

YFU **Report**

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Problem area

Youth for understanding is an organization for student exchange with a well established history, however it has some difficulties in reaching its target group in Denmark according to the insights provided by the company's national director, Jan Faldborg. The product that has been failing to become noticed is YFU's Over 18 exchange programme. Desired target audience is aware of the competitors offers, but not YFU's.

Regarding to the assignment, we went to Roskilde gymnasium for user survey of the target group, concerning their habits on social medias, travelling habits and financial handling when going travelling. 13 person in the age of 17-19 participated in the survey, where 6 was women and 7 where men.

The survey showed that the youngsters primary use Facebook, Instagram, Snapchat and Youtube, which they mostly use as a mean of communication to get in touch with their friends, or as a mean of entertainment, where they are able to tag their friends in videos and on photos. Normally teenagers avoid commercials, so when exposed to it on social medias, they will scroll quick over it, unless it is fun.

They survey showed that over 90% of the youngsters between 17-25 who participated in the survey, wanted to go travelling after finishing gymnasium. 53% of the participants wants to go travel for a year, 38% wants to go for 6 months and the rest wants to go for about 3 months. Most of the participants wants to travel far away from Denmark to experience a different culture. The most popular destinations were South America, Australia and Asia. Some of the participants mentioned France, United Kingdom and Norway. A couple of the participant mentioned USA as a possibility, but most commented as outdated and too similar to their current environment.

Problem formulation

Social media channels are not used to their full potential and therefore, not gathering the wanted attention. The target group is hard to reach without the right communication plan. The product has to be particularly catchy.

Questions

How can YFU communicate their ideas to the target group?

How can we present YFU, so it stands out from the competition?

Why has their previous marketing strategy not worked on the target group?

Which Social Medias should YFU use for their communication strategy?

What is the competition doing to succeed in the areas YFU wants to succeed?

How are YFU's competitors reaching their target group?

Sender analysis

Youth for Understanding (YFU) is an educational exchange organisation, represented on national level in more than 50 countries around the world. It is established on a non-profit base, primarily focusing on intercultural exchange programmes for young people.

Benefitting from more than 60 years of experience and thousands of satisfied students and host families together with the expertise in the field, YFU positively contributes to a global change.

YFU believes, that through immersing into a new culture, participants gain a unique life experience and perspective. Mutual respect, social responsibility and intercultural understanding are values, that have been kept unchanged over the years of the organisation's existence and guarantee its well respected reputation.

"To be a part of it brings out the best in all of us" words of the YFU's founder Dr Rachel Andersen characterize organisation's unique volunteer base. YFU highly values its volunteer community for the immense amount of help and effort that make the vision of the organisation grow and spread among different countries. Thanks to each individual's distinctive input, the organisation keeps its influential and successful status.

Volunteer community provides a platform that is beneficial for all involved.

As for today, YFU continues building its image on a large social network that provides safety for all parties. It wishes to be associated with open mindedness, honesty and quality.

Market research

Macro Enviroment

With a macro environment analysis, you can point out the most important environmental factors which will affect your entire economy of business.

The macro environment describes which external forces that can control or affect the company's strategy. When doing a macro environment description, you can do a PESTLE analysis, which shows you the Political, Environmental, Social, Technological, Legal and Economical factors which can affect your company's work strategy.

For the analysis of this company, the most crucial points are the economical, social and technological factors.

Because of the Danish financial crisis from 2008, the citizens of Denmark had a difficult time taking loans, and their savings have been low. Seven to eight years after the financial crisis, the citizens of Denmark have started get out of the financial crisis, but their way of spending and saving money have been affected by it. The Danish population now have more money and their savings have gone from %18 to %25 (Danmarks Statistik, 2018). Even though people have more money at the time, it doesn't necessarily mean that they are willing to pay for everything. Their choice of what to buy is more judiciously considered. People want to make sure that what they are using their money for is the right thing, instead of wasting it on unnecessary things. For this reason, it is important for YFU to give the impression, that their product is something meaningful and worth using money on. With the right campaign and strategy, it is possible for YFU to convince the target audience that their money is well spent.

It is important for the company to create an overview over the social and the cultural market, because it can affect their choice of strategy. In Denmark it is normal to take a gap year to travel. After graduating high school, most danish students work for half a year or a year - saving money to be able to travel to another country and explore the different cultures of the world. This is an advantage for YFU, because they can give you the opportunity of visiting another country and experience their educational system, as well as developing their international experience and their linguistic skills. When creating the marketing strategy, YFU should focus on the possibility of exploring and their personal development.

The technology is ever changing, which means that the strategy according to the technology should be as well. Because the technology is such a big part of the society, this is an important place to keep up to date.

