



33% increase in learner enquiries

(ESOL)

Community Language Outreach Project – NIACE

Market

The National Institute of Adult Continuing Education (NIACE) is the leading non-governmental organisation for lifelong learning. NIACE exists to encourage more and different adults to engage in learning of all kinds.

Objectives

To encourage ethnic minority adults to engage in “skills for life” learning opportunities (ESOL); specifically, for this campaign, improving English language skills. The particular communities to be targeted were: Bangladeshi (Bengali and Sylheti speakers); Indian (Gujarati and Punjabi); Pakistani (Punjabi and Urdu) and Somali (Somali).

Background

Often, the adults this type of campaign was trying to reach had been out of the learning loop for a considerable length of time and may have had bad experiences of the formal education system.

Strategy

Agency was able to call on its own knowledge – both creative and media – of past successful direct response strategies targeting ethnic minorities and education.

It was important to recognise that the extended family had a great deal of influence in these communities and to recognise their role as ‘influencers’. Therefore we recommended that the campaign should not only be aimed at people who would benefit from training themselves but also at ‘influencers’.

Agency also suggested visual and verbal communication where possible, due to the literacy issue which the campaign sought to address.

Tactics

Agency proposed a number of closely targeted media which provided the opportunity to get the message across visually and verbally, as recommended. These included Asian TV channels, radio (commercials and sponsorship), and cinema and were backed up by below the line tactics such as merchandise, PR and posters.

It was important to acknowledge the difference in the regional markets and specific language requirements. To reach all target audiences convincingly, the campaign had to be produced in nine different versions including seven different languages. This presented a monumental task logistically against a very tight timeframe.

An exception was the Somali target audience, known as the “invisible community” – agency targeted the Somali audience via a video – detailing successful case studies – and was distributed through community centres and mosques.

Creative Approach

We wanted the campaign to be highly accessible and recommended creative treatments that were based around people in their daily lives. The scripts took everyday situations where better English skills would enhance someone’s day-to-day life in some way. As the aim of the campaign was to elicit response to the dedicated language phone lines, all treatments utilised direct response techniques to create a strong call to action. The audience were reassured by the ads that they would be able to speak directly to a call handler in their own language.

Notes

The General Election – The results relate to only 3 weeks of a 4 week campaign due to a cessation of advertising with the calling of the General Election. The remaining week ran between May 6th and May 13th – results are still pending.

English Language versions – respondents to the the English language versions were directed to the national Learn Direct phone lines and are not recorded in these results.



Result

Punjabi, Sylheti, Gujarati, Urdu

The campaign period (except Somali) was from 21st March to 8th April (3 weeks)

The dedicated language lines reported a **33% increase** in calls during the campaign compared to the 3 weeks prior (28th Feb - 20th March)

Somali

The campaign period was from 14th March to 8th April (4 weeks)

The dedicated language line reported a **522% increase** in calls during the campaign period compared to the 4 weeks prior (14th Feb - 13th March)

Want to know more? Call Ella Cheeseman

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