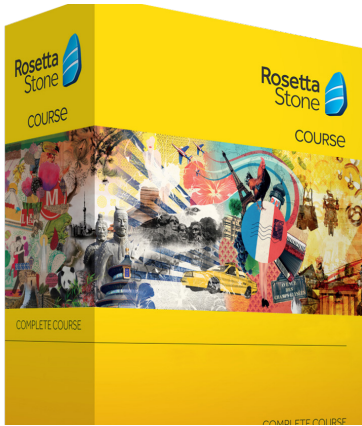


**Rosetta
Stone**®



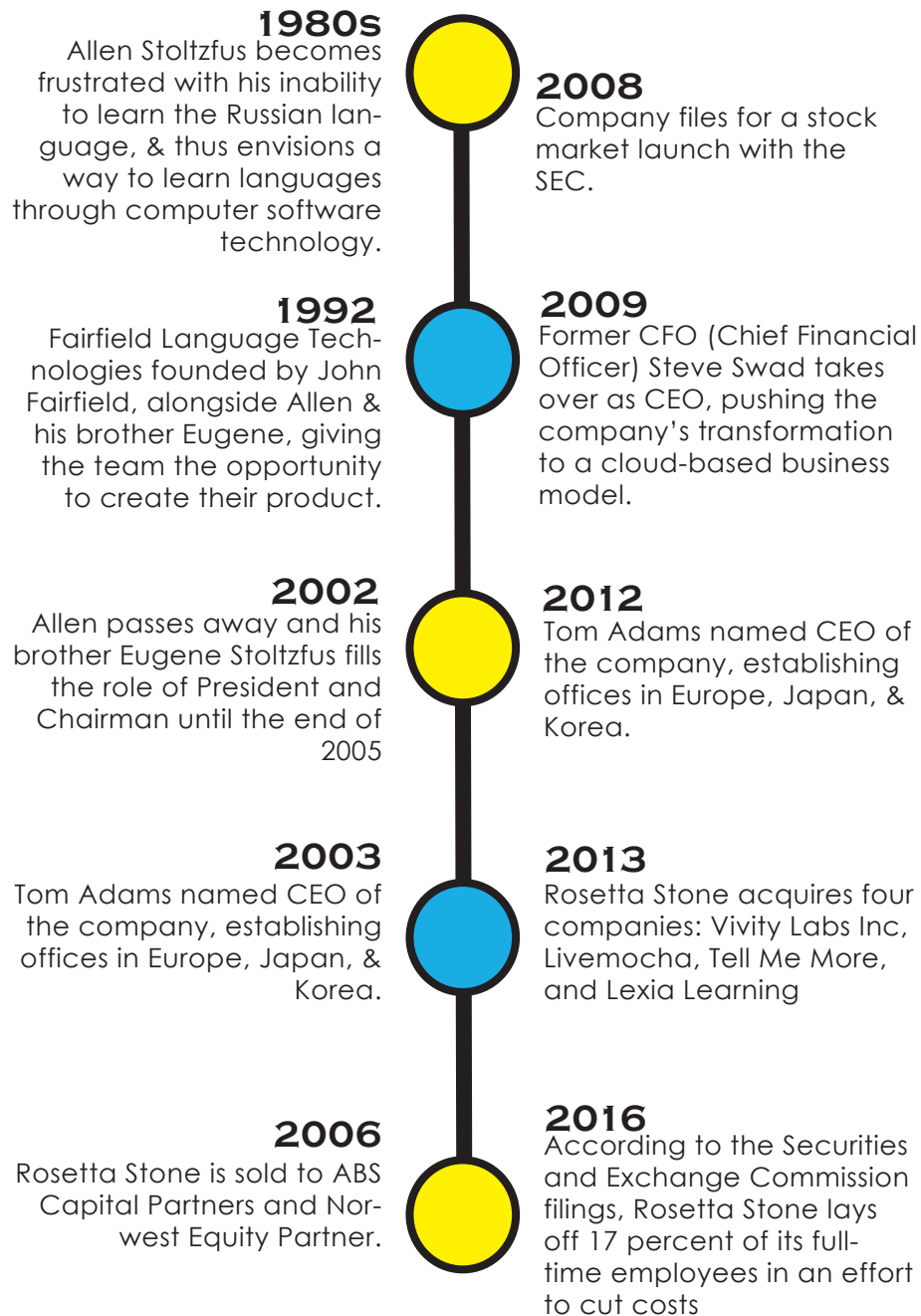
**NATASHA NANDA, MACKENZIE DETHOMAS,
JAKE PETERSON, ALLIE HUGHES,
SAMRIN MARTIN
ADPR 3110, TR, 3:30**



OVERVIEW

Rosetta Stone, Inc. is an international company dedicated to creating a truly global world by providing language and literacy education software. Through personalized language and reading programs, it provides the power of speech to thousands of schools, businesses, and organizations throughout the world.