Micro Environment

When looking at the micro factors, you are looking at the factors closest to the business, which can give a direct impact on their operation, performance and success. It also affects to what extent a company can have freedom when making decisions. When planning a marketing strategy, it is central to plan out how to handle the micro factors. In general, micro factors is divided in six main points: Customers, employees, suppliers, shareholders, media and competitors.

For this specific analysis, we have decided to focus on the company's competitors, how they can strategies and their strengths and weaknesses – which then can lead to a better execution of the marketing campaign.

The main competitor of YFU is AFS. Like YFU, AFS is a travelling agency offering exchanges as well as volunteer work. It is considered their biggest competitor due to the amount of similar services they offer.

Table of travelling agencies and their social media numbers

	STS	EF	Kilroy	AFS	YFU
Instagram	434	6,065	6,853	23,600	1,636
facebook	13,276	33,982	53,913	191,821	5,648
linkedin	2,346	960*	6,374	14 706	2
Twitter	23	24	/	15,400	363
destinations	23	50	56	25**	4
Reviews	4.6 (89) fb, 5(1) google	4 (99) fb, 4.5 (17) google	4 (206)fb, 8.2 (248) trustpilot	4.4 (866)fb	4.9 (157) fb,

*960 followers on college study tours related profile, but overall over 300,000 followers

** for the target group which is over 18.

YFU and AFS share the same target group which is teenagers between 18-15. They also both offer an +18 programme focused on young adults between the age of 25-18 traveling to experience a different culture and language and to do volunteer work during a gap year.

Because YFU has a priority to make their +18 programme more attractive, the focus of this analysis lays on the strengths and weaknesses in this programme compared to AFS.

YFU offer four different destinations for young adults to exchange. Various of those destinations you have an opportunity to study in a university, while one of the countries are solely based on volunteer work. You can choose between going abroad for 2 months, 3 months, 6 months, 10 months, 11 months or 12 months. AFS offer 25 different destinations in their +18 programme. As well as offering more destinations, the exchange students can also choose between studying in a university, going to a language course or participate in a variety of volunteer work in every country. The duration of the exchange is somewhat the same, except for AFS offering shorter exchange for universities and colleges, which is actually preferred by many in that target group.

Prices for exchange

	USA (Community college. 10 months)	China (University 10 months)	Paraguay (Volunteer work. 6 months)
YFU	129 900 kr	56 900 kr	29 590 kr
AFS	118 800 kr	58 600 kr	28 600 kr

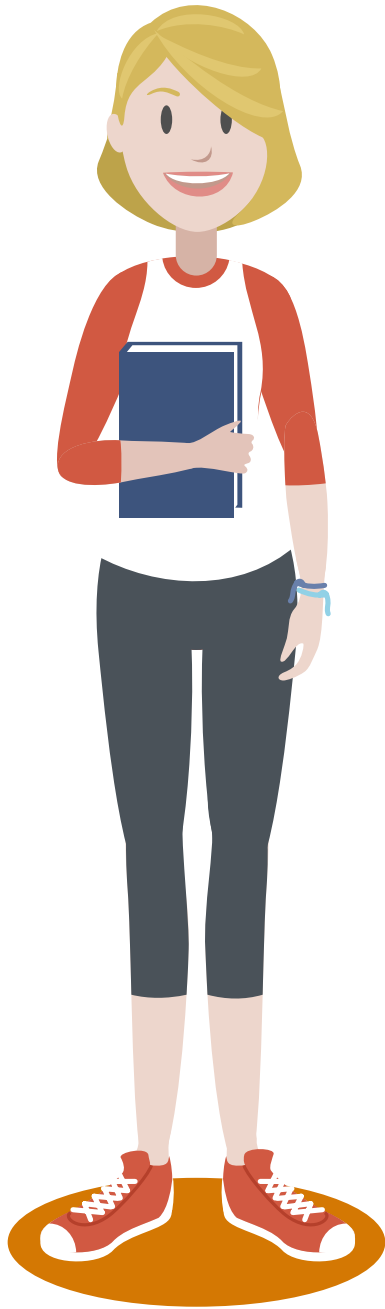
The prices between the two organizations do not differ drastically, however the fact that YFU is more expensive in two of their programmes is a weakness for the organization. An example is the option of going to a community college in USA. AFS has four different community colleges to choose from - all cheaper than YFU’s program. Though YFU offers 10 more states than AFS does which could be considered a strength, you can not choose what state nor college you wish to go to and you are randomly placed. AFS lets you choose where you want to go so you know that you pay for the experience you wish to have. AFS also offer a bigger variety of volunteer work in Paraguay, as well as the option of studying there.

