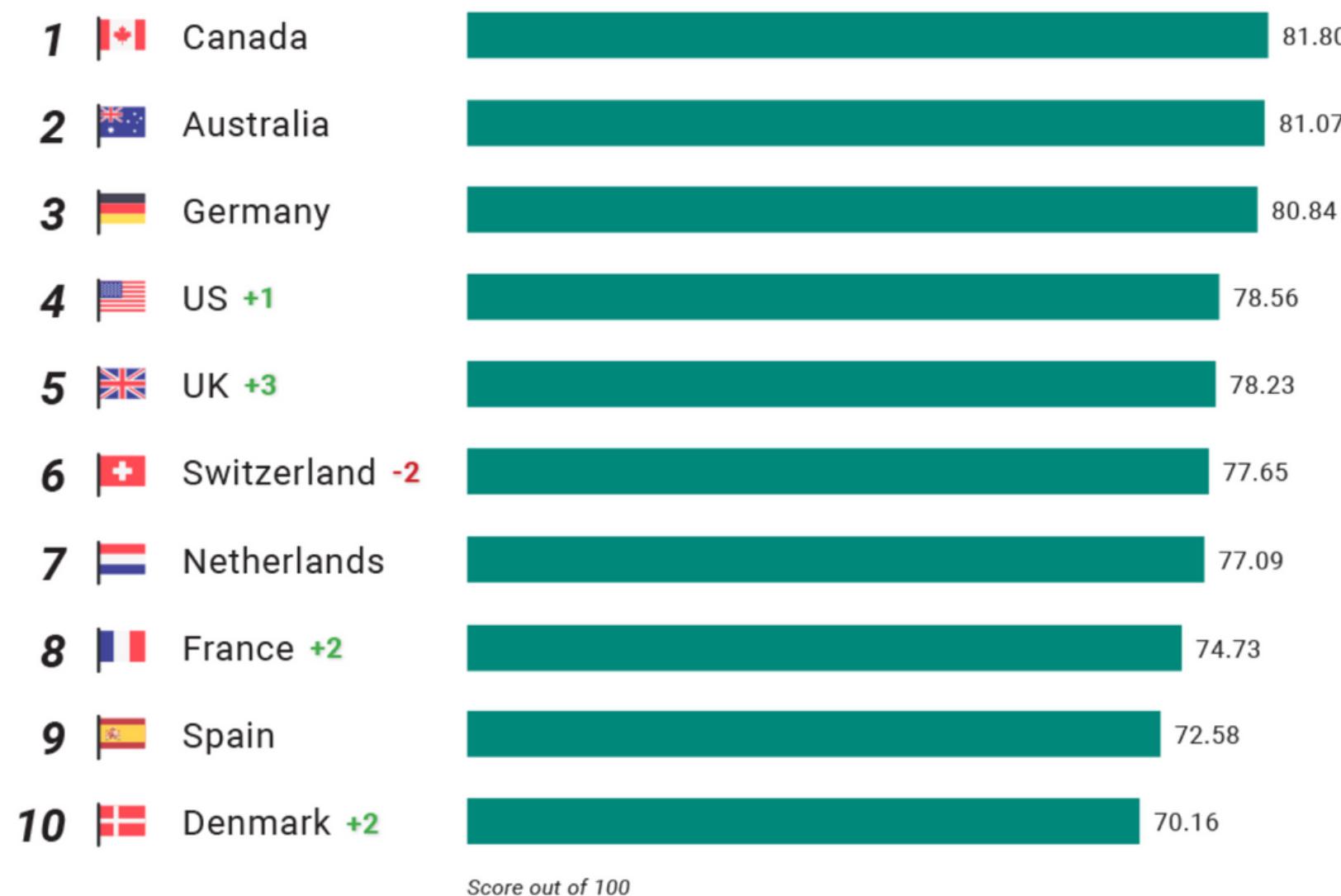
Namiki

Objectives



Market Trends

educations.com Country Rankings 2021 Top 10 countries in the world to study abroad



*There are 388,782 international students in Canada in 2020.

11,050 of students from Brazil

ENJOY CANADA in Vancouver

Available Language :

English/Japanese/Portuguese/Spanish

Social Media :

Facebook, Instagram, YouTube

Content :

Interview for international student

Introduction of lifestyle in Vancouver



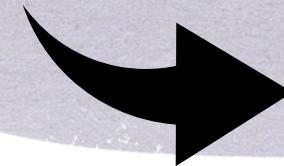
*Canada International Student Statistics

[https://erudera.com/statistics/canada/canada-international-student-statistics/#:~:text=There%20are%20currently%20388%2C782%20international,%25%20\(235%2C419\)%20in%20universities](https://erudera.com/statistics/canada/canada-international-student-statistics/#:~:text=There%20are%20currently%20388%2C782%20international,%25%20(235%2C419)%20in%20universities)

Marketing Funnel



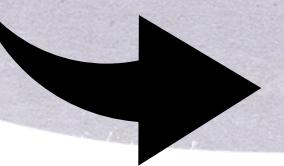
Follower : 7,640



168



Follower : 10,200



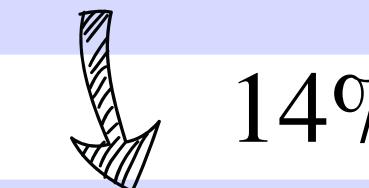
224

(10.25,22)

