

# PHASE ONE

## *Market Research & Strategic Positioning*

Project details  
for marketing campaign

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# Mission & Vision

## MISSION

- Our mission is to craft a visually engaging and intuitive identity for the AI educational assistant, ensuring that its design resonates with students aged 8-18. Through playful, interactive, and accessible visuals, we aim to create a brand that sparks curiosity, enhances learning experiences, and makes education both exciting and approachable. By blending creativity with usability, we strive to make every interaction with the AI assistant feel inspiring, friendly, and fun.



## VISION

- To establish a strong, memorable visual identity that transforms the AI educational assistant into a beloved and trusted learning companion for students. We envision a design that not only captivates young minds but also seamlessly integrates with technology to enhance user experience, making learning more immersive, engaging, and enjoyable. Through thoughtful branding, UI/UX, and creative storytelling, we aim to shape the future of digital education with design that inspires and empowers.

# *Competitor Analysis: AI Educational Assistants*

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## **Khanmigo by Khan Academy**

- Overview: AI tutor by Khan Academy for students & teachers.
  - Features: Problem-solving, educational resources, personalized learning.
  - Target Audience: Students (parental consent under 18).
  - Strengths: Reputable organization, broad subject coverage.
  - Weaknesses: Limited deep personalization.
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## **GPTeens by ACROSSPACE**

- Overview: AI chatbot for teen learners, built on GPT.
  - Features: Conversational learning, South Korean curriculum, content filtering.
  - Target Audience: South Korean teenagers.
  - Strengths: Curriculum-specific content, safe interactions.
  - Weaknesses: Limited global applicability.
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## **Ello**

- Overview: AI-powered reading tutor improving literacy skills.
  - Features: Speech recognition, 700+ decodable books, personalized instruction.
  - Target Audience: Early education children learning to read.
  - Strengths: Advanced speech recognition, evidence-based strategies.
  - Weaknesses: Focused solely on reading, lacks broader subject coverage.
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# *Target Audience Analysis*

## 1. Demographics:

- Age Group: 8-18 years.
- Primary Users: Kids & teens who need learning assistance.
- Secondary Users: Parents, teachers, and schools who influence or facilitate learning.

## 2. Psychographics:

- Motivation: Students seek to improve academic performance, gain homework support, and engage in enjoyable learning experiences.
- Pain Points: Many students struggle with understanding complex concepts, lack interactive educational tools, and often find traditional learning methods uninspiring.
- Preferred Learning Methods: Interactive and gamified learning, visual storytelling, and AI-assisted explanations that provide real-time support and engagement.

## 3. Marketing Approach:

- Primary Channels:
  - YouTube: Ideal for delivering engaging educational content tailored for kids.
  - TikTok: A platform to connect with teenagers through short, interactive, and trend-driven content.
  - Instagram: Targets parents and educators with informative posts and community-driven engagement.
- Content Strategy:
  - Utilize animated explainer videos to simplify complex topics.
  - Collaborate with educational influencers to build trust and credibility.
  - Implement interactive social media challenges that encourage participation and learning.
- Community Building:
  - Foster parent and teacher forums for discussions and shared learning experiences.
  - Introduce student challenges with rewards to drive engagement and motivation.