AFS, the main competitor of YFU, offer many of the same destinations as YFU, however, they also offer a bigger variety of destinations, schools, durations of exchange, volunteer programs and they give you more freedom of where exactly you want to go. It is a weakness for YFU that they have less choices and less freedom to choose, especially when they want to target and attract young adults that seek freedom, and wish to have many choices of what to do during their gap year. It is also a weakness that their programs are more expensive than their competitor, seeing as students will often pay for the travel themselves and seek the cheapest option possible. The lack of options and higher prices compared to AFS makes YFU less desirable in the competitor analysis. However, since YFU offer less programs, it is easier to gain information on their website about destinations and prices, and information is more clear. This combined with adding a few more options and lowering the prices would strengthen YFU compared to their competitors.

Target group

With this campaign, YFU is primary targeting the youngsters in the age between 25-18. To get the correct view of how the target group thinks and how their habits is in relation to social media and traveling, we visited Roskilde Gymnasium. After doing several surveys on the students at Roskilde Gymnasium, we were able to create personas from their answers, which is giving a more targeted strategy for YFU.

Amanda, 17y/o



Who is she?

Amanda is a teenage who studies music and spanish at a danish gymnasium at her second year.. She takes a public bus for school every day and mostly spends time with her friends from class after school. When they get of, they go to the city mall or go home to one from class.

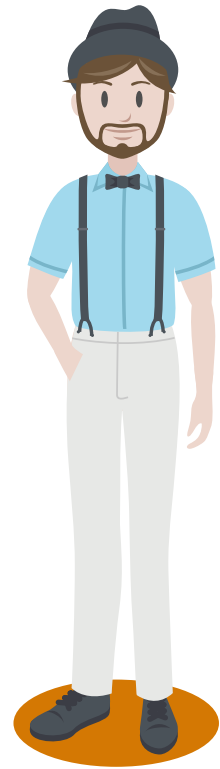
Plans for the future

After graduating the gymnasium, Amanda plans to work a year and save money for a trip abroad. She dreams of going as far away from the danish culture as possible, so a trip to South America, Australia or Asia would be a possibility - If she is going abroad for studying, she would prefer to travel for half a year, if instead it was to travel around and exploring the world, she prefers a whole year. This is not established yet.

Social media habits

In average Amanda spends 2-1 hours a day on social media, here she uses Facebook, Instagram, Snapchat and YouTube to keep updated with the daily news as well as keeping in touch with her friends.

Simon, 20 y/o



Who is he?

Simon just graduated his gymnasium and has just started working in Netto 37 hours a week, to save up money.

Social media habits

Simon mostly uses Facebook, Snapchat, YouTube and a bit of Instagram. In average he spends 4-3 hours a day on Social Medias.

Plans for the future

Simon plans to go to university next year to study to become an engineer. Before he starts his study, he wants to travel France, United Kingdom or Norway, a place which is not too far from family, but yet different from the daily routines.

Viktoria, 19 y/o



Who is she?

She is currently doing her last year in gymnasium and combines education with part-time working in H&M. She is interested in fashion, make-up and healthy lifestyle.

Social media habits:

Viktoria mostly uses Instagram and Snapchat and she's really active on both of these channels. She also uses Facebook and Tumblr, but mostly as a receiver. She devotes more than 4-3 hours daily to social media.

Plans for the future

Viktoria plans to go to the higher education institution and study something connected to media and/or fashion. She hasn't really made up her mind yet, so she would really like to have a break for 6 months to a full year to make some decisions. She is mostly interested in going to USA.

Mads, 18 y/o



Who is he?

He is still in gymnasium and works part-time at Elgiganten on the weekends. He studies technology and languages. He is interested in skateboarding and video games.

