



**Brief set by**  
Duolingo

**In collaboration with**  
Amanda Jones (The Gate)

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## Put Duolingo into the hands of 16-22 year olds

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**Related Disciplines**  
Advertising  
Integrated Campaign

**Deadline**  
23 March 2021, 5pm GMT

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### The backstory

Duolingo is the world's #1 language learning app – used by hundreds of millions of learners around the world. Duolingo's mission is to develop the best education platform in the world and make it universally accessible to everyone for free, from Syrian refugees to Bill Gates and everyone in between.

The benefits of learning another language are exponential, from boosting brain power to reducing global economic inequality.

And despite the serious mission at Duolingo's core, it was also founded on the idea that learning a new language should be fun. Why? Because you're more likely to stick with it! To make language learning fun, Duolingo gamifies the process, encouraging you to maintain your streak and top the leaderboards with the help of Duo, the quirky, helpful and sometimes passive aggressive mascot Owl.

### What's the challenge?

Open young adults' eyes to the world of languages and inspire them to weave language learning into their daily routine, with an integrated campaign launching at the start of the school year.

As humans get older their ability to learn new languages and pick up new habits begins to slow down. It's for this reason that Duolingo believes it's important to open the minds of 16-22 year olds to language learning as it can set and change their future in ways most can't imagine.

### Who are we talking to?

16-22 year olds around the globe. They're a generation who view being knowledgeable as 'cool', are passionate activists and see themselves as more connect with other cultures than previous generations. They're globally-connected and are interested in worldwide issues. While their reasons for learning a language can vary drastically depending on things like location, family, and economic opportunity, most see the benefits of knowing another language as a way to get the most out of the world.

They come from a range of backgrounds, and whatever their educational status (school, uni, on-the-job training, not in or no access to formal education), many are making key decisions about their future career and direction.

They don't watch much traditional TV but still consume a vast amount of content on other platforms (watching 3 hours and 27 minutes of video content a day), with 83% getting their news from social media. They are avid users of apps, in particular games, and often use them as a fun way to learn.

### Things to think about

#### How to reach your audience

Consider where 16-22 year olds spend their time on- and offline. How can your idea show up where their attention is in a buzzworthy way, be a part of culture and get everyone talking?

#### Where in the world?

Remember, this brief is all about driving large numbers of 16-22 year olds from across the world to download and incorporate Duolingo into their daily habits. You could think up multiple ideas that tackle local issues but are creatively united in some way, or create one idea that has universal appeal and can cross borders. Whichever route you choose, make sure it is clear how you'll not only get your audience to download the app, but use it too.

#### Research, research, research

Duolingo are looking for big, bold ideas. Something culture-breaking that starts with an insight and truly speaks to your audience. Spend time getting under their skin to consider how you can make Duolingo part of their everyday habits. And don't forget to download Duolingo for yourself – you need to know the product to market it effectively

#### Bring in the teachers

While students are the ones actively signing up to learn, teachers and parents also play a vital role in education. Is there a way your idea could intertwine with these audiences too?

#### A new school year

Lots of people think about New Year's resolutions, but the back to school moment for many is actually the time to start afresh. The start of the school year has become social media's latest 'new year, new me', even for those no longer in education. So no matter what your idea, the launch should play into these school cycles.

#### Don't pigeonhole

There's no single reason why people choose to take on learning a new language. The reasons are varied – be it for school, work, family, travel, or even helping you to understand the latest cult TV show.

But no matter the reason, new language skills allows us to connect with one another and open new opportunities.

#### How to promote accessibility

Traditionally, economics have hampered people's access and ability to learn a language. Duolingo is free, all you need is a screen and the internet to give someone the opportunity to change their future. Is there a way to better spread this accessibility message, such as a new moment or



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partnership Duolingo hasn't yet explored?

### The important stuff

You must develop a campaign that speaks to 16-22 year olds across the globe and drives them to download and incorporate Duolingo into their daily habits.

The way you do this is up to you, from in person experiences or stunts through to social media, brand partnerships or radio ads.

Present:

- **Your solution.** Clearly explain your idea and how it would work.
- **Your creative process.** How you arrived at your solution and key insights from your research.

**What and how to submit:** Read ***Preparing Your Entries*** before you get started for full format guidelines.

### Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

### Optional (judges may view this if they wish):

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

### Further Information

#### Details about Duolingo

Duolingo offer 96 language courses in 34+ languages (including High Valyrian & Klingon) and offer dozens of gamified lesson types. To understand their lessons, features, and courses try learning a language with them.

[App Store](#)

[Google Play](#)

#### Design resources and brand guidelines

[design.duolingo.com](https://design.duolingo.com)