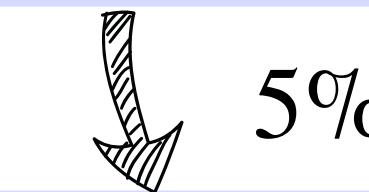
Aware: 1000 visitors aware ad



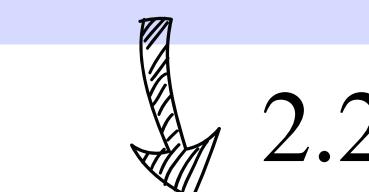
Interest: 340 visit service pages



Consider: 140 visit consider service



Intent: 50 fill out info



Purchase: 22 buy

Target Audience



Target Audience	
Attribute	Value
Age	18-22
Situation	High School Student University Student
Desire	To study English/Coop
Country	Brazil
Gender	Man, Woman, non-Binary
Channel	Instagram, TikTok, YouTube, WhatsApp

Target Audience 1

Target Audience 2

Target Audience - Challenges

Not as comfortable with their current English Level

First time living out of their country

There is no community in Vancouver



Give up their dream because of homesickness or loneliness





"I want to improve my English, and also I want to learn Digital Marketing in Vancouver."

Gustavo

Age: 18-22

Location: São Paulo

Occupation: Student

DESCRIPTION

Gustavo is just graduated high school in São Paulo and he was thinking his next career. When he started to take Digital Marketing course at cousera ,he was really enjoyed to study and he decided to study more details about Digital Marketing in English speaking country.

PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Independent

HOBBIES AND INTERESTS

- Playing e-sports
- Taking care of plants
- Going to beaches

CHALLENGES

- Not as comfortable with their current English level
- First time living out of São Paulo
- He does not have any community in Vancouver

FEAR

- Give up his dream because homesick or loneliness

GOALS

- To find a trustworthy agent
- Success his study journey

SOURCES OF INFO

- WhatsApp
- TikTok
- YouTube



"I have been working Accountant for 2 years but I want to brush up my career."

Jullia

Age: 23-25

Location: Rio de Janeiro

Occupation: Accountant

DESCRIPTION

Jullia has been working in Sales for 2 years. She enjoys working in the role however she wants to brush up on her sales career. She wants to learn about Accountant and also she wants to study English too.

PERSONAL CHARACTERISTICS

- Tidy
- Easy-going
- Independent

HOBBIES AND INTERESTS

- Pilates
- Shopping
- Collect of Perfume

CHALLENGES

- She cannot speak and read English well
- She does not have any friend in Vancouver

FEAR

- Worried about whether she can keep up with the class
- Homesick

GOALS

- To find a authoritative agent
- Success to brush up her career

SOURCES OF INFO

- WhatsApp
- Instagram
- YouTube

Media Channels and Why



- Young audience 17 - 25 years old



- Major social media and the main one used to have communications in Brazil (165 mi)



- The third most used social media by Brazilians (122 mi)

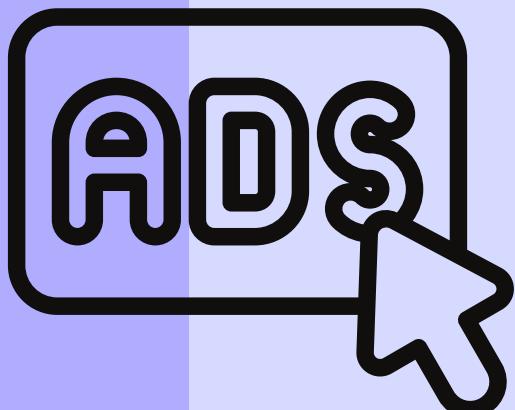


- Most of Brazilians use Google when looking for their exchange program



Sample Ads for Media Channels

Google Ads



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Homepage - Uvanu International | Save Time And Money | Immigrate To Canada

Check out our Instagram Profile. Immigration Consultancy Fees. Students Join the Uvanu Family Every Year. Free Consultation. Canadian Agency. WhatsApp Available. Best Price Guaranteed.

Contact us

Language Courses

Colleges & Universities

Summer / Winter Camps

Ligar para (236) 234-7820

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Study in Canada. Immigrate to Canada. Homestay & Transfers. Check out our Instagram Profile. Free Consultation. Canadian Agency. WhatsApp Available. Best Price Guaranteed.

Contact us

Language Courses

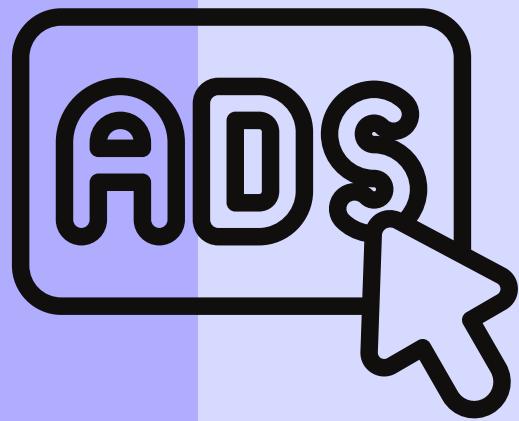
Colleges & Universities

Summer / Winter Camps

Ligar para (236) 234-7820

Sample Ads for Media Channels

Google Ads



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Canada Is Only One Dream Away | Uvanu International | Save Time And Money

Free Education Planning And Registration. Immigration Consultancy Fees. Students Join the Uvanu Family Every Year. Free Consultation. Canadian Agency. WhatsApp Available. Best Price Guaranteed.