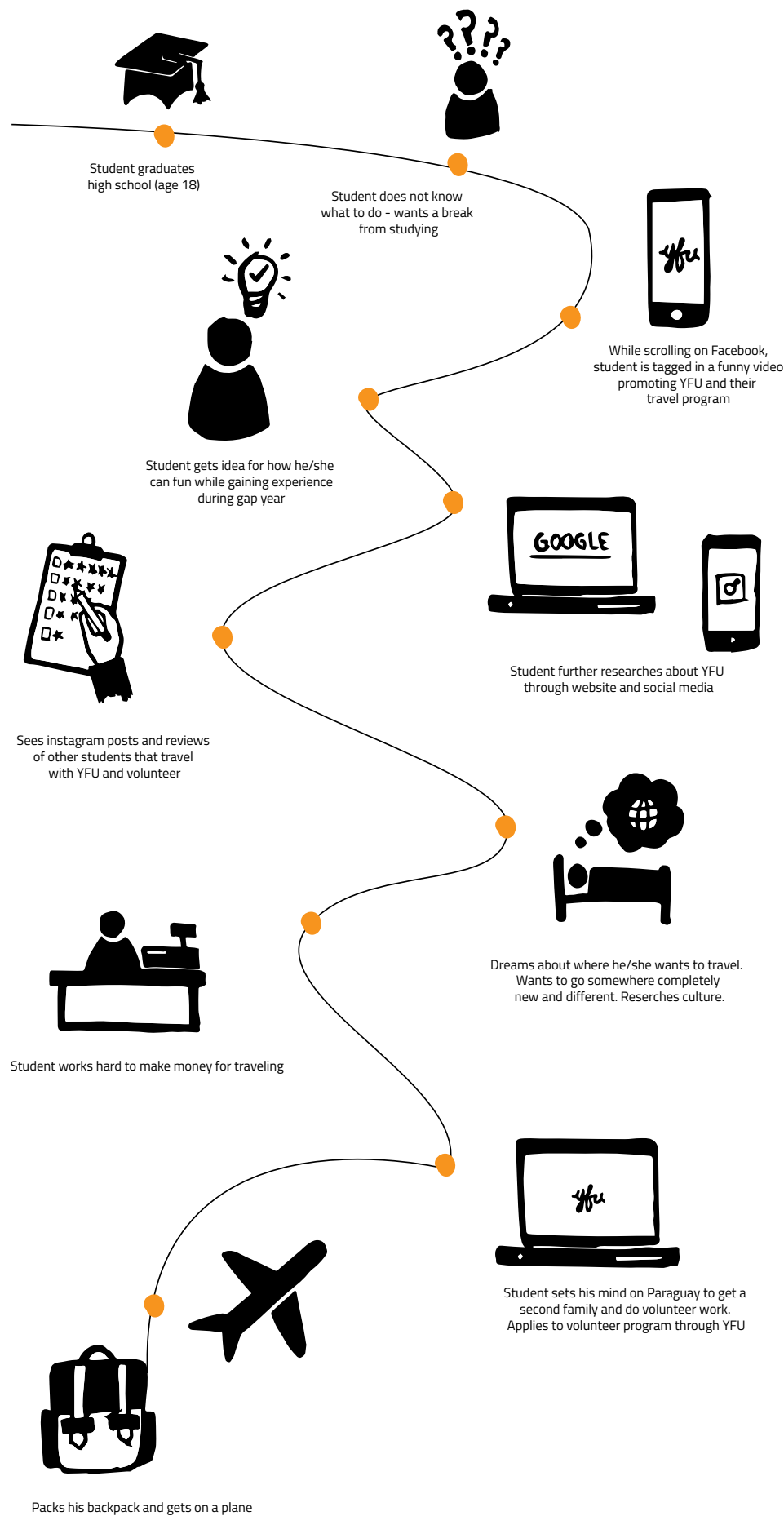
Social media habits

Mads does not like to expose himself to social media, so he limits himself to Facebook mostly for staying updated purposes. However, he also likes to check on Tumblr and Reddit from time to time, although he is not a very active user.