# *PRECEDENTS*



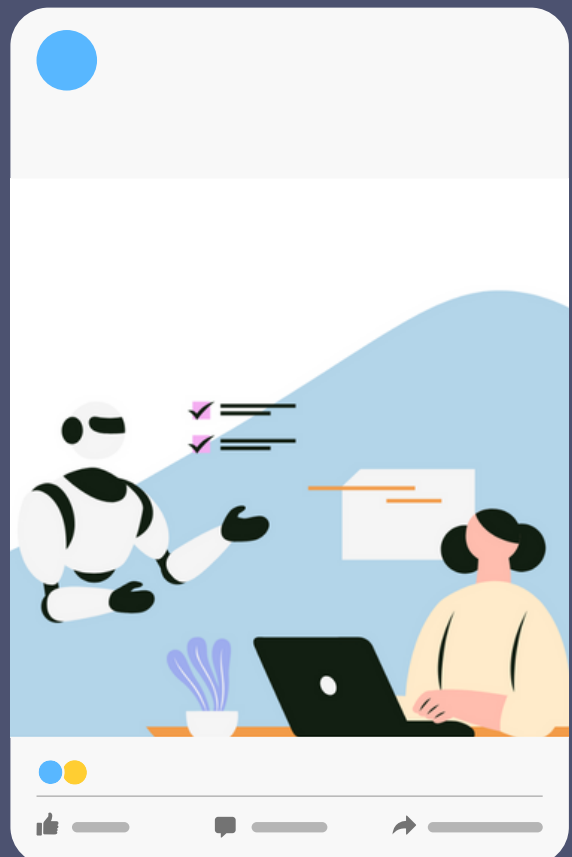
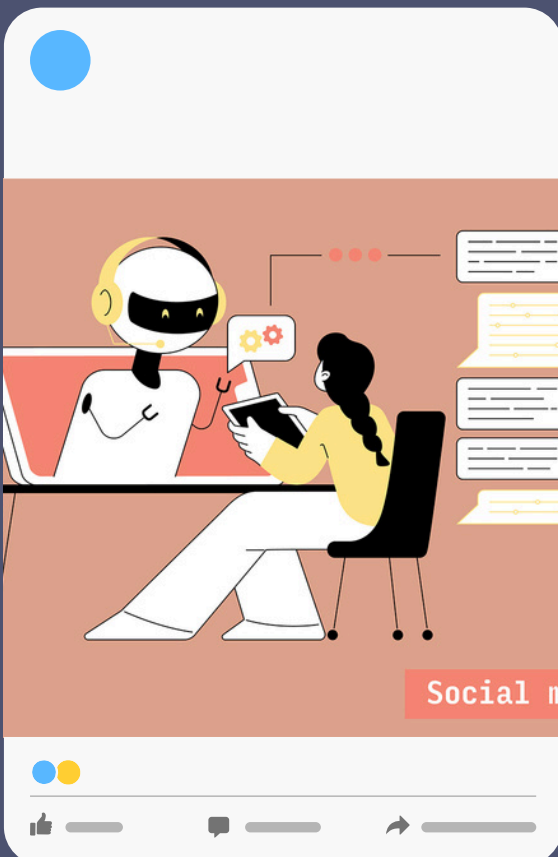
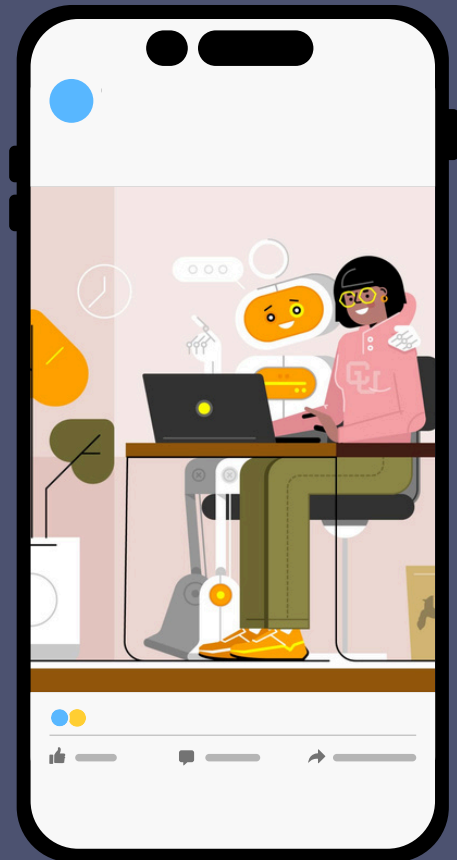
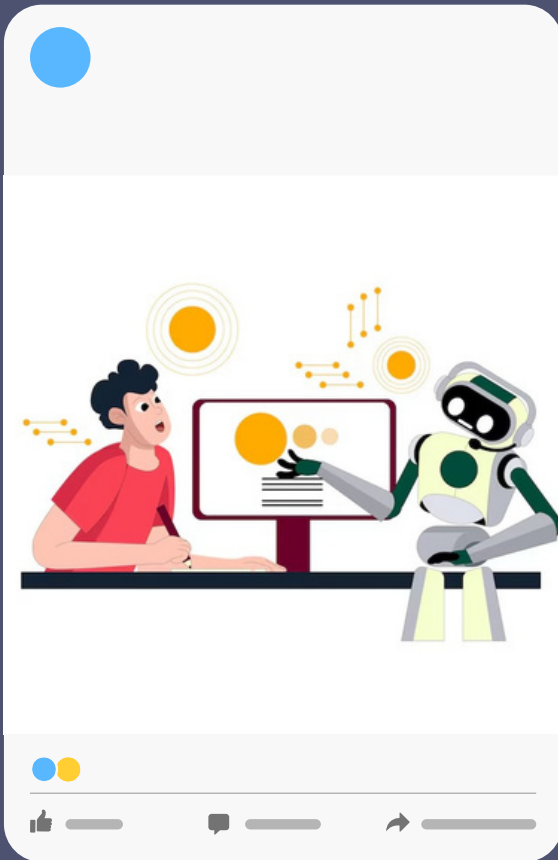
**Kids**  
university



Online Education



# *PRECEDENTS*





*THANK YOU*

