



GOING SOCIAL IN BRAZIL

Cid Não Salvo in New Zealand, November 2012

conversa
engaging global learners



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Statistics on the mind-blowing reach of social media are being presented on a daily basis. Globally nations and the commercial sector are embracing the prospects of social networking with its potential for connection, engagement, influence, and storytelling. Yet, uptake of its marketing potential has been slow, especially in the export education market. Demographic analysis of social networking channels will tell you that this is where the student-age population is hanging out, all over the world. The opportunity for sharing and influence in a cost-effective way has never been so accessible.

The **Going Social in Brazil** project stems from our recognition of the potential of the Brazil export education market in a period of strong economic growth and global focus, and our having the capability to realize the opportunity within the social networking space. At Conversa we have chosen not to talk about opportunity but to focus on action.

New Zealand is a popular destination for young Brazilians, and word of mouth has always been a strong factor in attracting them to New Zealand. In extending an invitation to Cid Não Salvo we saw the chance to build influence and reach to a larger population, hitherto largely unaware of New Zealand. This report provides background and metrics around the reach two weeks after the event, although the conversation will continue with Não Salvo followers for some months to come.

We wish to thank Mauricio Cid for his congenial and steadfast approach to the venture, acknowledge the support of Education New Zealand, and the contribution of Study Auckland, Languages International, AUT University, Waiheke High School, Media Design School, Ardmore Flying School, and Auckland Adventures in making Cid's experience in New Zealand enjoyable and memorable. *An experience that he has already shared with millions of Brazilians.*



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1_ Get Started

Brazil has a population of over 200 million (5th most populous country in the world). Approximately 30% of the Brazilian population are in the key education demographic (15-29 age group).

With the growth in the Brazilian economy, government priorities to improve educational outcomes, a strong currency, and a rising middle-class there is an increasing demand for study abroad options, and most higher education export markets in English-speaking countries have noted increased enrolments from Brazilian students.

Whilst the US, Canada, France and the UK, have been the main study abroad destinations of choice for Brazilians, Australia and New Zealand are beginning to attract growing numbers of students¹.

With the Olympics and the FIFA World Cup both taking place in the next four years and the economy going from strength to strength, it is believed that Brazilian requirements for international education are set to increase.

Currently approximately 200,000 Brazilian students study overseas each year, 3,000 of these students choose to study in New Zealand.

Creating preference is one of the biggest challenges in marketing, and social media is currently the most effective channel in attracting the youth demographic.

Social networks influence 79% of purchases in Latin America, and these metrics are similar in both developed and emerging markets. The greatest potential of social networking is that it enables you to freely expand into another market.

Over 40% of the Brazilian population are active internet users, with more than a third of users in the student age group.

Brazil is among the top user countries on Facebook, Twitter and YouTube. Brazil has the world's highest number of online friends; an average of 481 per user, has 35 million Facebook users, and is second only to the US in the number of Tweets.

Conversa identified social networking as an ideal way to build the profile of New Zealand and education providers in a positive and cost-effective way by utilising the networks and social media skills of admired and connected bloggers and vloggers with profiles of influence, perpetual activity, and a large and enthusiastic following.

¹ www.bmimedia.net



In November 2012 Conversa, with the support of Education New Zealand, brought Brazilian social media celebrity Cid Não Salvo to New Zealand to experience and promote New Zealand study options, student life-style, and adventure tourism via his multiple channels.

Cid is an award-winning blogger and one of the most important personalities of opinion and humour on the Brazilian internet.



New Zealand
receives only
1.5% of Brazilians
studying overseas.

How can we
create preference
to make them choose
New Zealand?

2_ Action

2.1_ Overview



Mauricio “Cid”, a celebrity blogger from São Paulo, Brazil, visited New Zealand, on the 8 -15 November 2012 as the guest of Conversa, with the support of Education New Zealand, to promote New Zealand as an education destination in the growing Brazilian international export education market.