Plans for the future

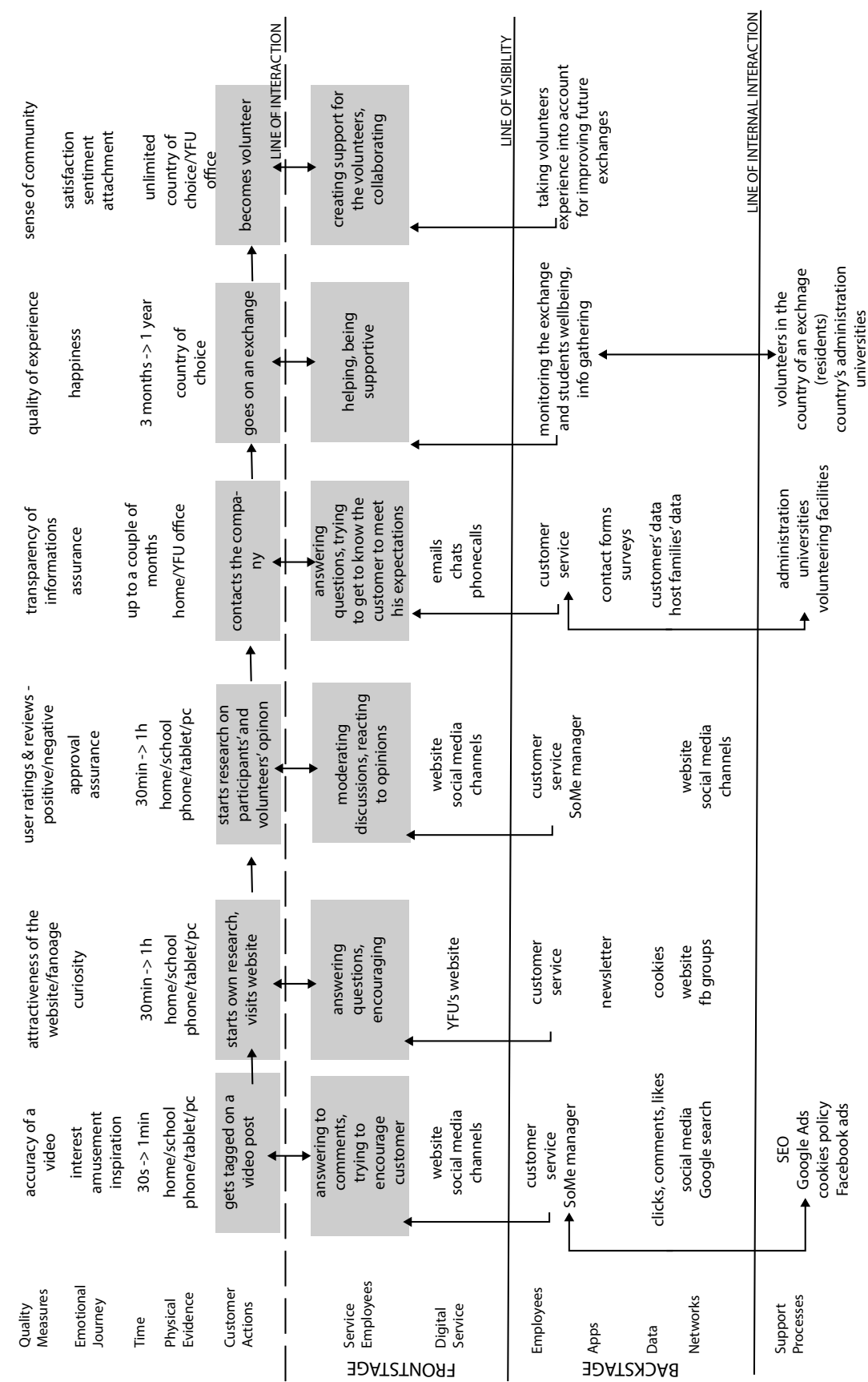
Mads does not really know what he wants to do after the gymnasium. The pressure of making some serious choices is a bit intimidating to him, so he would like to postpone it with some traveling. He has some savings, but if he decides to go for an exchange his parents would support him a little. He doesn't really have a country preference.

Customer journey



Service blueprint

YFU over 18 programme's blueprint - teenager after /finishing high school



SWOT

Strengths

YFU offers a good support system for students, that includes a host family and security for travelling. With YFU, as a well known international company, you get a diversity of destinations. With their strong historical background, a strong network provided by volunteers and their personal match with the host family, YFU is a great choice for the adventure seeking teenagers with a desire for a personal growth. YFU gives an individual a high likeliness of finding the right family.

Opportunities

The potential customers are enjoying economical safety, therefore they will be responsive as long as the right communication strategy is executed. It is a common practice in Denmark to take a gap year after graduating high school. Simply by improving the level of details on the website, being more transparent, especially about finances, the company will attract more customers by appearing more reliable.

Weaknesses

The organization’s website lacks information, has a bad structure and does not show the transparency of YFU as a non-profit organisation. While competitors use different platforms for advertising, YFU remained not well known among the target audience. It has only 4 countries in its offer for over 18 programme, which seems a bit limited compared to the competitors. There is no other option for accommodation than just staying with a host family, which might not be appealing to someone who has already moved out of a his parents house. Only people who have already participated in an exchanged can become volunteers.

Threats

The primary threat are the competitors, who are more active on social media channels and more successful in general. Another threat is the technology that is rapidly changing and therefore the strategy on how to approach advertising has to be constantly updated.

Communication plan

Mission

YFU wishes to create understanding between different people based on mutual respect and appreciation for cultural differences on a local, national and global plan.

Vision

The organization wants to promote social engagement, experiences for life and a more peaceful world. They want to achieve this by sending young people on exchange to get new experiences and an insight to different cultures.

Values

In YFU, we value the unique individual in each and every participant, and we treat everyone with kindness, respect and dignity. Our volunteers and staff are focused on you: preparing, supporting, listening, giving guidance, challenging, understanding. We appreciate the many diverse motivations inspiring our participants.

Message

Selling experiences for life - get a new family and new friends for life.

Campaign plan

While researching about the organization YFU and their target group as well as their competitors we started thinking about how to best promote them. To gain insight to the target audience, we visited a high school to talk to some of them. In our research we found that most people in that target group that we spoke to, had never heard of the organization. This suggests that the name of YFU is not out there enough, making it difficult to attract young adults from 18-25 to their 18+ programme.