[Contact us](#)

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[Ligar para \(236\) 234-7820](#)

Sample Ads for Media Channels

Google Ads

- study in canada
- student visa canada
- universities for international students
- colleges in canada
- universities in vancouver
- education in canada
- colleges in vancouver
- canada immigration student visa
- study and work in canada
- cheap colleges in canada
- international universities in canada
- study in canada for international students
- english course in vancouver

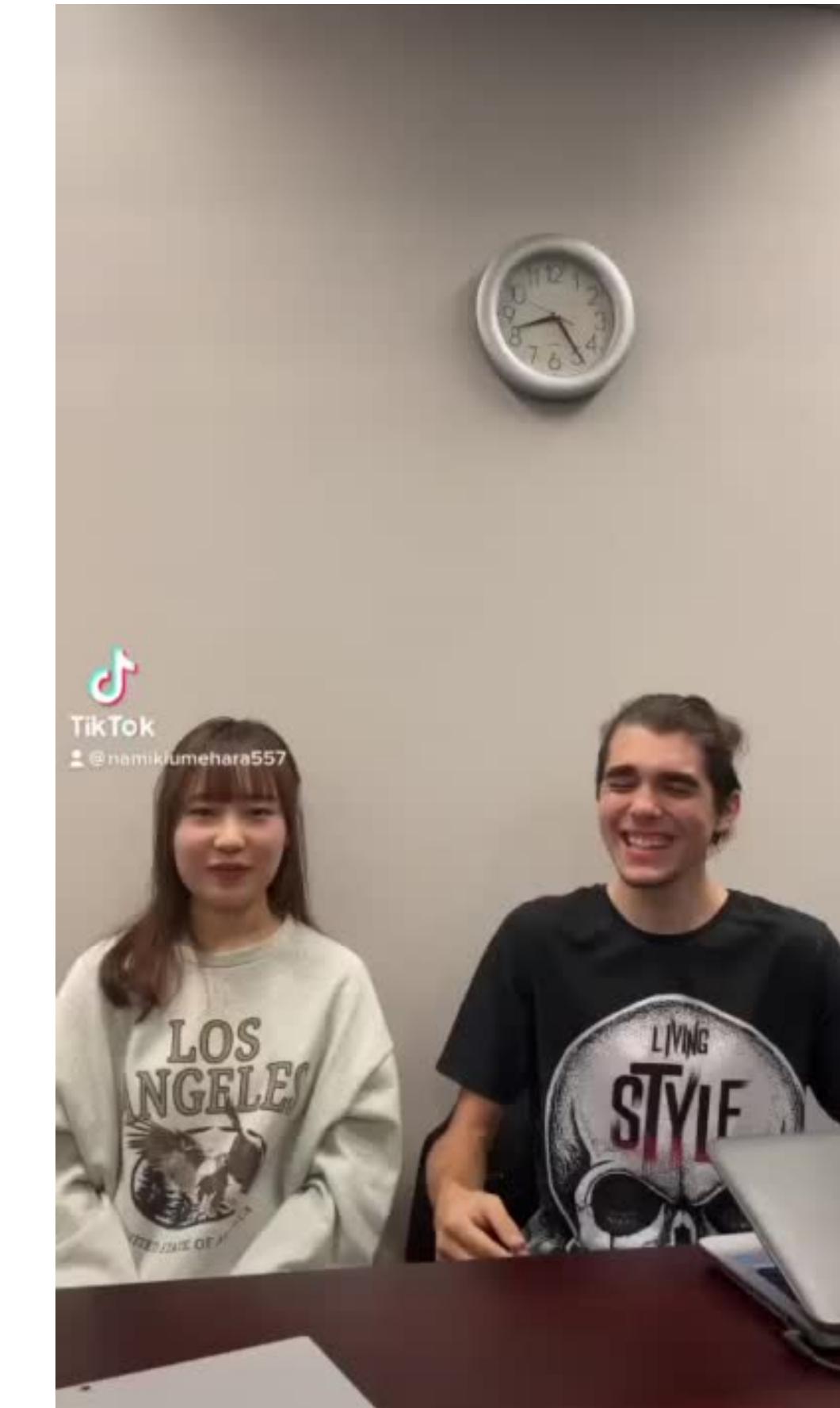
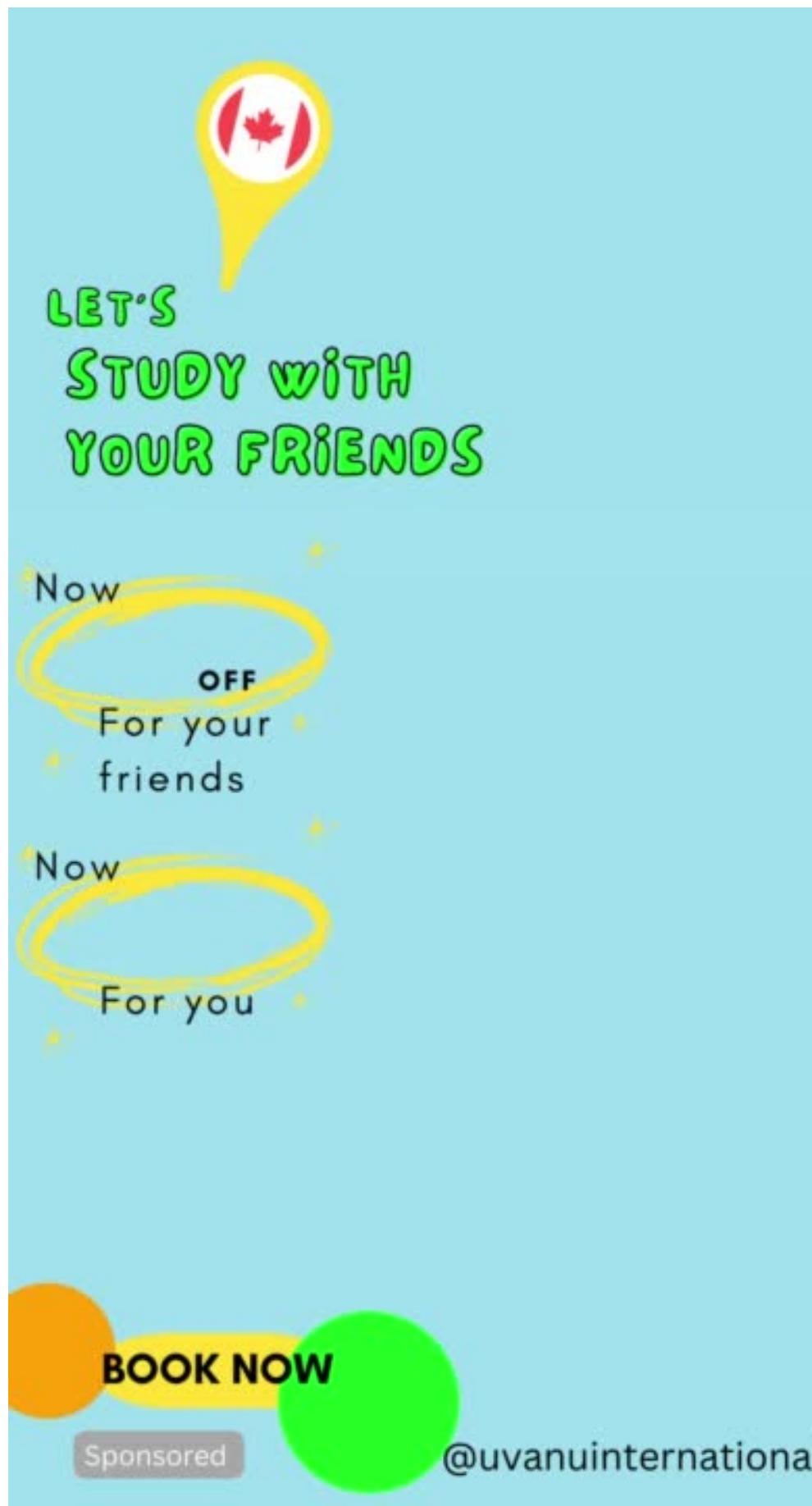
Sample Ads for Media Channels