HISTORY



KEYWORDS

- o Innovative
- o Personalized
- o Immersive
- o Interactive
- o Accessible

“ **LEARN
LANGUAGE
WITH
CONFIDENCE** ”

GOALS/MISSION

Rosetta Stone is committed to empowering people through language and literacy programs. Focused primarily on language learning, the company strives to promote diversity, continue education, and help their customers break through communication barriers. Rosetta Stone works to connect people on a global scale by providing literacy software that helps both students and adults build fundamental reading skills in their own language and in others. They strive to enhance the individual's ability to learn languages as efficiently as possible through images, text, and audio to mimic the way that children learn their native language. Rosetta Stone encourages this education in schools, businesses and government organizations. They help to

not only preserve words, but also revitalize endangered languages and offer options for children. A company strongly rooted in their morals, Rosetta Stone always declines corporate contributions for individuals in personal programs and any organization with staunch affiliations to any political, religious, or otherwise ideological associations, travel expenses, conferences, or athletic sponsorships. With their mind set on one concrete goal, the company holds social and corporate responsibility to everyone who comes in contact with their product to the highest regard. Their goal is to build a world in which everyone can speak, read and write with confidence and to improve learning by making it more effective, accessible and engaging.

COMPETITION

SIMON & SCHUSTER

Simon & Schuster own a language learning sector called Pimsleur. Pimsleur offers over 50 languages that can be accessed through downloads. The company has international reach. Pimsleur is one of Rosetta Stone's main competitors. While there is no public record of how much revenue Pimsleur alone adds to Simon and Schuster's revenue, the revenue from the overall company is \$164.9 million much of which is spread out among their entire business. Rosetta Stone is superior because they gain more in revenue and the majority of this money goes back into their main language education product.

YOUTUBE

YouTube is a public video sharing platform which enables people who want to learn a language to do it for free. Many people post instructional videos for all kinds of languages- but the learner cannot truly know if they are receiving correct or legitimate information. They are an indirect competitor. They are not only for language learning, and people already use this platform for a variety of reasons. Rosetta Stone is a more immersive experience with higher success rates.

MCGRAW-HILL EDUCATION

McGraw-Hill Education is the world's leading learning science company. Since 2013, they have acquired four digital companies to expand their educational technology development capabilities and their portfolio of personalized learning solutions. They incorporate all areas of learning including science, math, english, and foreign language to provide a complete and well-rounded educational tool. They are one of the best known brands for education, and could pose a serious threat to Rosetta Stone in context of school system sales and need for more than just one area of study.

DUOLINGO

Duolingo is a website that offers a free language learning service. The company offers 59 different languages to choose from. Babbel and Verbling are also both learning sites which offers its services free of charge. These sites are collectively a rising competitor against Rosetta Stone because their services are free in comparison to having to pay \$500 to learn a language. However, Rosetta Stone is still ahead of them in software technology, consumer referrals and success rates.

SWOT ANALYSIS

STRENGTH

- o Innovative and immersive software that allows users to learn a new language in an interactive way
- o Highest brand awareness of any company in the language industry
- o Products don't require translation into the user's native language
- o Software platform is engineered to work in the same way both online and locally installed
- o High customer satisfaction rate
- o Advanced technology-enabled language learning system
- o Offers over 30 languages including endangered languages
- o Mass production leading to cost-effective product development
- o Prerequisites are not necessary to learn with their software
- o They offer more languages than any other language-learning program

WEAKNESS

- o Revenue is not diversified, the majority of consumer consumption comes from the United States, and all revenue comes from just one core product
- o High cost of product can leave out potentially interested customers and lead to consumer substitution to other brands or options
- o Depend on discretionary consumer spending in the consumer segment of their business
- o Long term debt is an issue for the company and has been the last few cycles
- o Legal battles (including one with google) have drained funds from the company
- o They lack strong advertising campaigns
- o Most radio, television and print advertising has been through the purchase of remnant advertising segments
- o They do not have a large mobile presence
- o Company website is incredibly bland, lacking the same intrigue as competitors' sites