The insight we gained talking to people in the target group was very helpful for us to find what direction we wanted to go. We studied their social media habits and found that Facebook and Instagram is the top priority when they are scrolling on their smartphones. YFU having accounts on both of these social media services, and also posting fun and interesting content, is very important. We would also like for YFU to have some advertisements on these platforms, because even if the person seeing it skips it right away, they may remember the name YFU or maybe it will even be relatable to their situation and catch their attention. To further catch their attention we figured that some article or simple image is easy to scroll past and not even notice. We figured a short animation or a video quickly and clearly introducing YFU in a funny way, would be the way to get someone to stop scrolling.

Our plan was to make a social media campaign that would aim to create a viral video. Another reason we are focused on a video to catch the attention of the target group, is because we noticed in our research about social media habits that they spend a lot of time “tagging” each other in social media posts and sharing videos with their friends. To use this to our advantage, with tight budget in mind, we decided that creating a funny

TOWS

	Strenght	Weaknesses
Opportunities	Improve social media strategy, making the company more attractive to the user Virtual Reality, to show the destination Improving the transparency and reliability of the company	Making the SoMe stronger Offer more variery in the programs Establish a more trustworthy brand image
Threats	Focus on the emotional selling proposition, making the firm stand out offer different options for accomodation creating a platform for the exchange students	Allowing volunteering without previous exchange experience Add more information about their destinations

and relatable video for our target audience, while also promoting the organization, would be the way to go. If the video catches the attention of one person in our target audience and they start “tagging” other people, it could create a domino effect of it reaching more and more young adults. If it happens on facebook, the person tagging someone will also make the video appear on the facebook feeds of all their friends. The video will then no longer need to be “found”, as it is being promoted by the target audience themselves.

For the creation of our video, we started looking into what YFU’s target audience is interested in and what kind of life experiences and situations they can relate to. We decided to write and create hip-hop song based on our customer journey and how our target audience might feel before deciding to go on exchange. Basically we wanted to make young adults from 18-25 relate to the song and find it amusing. We based the video around this song, focusing on current pop culture and humor, and incorporating our interpretations of popular “memes”. We found that a music video, containing stimulation of both sound and visuals, will be the best way to quickly catch someone’s attention. The video is based on stop motion and motion graphics animation techniques.

While brainstorming and developing our idea, we noticed certain patterns and similarities in advertising of competitors. A lot of them use influencers, and we wanted to differentiate YFU from competitors and not go in that direction. We also want to create a better connection between the different social media platforms where YFU can reach their target group. The reason for that is to have better engagement on their posts and to create a bigger network. We do not want to create generic advertising content, but instead aim to create excitement and motivate people to travel and experience something new while also creating a big, supportive and expressive social community.

While talking to the director of YFU, he mentioned that they are doing presentations about their organization in schools all over the country, and we thought that is a really good way to reach young people and inspire them. We wanted to improve that process and make it even better and more inspiring. We created a new template for the presentations, in which we would tell a story. This story that would hopefully inspire young people to go on an exchange and also, to stay within the community that YFU has created to participate in volunteer work after their time of exchange. This way they can use the inspiration they feel for their exchange and for the YFU network, to further inspire and recruit other people in the target group.

Our campaign plan for YFU is build around our findings by conducting research of both the organization and their target group. Our focus is to best hit the target group by creating good visual content, to be posted on various social media platforms, that will expose YFU to as many young adults as possible. We will create a video with current pop culture currently influencing young adults, as well as advertise YFU on social media platforms they regularly use, as well as exposing them to YFU in their daily surroundings.

USP

Youth for Understanding have many similar qualities to other organizations that offer exchange to different countries. However, YFU stands out by their history of why they were created - trying to heal the wounds of the second World War. John Eberly, an American minister, understood that the hardships prevalent in post-war Germany were having devastating effects on the country’s youth, placing them in a cycle of bitterness, hopelessness, and despair. He proposed to local church leaders that they create a youth exchange program to bring German students to the United States to live with a family and attend high school for a year. His vision and hope was that the exchange experience would motivate the students to return to Germany and rebuild their country as a democracy, according to what they observed while living in the United States. YFU was on this basis founded in 1951, putting efforts into filling gaps between different cultures around the world - eventually spreading their message to many more countries than just United States and Germany.

YFU also focuses on keeping youth involved even after their exchange, by asking them to volunteer and help further spread the word about the organization. After exchange, students can travel to different schools to talk about their experience and put YFU’s name out there. Few other organizations on the same level as YFU offers this kind of volunteer work, and it offers the exchange students to do something meaningful with their experience, even after their time of exchange is over.

ESP

YFU’s history and focus on creating bridges between cultures does not just make the organization unique, but also creates a strong emotional selling proposition. Due to their exchange options being quite expensive, it creates more trust once the user knows the humanitarian focus of the organization. The months you go on exchange is not just about having new, fun experiences, but also to see the importance of being exposed to different cultures to create more understanding for our differences and similarities. The importance of this is further heightened with YFU’s over 18-programme, which contains several destinations where you can do meaningful volunteer work while being exposed to a different culture and language.