Google Ads

- Study in Australia
- Study in Ireland
- Study in England
- Study in New Zeland
- Study in Malta

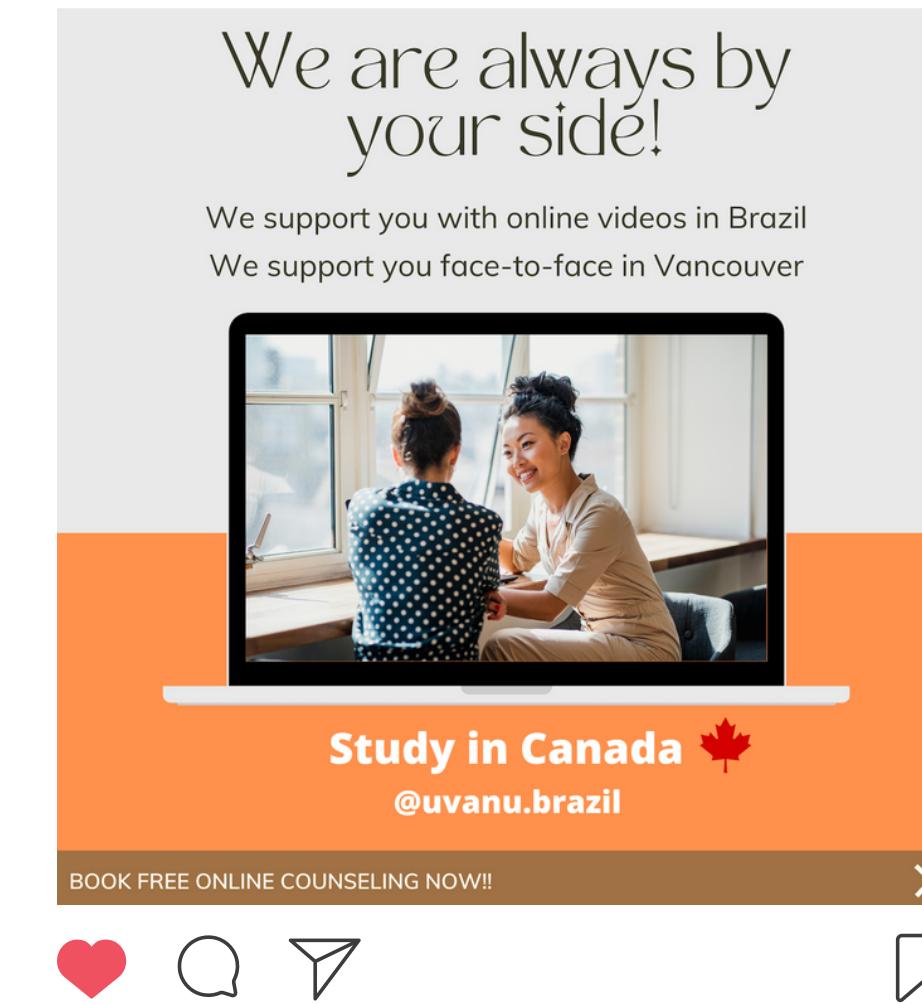
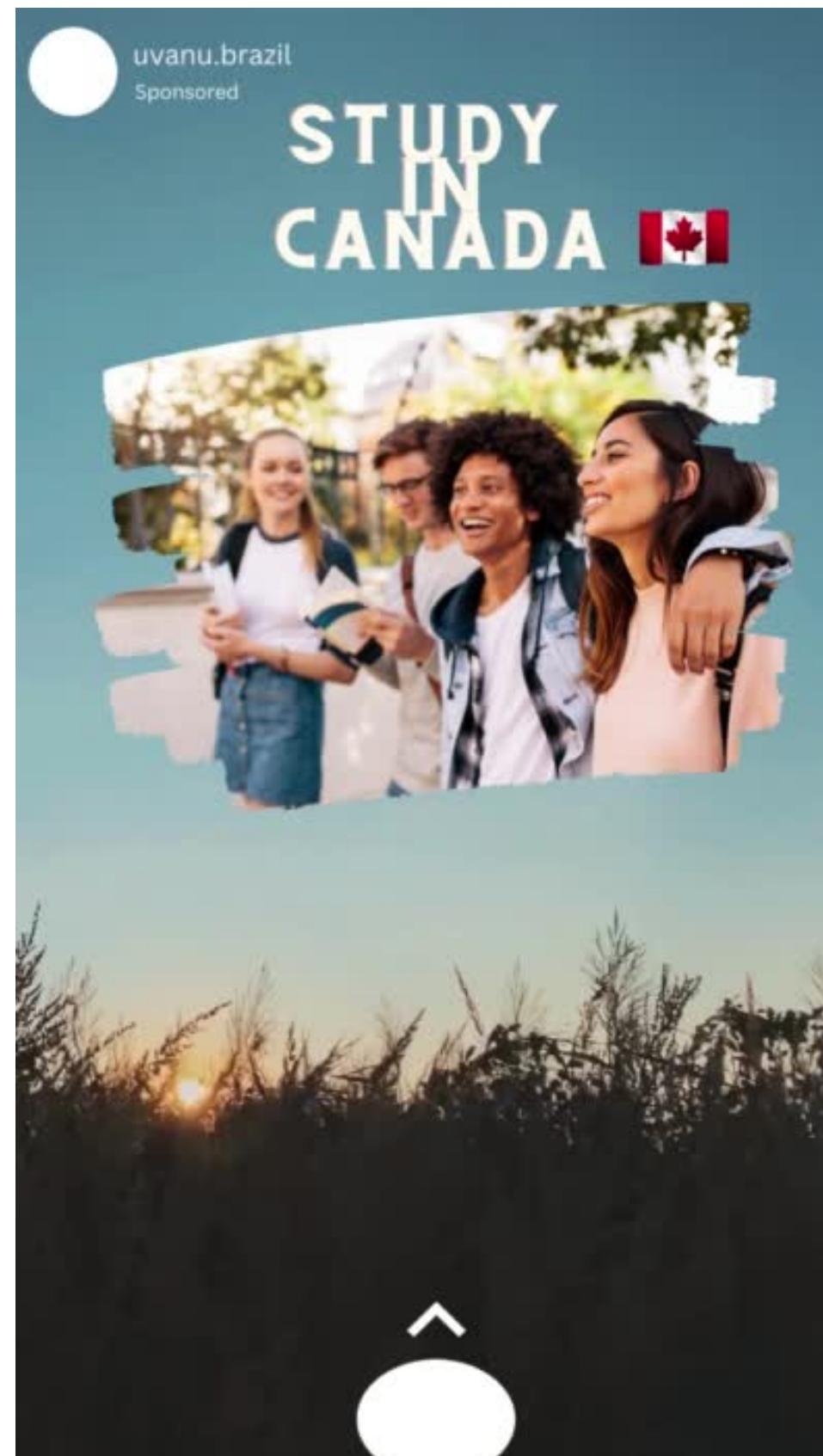
Sample Ads for Media Channels

