

'Make the World' Briefing

10th March 2017

EXECUTIVE SUMMARY

The Engineering E2E public awareness campaign – ‘Make The World’ – will complete Year 1 in June 2017. The campaign has delivered excellent results, with the final evaluation highlighting a strong connection with the target audience (Potential Students), whilst also resonating with key sub-segments (Māori, Pasifika and women).

The highlights of the campaign include:

- Positive perception of engineering has risen from 31% to 52% amongst potential students
- Engineering as a career has moved from 10th ranked in consideration to 3rd
- 34% of females now consider engineering as a possible career (was 11%), Maori and Pacific Islander have also experienced a lift at 55% (was 25%)

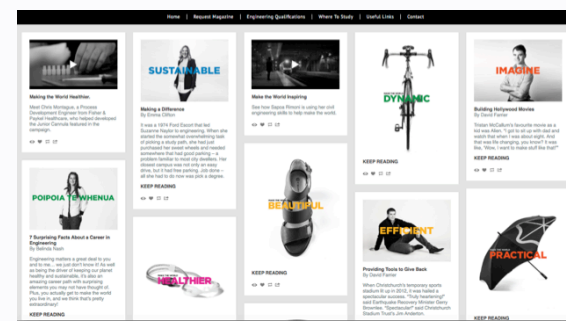
A key driver of these results is ‘Make the World’ being clearly understood, with over 95% of respondents agreeing with the key message statement. However, without further marketing investment we anticipate that campaign awareness will drop across all target audiences within 6 months. Positive perception and career consideration scores should prove to be more resilient - lasting up to 12 months - but will ultimately recede to a level slightly above the original baseline.

Some barriers have not been resolved; potential students are still more likely to contact a university than an ITP, there is limited understanding of Level 6 & 7 qualifications, and an underlying belief that engineering studies are too expensive. Consequently the Engineering E2E Steering Group has recognised the benefits of taking a more active role in influencing the decision-making of potential students – by suggesting that NZDE, BEngTech and BE(Hons) qualifications be decoupled from providers and promoted under the ‘Make The World’ banner.

CAMPAIGN RECAP

Make The World is a collaboration between TEC, IPENZ, Business NZ, ITPs and employers, and has been delivered in an aspirational, modern, authentic and friendly way.

The campaign has challenged old views and stereotypes of what engineering is about, featuring real engineering stories and celebrating achievements that are not normally known as having engineering at their heart.



Social Media & Tumblr



Online & Cinema Video



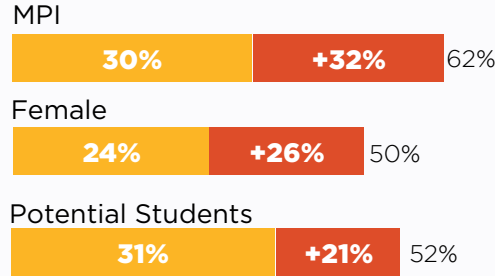
Outdoor



Custom Magazine

KPI RESULTS

Significant increases in positive perception of engineering amongst Potential Students (baseline of 31%), Maori & Pacific Islanders (30%), and Female (24%)



53%



of all potential students are interested or possibly interested in engineering as a career, which is almost double that of the original baseline of 28%

98%



positive key message out-take. Of those aware of the campaign understood that engineers 'help make the world'

Female consideration in engineering

tripled

since baseline, with 34% considering it as a possible career, while Maori and Pacific Islander consideration has

more than doubled at 55%



KEY INSIGHTS



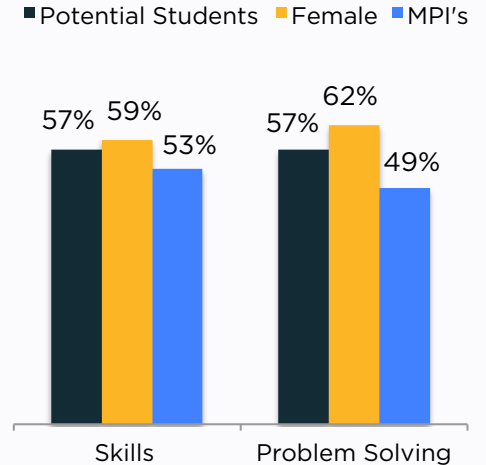
Engineering moved from 10th to 3rd

in career consideration by potential students, behind Travel and Business Management. This was selected by 53% of respondents



Course understanding remains similar between potential students and those who are actively looking to study engineering. This suggests more specific communications are still required, especially for NZDE.

Potential Students consider engineering to be a skills & problem solving profession



RECOMMENDED STEPS

Improve public understanding of Bachelor of Engineering Technology, and NZ Diploma in Engineering in order to reduce perceived study barriers, especially cost and pre-requisite subjects.

Strengthen the connection with studying engineering at an ITP in order to improve the ratio of Potential Students contacting ITP's versus intending to contact.

Keep the mainstream audience involved as they continue to be a major part of decision making and it takes time to change their mindset.

Develop a Year 2 plan for 'Make the World' to ensure positive gains in perception and consideration are future-proofed. This will require a full-year commitment of \$388,000.

Address image and reputation barriers associated with ITPs by undertaking a national public perception campaign in 2017.

To find out more about Make the World, contact: hello@maketheworld.nz

Or visit maketheworld.nz