The organization does not just make the exchange student feel like they will have a great personal development during their time of exchange, but also that their growth can leave an impression on host families, friends, schools, teachers and neighbours - they can hypothetically affect an entire community and go home with a new network that they will have for life. The fact that the organization is non-profit, also creates a bigger feeling of trust and safety, that the family you are staying with are not just doing it to get paid, but more so because they want a new experience, just like the exchange student.

Generic strategy

When discussing and consequently making a decision which generic strategy for YFU we should put the focus on, we based our choice on the whole process of research, test conducting and TOWS analysis.

We came to the conclusion that the organisation should leverage their strengths and unique selling proposition to determine their successful Differentiation Focus strategy.

As mentioned in the several sections above, YFU is the pioneer on the market of exchange study programmes, its historical background and establishment's purpose sends out genuine, inspiring message and is build on an unique voluntary based community. We took into account all these attributes to support our choice when discussing the options for the optimal generic strategy.

As a result, we agreed on the product uniqueness to be the advantage of the organisation. Therefore, the Differentiation strategy (that describes a product which is valued by customers for being different from other competitors) turned out to be the strategy we went for while creating the campaign to promote the organisation.

What also needed to be considered is the target scope of our strategy. Since the market of organisations that offer the same/similar product and services is very specifically defined, we decided to concentrate on rather narrow scope - hence we chose Differentiation Focus strategy. Supporting this decision is a fact, that YFU highly values and focuses on the loyalty of their customers who create organisation's wide social and volunteer network.

Formalities

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<https://yfu.dk/>. Visited 01/03/2018.

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<https://www.dst.dk/Site/Dst/Udgivelser/nyt/GetPdf.aspx?cid=26783>. Download 20/03/2018

Learn Marketing (2018): "Micro environment"
<http://www.learnmarketing.net/microenvironment.htm>. Visited 19/03/2018.

Learn Marketing (2018): "The Macro Environment"
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YFU: "YOUTH FOR UNDERSTANDING"
<https://yfu.org/>. Visited 01/03/2018.

AFS Danmark: "Aktive frivillige i AFS"
<http://www.afs.dk/aktive-frivillige-i-afs/>. Visited 08/03/2018.

STS: "Start your journey"
https://www.sts.dk/?gclid=Cj0KCQjwqM3VBRCwARIsAKcekb2bzAfuR9QP3BZwVD-Dq6OeSau7ChU_r0FV1sv2x4AnMRJyHcy6dHzUaAnaWEALw_wcB. Visited 08/03/2018.

Kilroy: "backpacking og billige rejser for studerende."
<https://travels.kilroy.dk/>. Visited 08/03/2018

EF: "The World Leader in International Education"
<https://www.ef-danmark.dk>. Visited 08/03/2018

Appendix

Interview questions

Roskilde trip #1

Our first trip to Roskilde Gymnasium, where we got a chance to interview the target group of students between the ages 18-25, provided us first information about the users' social media habits as well as exchange programme and travelling opinions and views. Based on that we were able to summarize and evaluate their response in order to come up with the ideas for the campaign strategy.

We interviewed four students between ages 17-18, all of them are supposed to graduate next year. The interview of the target group was divided into two parts. One on the school where the target group was asked a bunch of questions regarding to their SoMe habits, their wishes for the future and their financial status. The other part was a survey, where the students were supposed to answer more deeply about their SoMe habits, as well as their age gender and wishes for future, so the personas would be more correct: https://docs.google.com/forms/d/e/1FAIpQLSfK3QHJorSLK28qo6KT90rvPMY7phXP4l-rkAmLLhtLeyymitw/viewform?usp=sf_link

School:

What do people want to do after school?

Are they interested in going abroad? Especially for a full year? Safety issue?

Opinions about volunteering?

If you should go on exchange - for how long would you go?

Where do you want to go? Why do you want to go there?

What do you do for fun?

Social Media Habits:

What do you think about ads through messages? Facebook messages etc.

Do you notice ads on instagram, snapchat? If yes, what kind of ads?

What catches your attention?

Have you ever bought anything after seeing an ad on insta, snap or whatever?

Important to figure out in which direction should we go. Is it really the best way to bombard them with ads on social medias?

Do ads on social medias, especially youtube annoy you?

Do you use adblocker?

Exchange:

Have you heard of organisations, which offers exchange after high school?

Parents:

Would your parents help you financially if you are going abroad?