TikTok



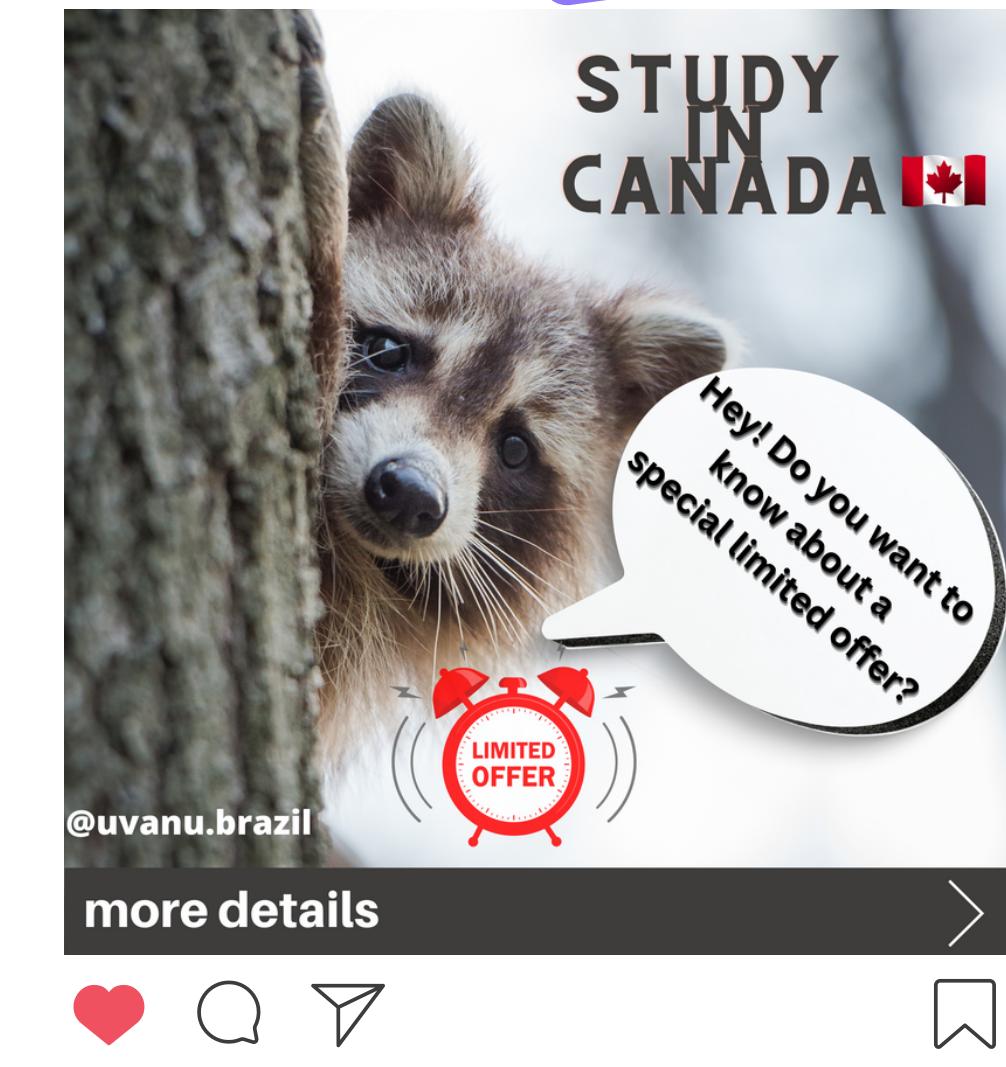
Sample Ads for Media Channels

Instagram



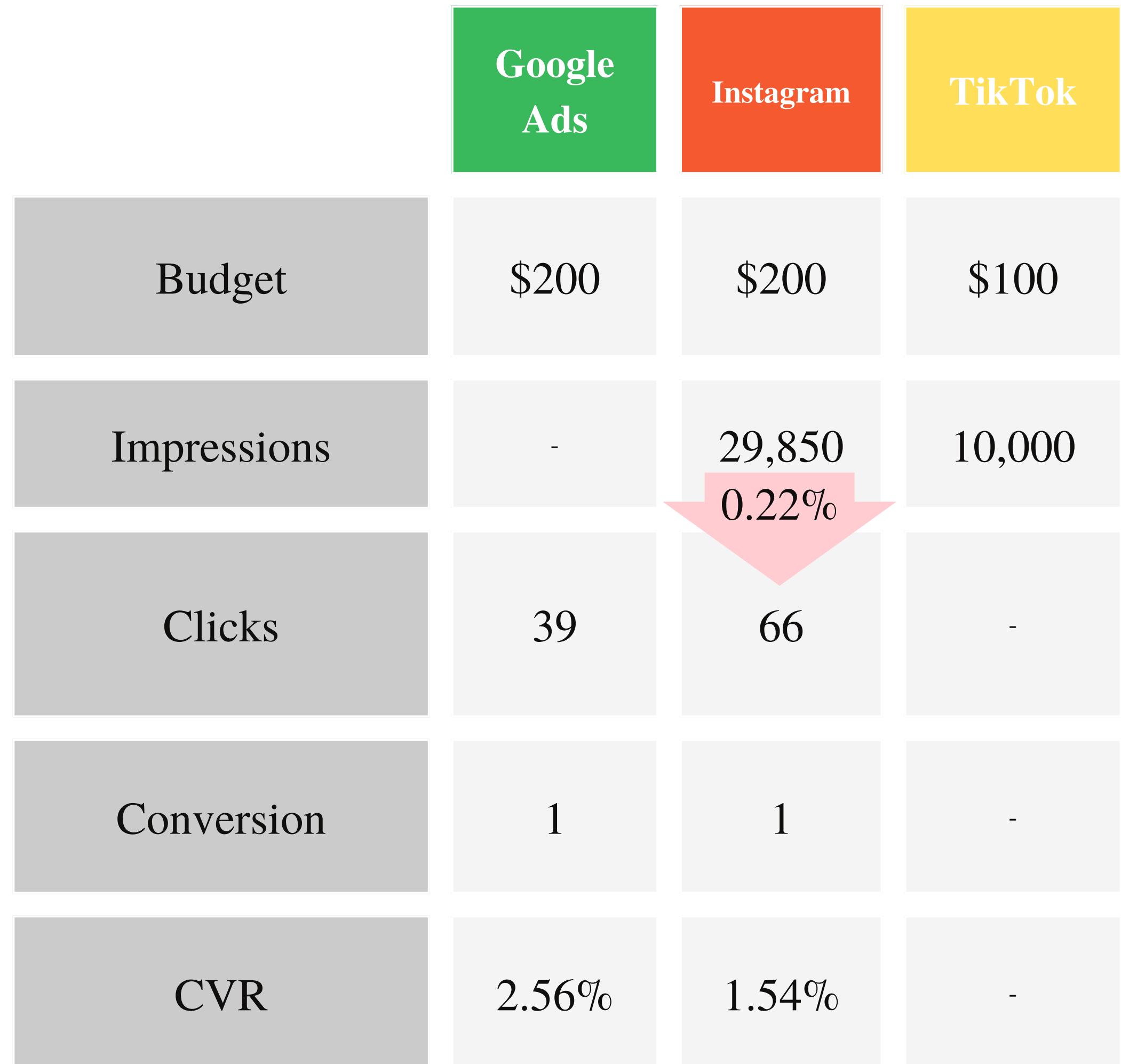
Usaremos o Programa de Marketing de Referência para focar nos clientes atuais e seus amigos. Ofereceremos 5% de desconto para o amigo do