Cid is the creator and chief editor of the blog naosalvo.com.br, one of the most successful blogs in the Brazilian blogosphere, with an average of 20 million page views each month, a following of over 5

million, and an audience profile mostly in the 18-25 age group. Cid’s CV includes major media and viral marketing campaigns, numerous awards and the status of being one of the most engaging personalities on the Brazilian internet.

Cid’s visit was coupled with the launch of Conversa. Conversa is a social networking agency with a purpose of growing New Zealand’s export education opportunity through engaging with international students, and growing student preference for New Zealand, via social media channels.



It's easy to get personalities to endorse your brand, your product or your service, but on the internet opinions are more real and valued. A negative opinion can quickly damage your reputation, whereas a positive experience can enhance your brand and you create advocates, who will propagate your message on their channels, potentially turning it viral.

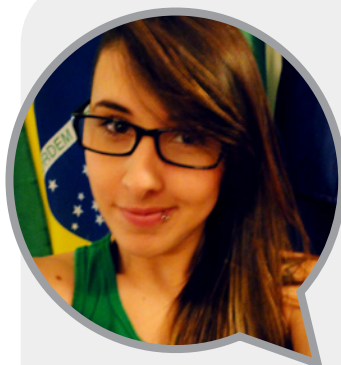
This is the most effective form of marketing in the Web 2.0 environment.

Cid's trip to New Zealand and authentic experience of the country created a unique true story. A true story with the power to build influence and engagement in his adventure. Where else in the world could you experience a lunar eclipse, bungy jump, learn to fly a plane, have a Maori cultural experience, enjoy an island, and visit a popular movie-set - all in the span of a week. This is an adventure that will continue not only in Cid's memory, but also in the minds of his resolute followers, for years to come.



We see social media as a way to extend our reach into the Brazilian market to capture the attention of young people who want both a quality education and an adventure. New Zealand offers both.

Kathryn McCarrison
General Manager
Market and Channel Development
Education New Zealand



I have been a student in New Zealand twice. Brazilians love New Zealand and we want to keep coming back because we have such a good time. New Zealand is like a well-kept secret. I found my way here through social media, and this is where we can influence decision-making.

Erica France
Social Networking Strategist
Conversa

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Cid Não Salvo in New Zealand | November 2012

2.2_ Itinerary

The itinerary for the visit was facilitated by Study Auckland, **Auckland Tourism, Events and Economic Development (ATEED)**, Auckland Council. Cid spent the majority of his time in the Auckland region visiting providers and enjoying adventure tourism activities.

The educational providers selected were chosen from schools with an interest in recruiting students from Brazil. These providers were representative of the sector, and included two specialist private training establishments (PTE), a secondary school, a language school, and a university.

The adventure tourism activities included a weekend in Rotorua, bungee jumping, white-water rafting, jet-boating, a Maori cultural experience, wildlife encounters, and a visit to the Hobbiton movie set, with a group of international students.



We saw Cid's visit as a chance to highlight the high quality study options and huge range of tourism activities that students enjoy in the Auckland region

Jason Hill
Manager Tourism
ATEED
Auckland Council



2.3_ Educational Providers

Cid was given the opportunity to visit the selected providers, view their facilities, meet with international students, and participate in educational activities.



Languages International

Languages International (languages.ac.nz) in Princes Street, Central Auckland, is a premier English language school and Cid was given the opportunity to meet key staff and students, and visit the facility.



Ardmore Flying School

The visit to Ardmore Flying School (ardmore.co.nz) in South Auckland gave Cid the opportunity to view the facilities, and hear about opportunities in aviation education, and have a flying lesson over the Auckland region.



Waiheke High School

Waiheke High School (waihekehigh.school.nz) situated on picturesque Waiheke Island in the Hauraki Gulf enabled Cid to meet international students at the school and participate in their SeaSports programme, and to sightsee on the island.