Results

Regarding the school and going abroad questions, most of the asked didn't have a specific idea about their plans after graduation. Taking a gap year was mentioned as a possibility for majority of future graduates. When asked about the interest of going abroad after graduating, all students agreed on being very interested to do so. Following question was about for how long they would like to go. We got different answers, according to respondents, all depended on the purpose of going abroad. They all shared same

mindset about travelling- if that was the motivation to go abroad, they would like to go for full year. Then the answers varied when it came to exchange programme/internship - they mentioned half a year, that could possibly be extended to full year. When it comes to exchange programme, we also asked about countries they would consider go to. They mentioned France, England a two of them said as far from Europe as possible, explaining their choice by wanting to experience completely different culture.

Another discussed topic was volunteering, which all of them reacted positively to, however didn't have a specific idea/area they would like to participate in.

Next section of questions was about their social media habits. When answering to the social media habits, they said they mostly use Facebook, Instagram and at times Snapchat. Facebook and Snapchat was primary used as a communication way, where the students are able to get in touch with their friends. Facebook was also used for tagging people in funny videos and reading news, but the students answered they rarely post anything themselves.

When asked about ads posted on social media, they answered that they mostly notice it on Facebook and they find them annoying on instagram and snapchat, because they pop up out of nothing.

In general, when the students were asked if they wanted to study abroad, all of them were considering it. Voluntary work was a possibility, but general just traveling was a wish for the students. The students mostly considered countries in Europe, such as France, England or Germany. One commented "Not USA, sounds kinda boring, because of what is happening there, it lacks a bit of culture, too ordinary".

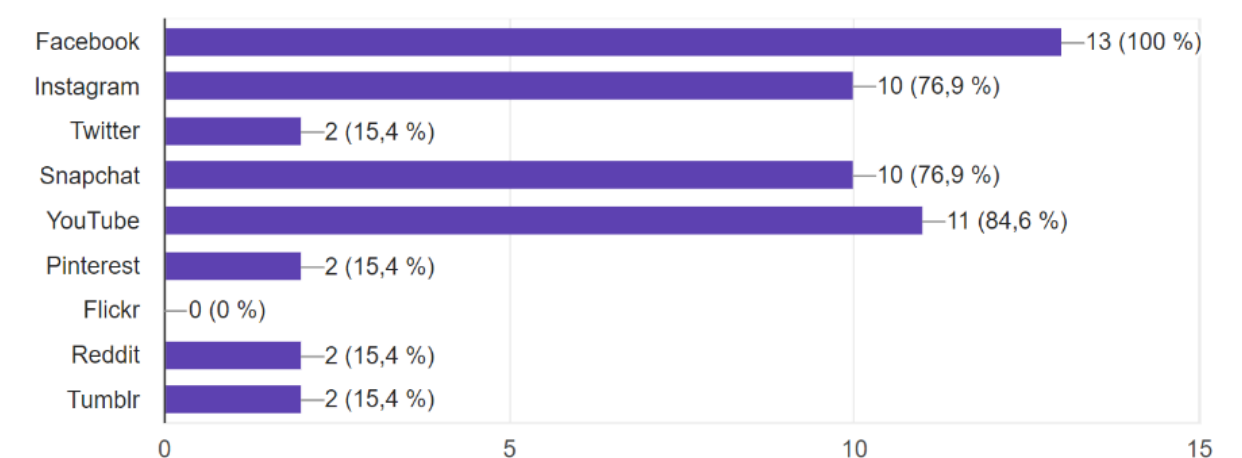
When it comes to finances, all of the students said they would work for a while after school, to have enough money to go abroad. They might get something for the trip from their parents, but primary they have to pay for it themselves.

Survey

For the survey the participants were in the age between 17-19, 7 men and 6 women participated. They answered about which social medias they used:

Which SoMe do you use?

13 svar



The survey showed that 54% used 1-2 hours on social media, 39% used 3-4 hours and the rest used more than 4.

All of the participants liked to travel and had a plan to study abroad or travel around in the nearest future. 54% would go abroad for 1 year. 39% would go for 6 months and the rest would go for 3 months. 75% of the participants had a work besides their study, where they would after school work for a while and then go abroad.

Roskilde trip #2

The second trip to Roskilde Gymnasium was organized as an opportunity to present our campaign and design ideas to the target audience. Just like during the previous trip, we had four students to present our ideas to.

At first, we presented them our four different website design layouts. They had a chance to compare them, spot similarities and differences, comment on what seems appealing to them and also, come up with suggestions. We asked them whether they find the chosen typography readable. All of respondents agreed on good readability.

Since they were presented to four different design ideas, they could easily find their favorite. One of the students couldn't explain the motivation behind their choice, the rest agreed on design no.4 to be the best one. The design no. 4 shows the main elements such as destination, duration and price on the first page, which three of the users reacted to with the comment "Very practical and smart."

We also wanted to know their opinion about chosen colors, since the design's no.1 dominant color was purple and the rest was yellow.