cliente e daremos ao cliente um Cartão de Presente de 100 dólares

#studyincanada#estudarnocanada#college
#ESL#intercambio

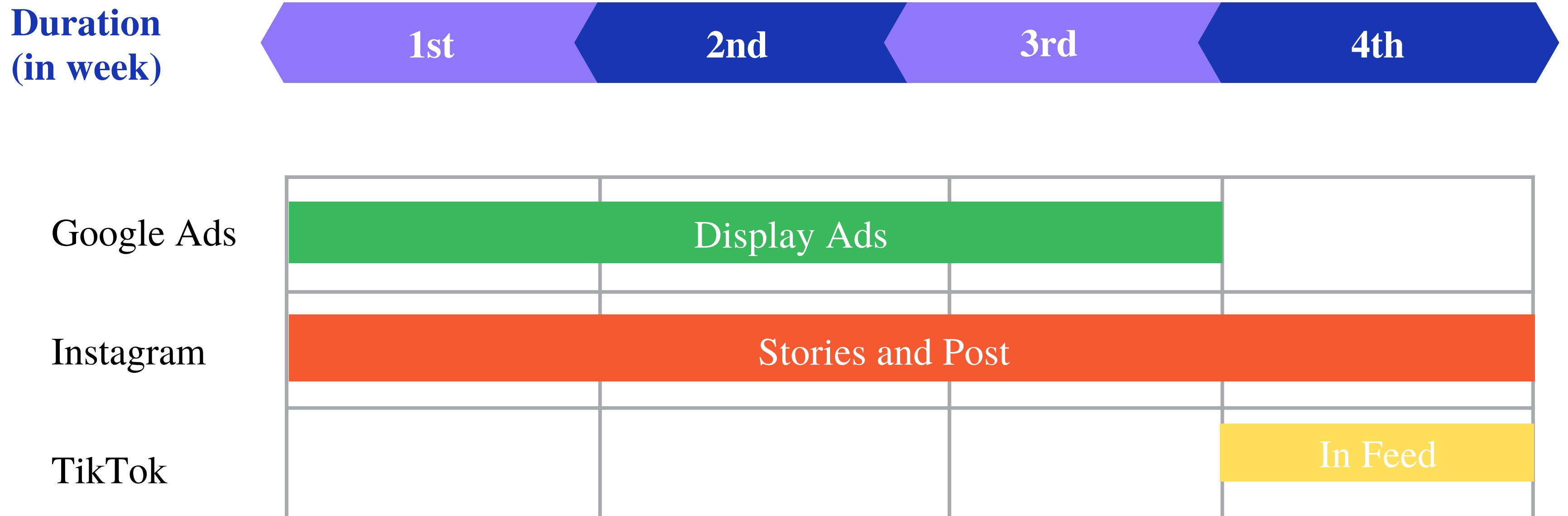


Ofereceremos 5% de desconto para o amigo do cliente e daremos ao cliente um Cartão de Presente de 100 dólares