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AUT University

AUT University's (aut.ac.nz) City campus hosted Cid for a morning and he was given the opportunity of touring the new WG Learning Precinct, due to be opened in 2013. The precinct will house specialist facilities for AUT's School of Communication Studies, and a brand new media centre. The campus tour also involved a visit to the International Student Support centre, faculties and student facilities, and the Nga Wai o Horotiu marae.



Media Design School

The Media Design School (mediadesignschool.com) recently took top honours at the Westpac Auckland Central Business Awards for Excellence in Innovation. The school was recognised for delivering high-quality education for emerging digital design sectors in response to industry demand. Cid was given the opportunity to meet key staff and students, and view the school's facilities.

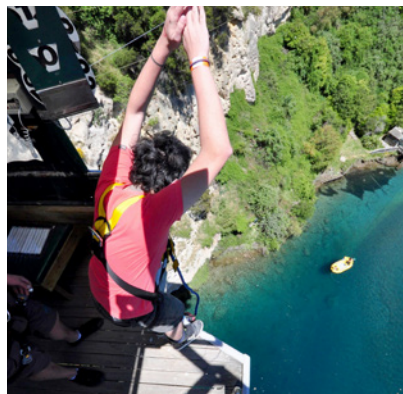


2.4_ Adventure Tourism

Cid was given a taste of the adventure opportunities awaiting international students.

Auckland-based activities were facilitated by ATEED, Auckland Council. This included visiting and dining at Auckland Skytower, an Auckland Harbour Bridge bungy jump, an Auckland Explorer Bus hop-on, hop-off sightseeing tour, a ferry ride to Waiheke Island, and paddleboarding with Waiheke High School, and a flight over Auckland courtesy of Ardmore Flying School.

The weekend trip to Rotorua, Taupo and Matamata, with a number of international students from Auckland providers, was organized via tourism operators Auckland Adventures. This highly successful action-packed trip included Wai-O-Tapu Geothermal Park, Lady Knox Geyser, Mud Pools, Taupo, Huka Falls jet boating, bungy jumping, Mitai Maori Festival (Waka Canoe, Concert, Hangi Dinner) white water rafting, the Zorb, and Hobbiton movie set.



2.5_ Promoting the Experience

The Cid Não Salvo action has positively enhanced New Zealand as a education destination for Brazilian students wishing to study abroad.

The strategic outcomes of the action have been:

- To introduce New Zealand, start a dialogue, build awareness and dispel myths. Common myths about New Zealand in Brazil include: New Zealand is not an independent country (rather is part of Australia), it snows all year round, is non-English-speaking, is very small (is possible to walk around).
- To encourage study and tourism. The action engendered a number of statements of envy for Cid having the opportunity to visit. The action has publicized the quality of education provision, New Zealand's interesting culture, enjoyable and safe outdoor activities, diverse and pristine landscape and environment.
- To inform and promote New Zealand to students already preparing for an exchange.

Basically I'm going for Education New Zealand and Study in Auckland to walk around the country, to know the exchange [education for students overseas] and envy you =)

@naosalvo congratulations Cid. It's a dream to visit New Zealand. I know people who live there and only say very good things. If at all possible don't come back =D

2 days before the flight, word-of-mouth began:

Cid started talking about New Zealand, and his followers began responding.

"Bon voyage" was followed by comments like "My dream is to visit New Zealand", "New Zealand is so great"... "do this"... "go there".





Instagram

On the first days of the trip Cid posted many pictures in Instagram and tweets. Aspects such as low level of criminality, time zone, sports and Maori culture were highlighted.

Cid declared on Twitter that Kelly Tartlon's Aquarium was the best aquarium he had ever been to in the world.

[instagram.com/p/RyeODDNLfX/](https://www.instagram.com/p/RyeODDNLfX/)

The visit to New Zealand encouraged a large number of Cid's followers to begin to talk about the country. There were also a significant number of blog postings about New Zealand.



♥ 2731



♥ 2134

Envy of @naosalvo. New Zealand is one of the most nerds [*] itineraries to travel ... for those who don't know ... it's like Middle Earth!

Number one nerd destination!
RT: @orafael22: @failwars you made me have another point of view about New Zealand.



Caio Komatsu

@failwars <http://www.failwars.com.br>

413 FOLLOWING

33,201 FOLLOWERS



Caio Komatsu
@failwars

Follow

Invejinha branca do @naosalvo. A Nova Zelândia é um dos roteiros mais nerds para se viajar... para quem não sabe... é tipo a Terra Média!

8 Nov 12

Reply Retweet Favorite



Caio Komatsu
@failwars

Follow

Destino nerd numero 1! RT: @orafael22: @failwars vc fez eu ver a nova zelandia com outros olhos

8 Nov 12

Reply Retweet Favorite

* Nowadays, "be nerd" is considered a good thing as "geek" and similar.

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Saturday got started with Wai-o-Tapu Geothermal Wonderland following by Taupo Bungy. Cid asked for suggestions on what he should shout for the jump, and received hundreds of suggestions via twitter.

Later Cid went on a Huka Falls jetboat ride and the Zorb. He really enjoyed the experience and invited people who like sport to New Zealand.



Today is, easily, one of the best days of my life :)

Wow, now I'm feeling I want to go to New Zealand.

For those who like extreme sports New Zealand is the best place! Almost all sports have adrenaline.

The Maori dinner's host asked the nationality of people here. We are from 23 different nations.

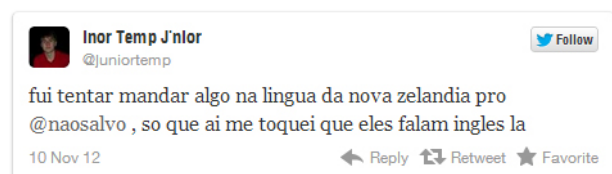
The result of the day for Cid



and to his followers



I tried to send something in New Zealand language for @naosalvo, then I realized they speak English there

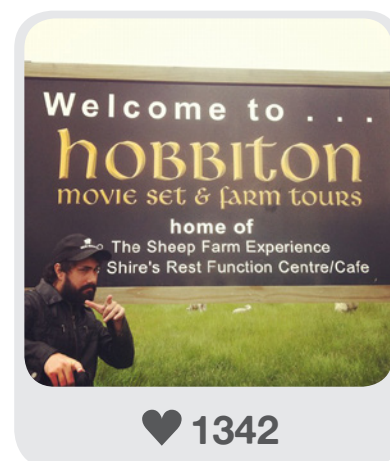




The visit to the Lord of the Rings' movie set, Hobbiton, was a landmark attraction for Cid during his trip, and it drew a lot of attention from Brazilian Lord of the Rings' fans.

#Hobbiton became a Trending Topic in Brazil less than 20 minutes after Cid suggested

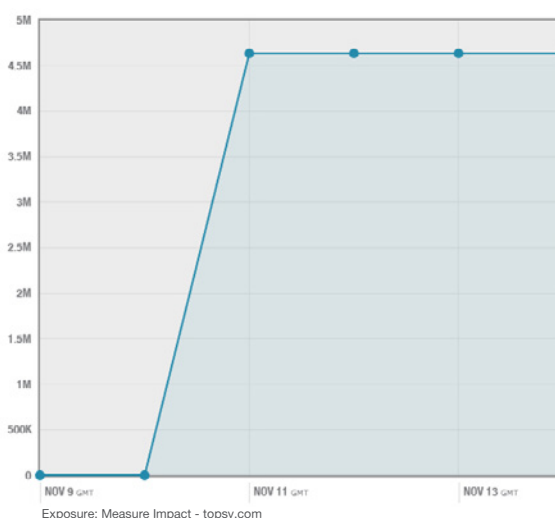
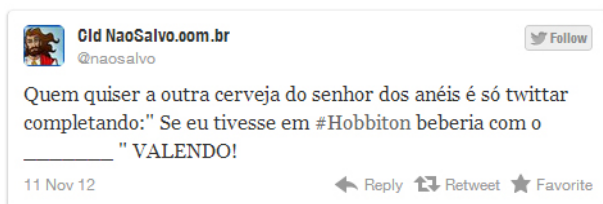
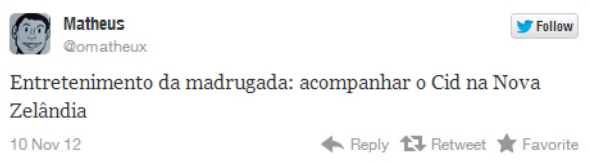
that his followers participate in a quiz to win a souvenir beer (1% alcohol) from the set. This simple but effective approach drew significant attention from other influential network profiles. The exposure at this point in time was 4.5 million, according to Topsy.