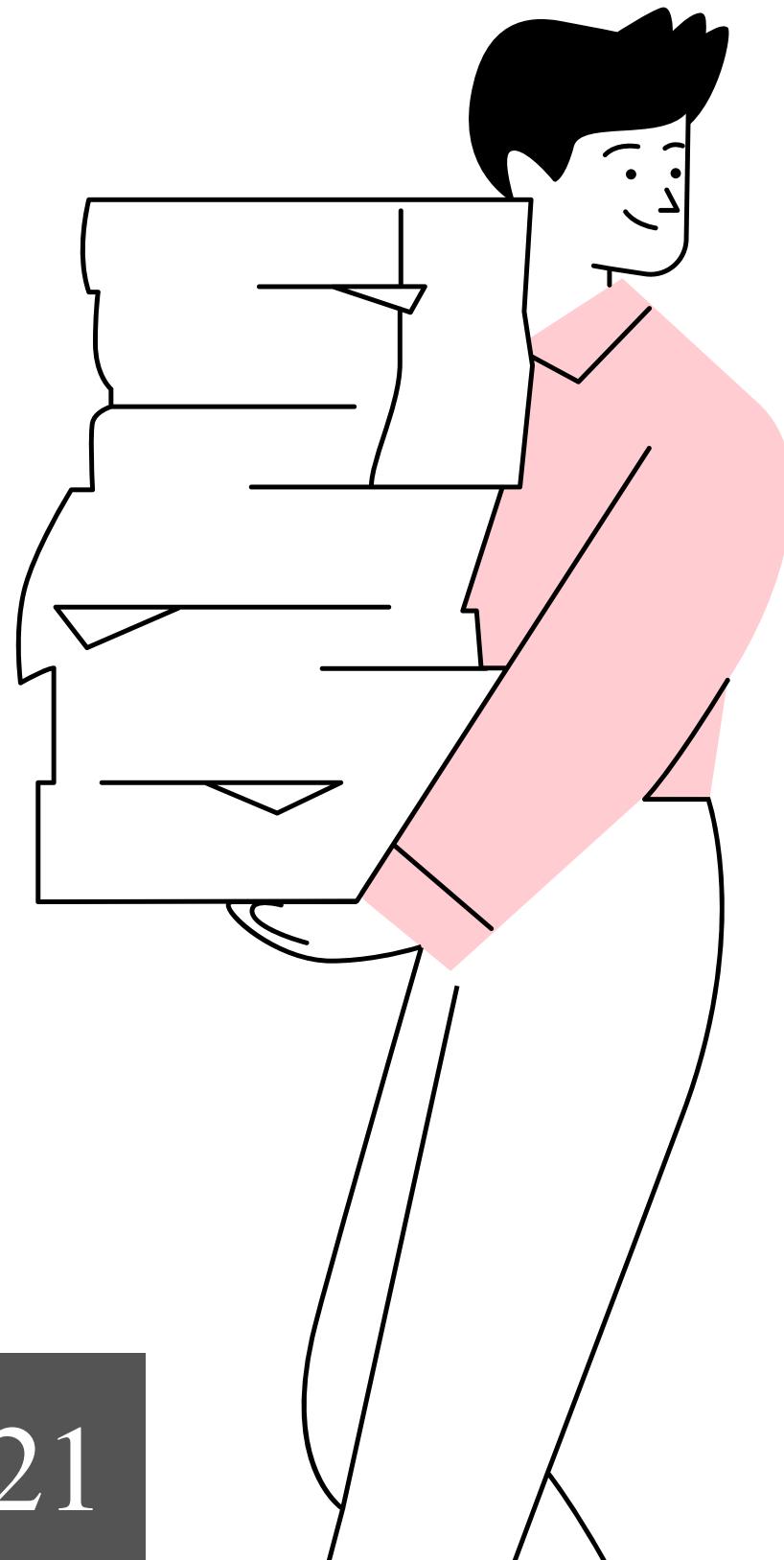
Media Blocking Chart



Timeline and Next Steps



Summary



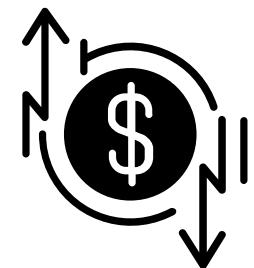
“We know that it’s not enough for us to simply encourage more people to study abroad. We also need to make sure that they can actually afford it.”

– Michelle Obama

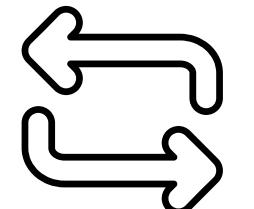
Appendices - Why Brazil



220 million Inhabitants



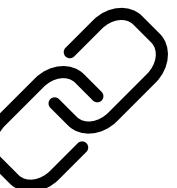
Third Largest Economy in America



246.000 Brazilians Did an Exchange Program in 2019



Canada is the Main Destination for Brazilians



Research from media channels and why - google part -

<https://viagem.estadao.com.br/blogs/canada-para-viagem/canada-destino-intercambio-preferido-brasileiros/#:~:text=Intercâmbio%20no%20Canadá%20é%201ª,quem%20ainda%20pretende%20estudar%20fora>



Thank you
for your
attention