Entertainment at night: follow Cid in New Zealand

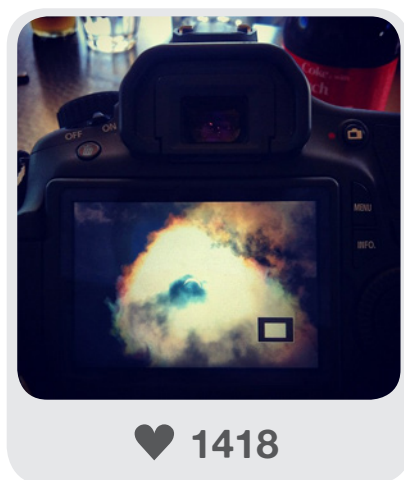
Who wants the other Lord of the Rings' beer just complete the tweett: "If I was in #Hobbiton I would drink with _____" GO!

#Hobbiton in the Trending Topics



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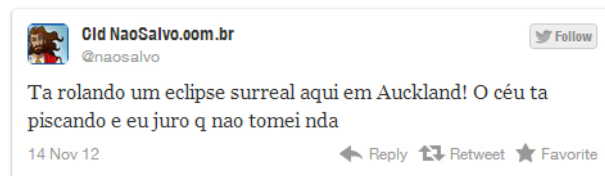
♥ 1418



♥ 1402



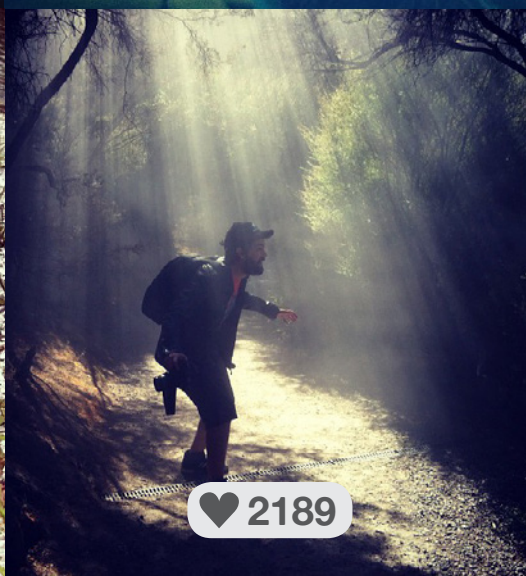
♥ 2454



It is happening an unbelievable eclipse here in Auckland! The sky is flashing and I swear I didn't drink anything.

On the last day of Cid's trip to New Zealand it was possible to clearly see the lunar eclipse in the Auckland CBD. Followers were very impressed with the fabulous photographs shared on Instagram and Twitter as the eclipse was not visible in Brazil.

The last stop was Ardmore Flying School, where Cid commented on the aviation course and shared his flying experience, showing New Zealand from another angle. The beautiful photographs of Auckland from the air attracted extensive attention on the network.



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Cid Não Salvo in New Zealand | November 2012

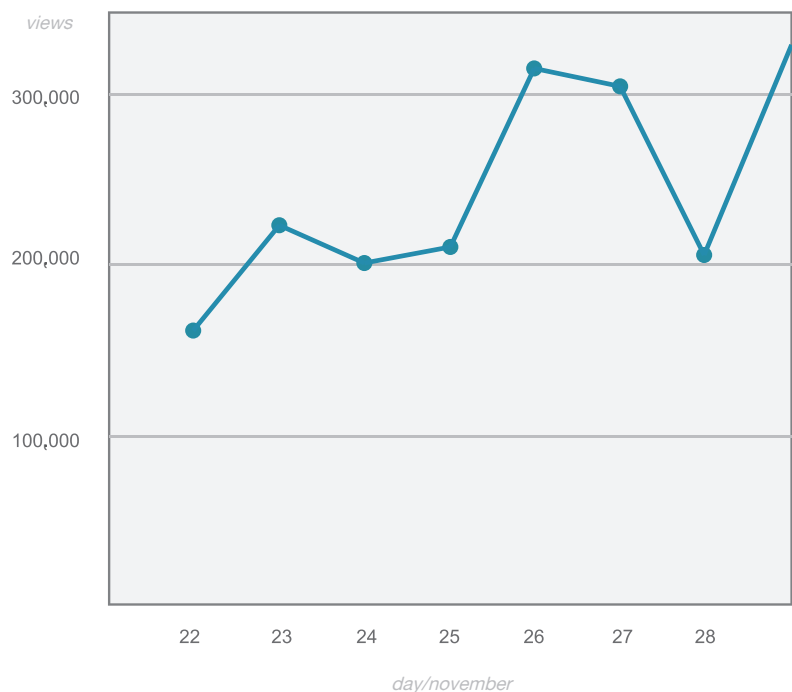
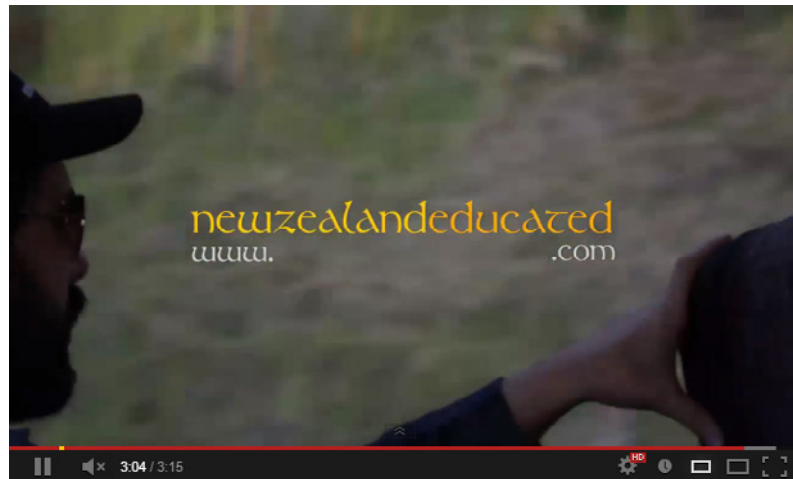
Following Cid's trip to New Zealand the buzz continues.

On his return to Brazil, Cid posted his adventure to naosalvo.com.br. Cid's post on the blog Não Salvo was one of the biggest advertorials ever published on the site. The post was 20,000 characters plus photographs and video. It shared every detail of Cid's experience in New Zealand, citing each school, and linking to the host of the action newzealandeducated.com. The post also publicized a promotion to win a replica ALL BLACKS jersey.

During the eight days the post was on the homepage of naosalvo.com.br the site received over 1.8 million views, and there was an outstanding growth in sharing the message on twitter and facebook, as well as many comments to @naosalvo complimentary of the post, and indicating an interest in studying in New Zealand in the near future.

Growth in the views on Youtube was also notable, in less than two weeks the Yeah Nova Zelandia video reached over 17,000 views.

Overall an excellent return on investment (ROI).



Views - data from naosalvo.com.br

<http://www.naosalvo.com.br/minha-viagem-para-a-nova-zelandia-camisa-do-all-blacks-para-os-leitores/>




views page	1,850,000 +
share tweets	1,200 +
like facebook	610 +
views youtube	17,406 +

 **Renato Augusto Ritto**
@renato_rar

DUDE, eu e a @CahLac queremos MUITO ir estudar na Nova Zelândia na AUT e na Media Design School depois do post do @naosalvo!!!! :O

22 Nov 12

← Reply ↻ Retweet ★ Favorite

 **Joanna Konder**
@J_Quinzel

Ligando p agência de intercâmbio e #partiu Nova Zelândia graças ao sexy do Cid do @naosalvo que inspirou a galera e deixou inveja no ar *-*


22 Nov 12

← Reply ↻ Retweet ★ Favorite

Dude, me and @CahLac REALLY want to study in New Zealand at AUT and Media Design School after @naosalvo's post!! :O

.....

Calling the exchange's agency and #departing to New Zealand. Thanks Cid @naosalvo who inspired us and left jealousy in the air.

 **Bruna Abruslo**
@itsmeBrubs

Acabei de ler o texto do @naosalvo sobre a Nova Zelândia. Tava pensando em fazer intercâmbio pra Irlanda, mas to mudando de ideia. *-*

24 Nov 12

← Reply ↻ Retweet ★ Favorite

 **Ligia Colares**
@LigiaColares

@naosalvo Adorei o post sobre a Nova Zelândia! Estou pesquisando países para fazer mestrado, e vc fez eu me interessar mto! :D

25 Nov 12

← Reply ↻ Retweet ★ Favorite

I've just read the text of @naosalvo about New Zealand. I was thinking about go to an exchange in Ireland, but I'm changing my mind. *. *

.....

@naosalvo I've loved the post about New Zealand! I am researching countries to study masters, and you made me very interested!

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From all over the internet in Brazil comments are being made about New Zealand's beauty, safety and quality of education. New Zealand was the most quoted exchange option following Cid's visit.

New Zealand was not a topic of conversation on the internet prior to Cid's trip, and now there are positive messages on Twitter, blogs, Instagram, and Youtube. The referrals and images are creating aspirations to travel to New Zealand.

Enquiries are being made by prospective students and people are changing their travel plans. Many have created a goal to travel to New Zealand in 2013.

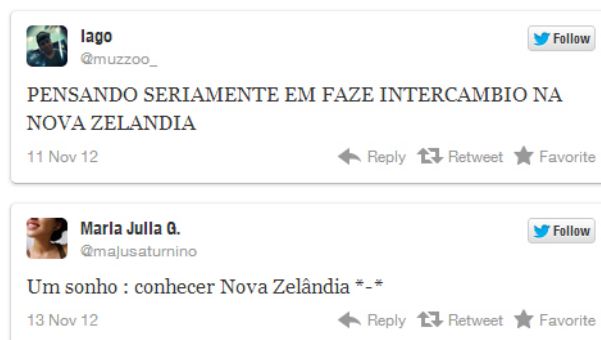
Social media is the catalyst, but it cannot be a one-off action; it must be a ongoing engagement.



Seriously considering going to an exchange in New Zealand

A dream: get to know New Zealand

If you are on this Saturday morning, not knowing what to do about your life, I'm giving just a advice: seriously consider an exchange here newzealandeducated.com





ana_araujorj
É Cid.. sem querer querendo vc levou uma galera nessa viagem! Tava programando NY, mas vc me fez traçar um novo rumo.. Thanks!! E boa volta :)

That's this Cid... Accidentally on purpose you got your followers on your trip! I was planning to go to New York, but you made me chart a new course. Thanks! And good trip back.



Jeferson Glussani
@_chapoliin
Nova meta: Viajar para Nova Zelândia.
15 Nov 12

New goal: travel to New Zealand

tlka?
@girotto__
Quero ir pra Nova Zelândia ano que vem. Agora eu estou realmente dividida...
12 Nov 12

I want to go to New Zealand next year. Now I'm really torn.

Bernardo
@Bep_Pimentel
Como agradecer o Cid? Ele fez minha mãe deixar eu ir pra NZ! Origadociddoouseudeuso! @naosalvo
5 Dec 12

How can I thank Cid?
He made my Mum let me go to New Zealand!
Thank-youcidinheavenyoudod!
@naosalvo

3_ Conclusions



Kudos to Conversa for selecting Cid Não Salvo to bring to New Zealand; he was the perfect choice and has done a great job of raising New Zealand's profile in Brazil. Using its own Social Media channels, Languages International has been able to leverage the buzz Cid created and start conversations with prospective students inspired by Cid's trip.

Hannah Robinson
Digital Marketing and
Online Strategy Manager
Languages International

This report was compiled in the two weeks following Cid Não Salvo's New Zealand experience, although the metrics to date are showing strong and energetic engagement the outtakes of the action are not at an end. Discussion is continuing across the Não Salvo channels, and reach has now extended to other active Brazilian social networking sites, with direct approaches coming to Conversa from other bloggers of influence. Opportunities to grow New Zealand's reputation in the social media space abound!

In the education sector social media is often found to be challenging. This has been largely due to a lack of understanding of this medium, experience of negative aspects of student forums and media revelations, and value judgments on the 'tone' of content. This is a space however



where young people are engaged globally. A well-planned social media strategy and campaign, enhanced by connections in the market, provides an excellent opportunity to build a positive country and institutional profiles to attract enrolments across international borders.

The strategy of the Cid Não Salvo action was to begin engagement with the Brazilian student demographic via the popular Não Salvo channels, by inviting followers to experience New Zealand through the eyes of Mauricio Cid, marketer, editor, opinion leader, and celebrity in the Brazilian media. Mauricio Cid embraced the opportunity with enthusiasm and integrity, and has exceeded specified deliverables. In Mauricio Cid we now have an advocate for New Zealand. The strategy of this action has been achieved

The impact of the action has created an enhanced awareness of New Zealand, debunked a few prevalent myths, ie. snow-covered, non-English speaking part of Australia, where hobbits may or may not roam, and drawn attention to New Zealand as both a tourist and study destination. This is a continuing story, and the next installment requires ownership and investment from the export education and tourism sectors.

Conversa welcomes your enquiries – talk@conversa.co.nz.

4_ Next Steps

The Cid Não Salvo action was an introductory event to demonstrate the capability of Conversa to successfully facilitate and deliver on an experiential social networking project, utilizing the talents and followers of the leading blogger of influence in the Brazilian blogosphere. The benefits of this introductory action will not be realized if it is seen as a one off-event.

The action has introduced Brazilian netizens in the 18-30 year demographic to the New Zealand experience, and to the quality education options available to international students. Conversa proposes follow-up actions:

- Bringing tertiary student blogger/s to New Zealand, for a short course/s, at selected institution/s, with a home-stay option, to share the learning and living experience via daily posts to specified channels.
- Delivering social media campaigns on the ground in Brazil.

- Developing social media strategies and running social media campaigns for education providers who wish to attract Brazilian students to specific programmes or courses.

In 2013, Conversa will be proposing an introductory social media action for export education into China. This is being developed alongside our parent company Rare HQ Ltd and a Chinese partner.

Although Conversa's actions are currently focusing on the export education sector, there is potential for our tools and networks to be leveraged for the tourism and export sector.

The Cid Não Salvo action is driving interest in New Zealand, we now need to capitalize on this interest and experience and build new actions that can be applied across global markets.



5_ Sources

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Cid “Não Salvo” in New Zealand - Part 2. Conversa NZ Youtube Channel.
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Minha viagem para a Nova Zelândia. Não Salvo.
<http://www.naosalvo.com.br/minha-viagem-para-a-nova-zelandia-camisa-do-all-blacks-para-os-leitores/>

Yeah Nova Zelandia. Não Salvo Youtube Channel.
<http://www.youtube.com/watch?v=uC0QR5lqumA>



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