OPPORTUNITIES

- o An increase in students interested in taking foreign languages in high school has led to a shortage in foreign language teachers across the United States
- o Globalizations has led to an increase in employers searching for bilingual and trilingual candidates
- o Many selective colleges require applicants to at least 2-3 years of a foreign language, others strongly recommend it
- o Translators and interpreters are one of the fastest growing jobs in the nation, there has been a 42% growth in the field
- o Rise in applications for phones makes ease of learning a new language more affordable and accessible
 - o Businesses are beginning to train employees in other languages
 - o New technologies make their product become easier to access and use
 - o Improving US economy
 - o Immigration throughout the world due to war
- o Study abroad programs have seen an increase four fold over the last 20 years

THREATS

- o US consumer bookings declining since 2009
 - o Troubled global economy
 - o Increased competition
- o Evolving media and product delivery environment
- o Rise in applications for phones makes ease of learning a new language more affordable and accessible
 - o Business largely depends on brand recognition and quality
- o Digital advertising is getting more expensive with cost per click price rising
 - o More companies are entering the language education business niche
 - o Less travel for pleasure due to war and terrorism
- o Global recession affecting disposable income in countries all over the world
 - o Free language learning programs

3C ANALYSIS

COMPANY

- o Publically traded and trademarked
- o Leading provider of technology-based language learning solutions
- o Dynamic Immersion teaching method is particularly unique and successful compared to anything in the language education industry
- o Offer self-study language learning solutions in 31 languages
- o Rosetta Stone is the most recognized language learning brand in the United States
- o Software platform is flexible, supports multiple languages and is deployable on personal computers, on local networks and online
- o Open minded company culture
- o They are efficient at providing language learning software that promotes brain fitness across the globe.
- o Rosetta Stone aspires to connect multiple customer events throughout multiple channels
- o Rosetta Stone offers its services to those interested in accelerating through language barriers through their language learning programs.
- o They are strongly rooted in corporate/social responsibility.
- o They have offices across the globe, raising the bar of company-client communication

CUSTOMER

- o Individuals, professionals, schools, companies, leisure travelers, armed forces, immigrants and expatriates, and parents
- o Language learners want a brand that they can trust that will be more convenient and affordable than a classroom, and more effective and engaging than self-study
- o Buy multiple levels of the same language to become proficient in one
- o Need to learn and understand a language efficiently
- o They buy online using benefits and features

COMPETITION

- o Berlitz International Inc., Simon & Schuster, Inc., Random House Ventures LLC, Disney Publishing Worldwide, McGraw-Hill Education, and local foreign language software providers
- o Competition in the language learning industry provide face-to-face interaction and group learning
- o Competition in the publishing industry that provide a credible learning source
 - o Most competing brands are not as specialized and well known in the language education product niche that Rosetta Stone occupies (these are publishing companies that extend their work into language education)
- o Many are app based products selling with much for affordable prices or free of cost
 - o Most are international businesses
 - o Most are public, offer bulk products for companies and individual products, and do not maintain the brand loyalty that Rosetta Stone has garnered
 - o Most are relatively cheaper than Rosetta Stone
- o Some competition seem to focus more on the human learning side (ensuring that the student is retaining the information, allowing for conversations, etc.) whereas there is no tangible instructor with Rosetta Stone.

THE BRIEF

CREATIVE BRIEF

ADVERTISING PROBLEM:

Consumers believe that Rosetta Stone is an institutional solution.

OBJECTIVE:

Consumers should believe that their personal goals are achievable with Rosetta Stone.

CORE MESSAGE:

We mean more than business.

INSIGHT

Languages are meant to be shared and used as a tool for connection in an increasingly culturally disconnected world. Rosetta Stone can allow consumers to look at learning a language with the perspective that it fuels human connection, it promotes cultural understanding, and it's also manageable and fun! Many consumers do not believe that Rosetta Stone is the right solution for them, because it is viewed as time-consuming, inaccessible, and institutional. However, with small time investments over a longer period of time, Rosetta Stone can help even the most inexperienced learners become proficient in a foreign language that will help them build the deeper, more

meaningful relationships that they desire, instead of just surface-level communication. It will allow people who are surrounded by those who speak another language in their everyday life to create a new world of communication, instead of just knowing enough vocabulary to get by. We want to target those people who currently have someone or multiple people in their life who speak a foreign language, and can use the language learning skills that Rosetta Stone provides to help build more substantial, longer-lasting relationships with those people. We believe that everyone should have the fundamental basics for communication with people in their lives that they care about.

TARGET AUDIENCE: BLUE COLLAR WORKER

DEMOGRAPHICS

- **Name:** Jim
- **Gender:** Male
- **Age:** 44
- **Geographic Location:** Texarkana, Texas
- **Education:** High school
- **Job Type:** Blue Collar, Mailman
- **Income:** \$47,000
- **Race:** Caucasian
- **Nationality:** American
- **Religion:** Christian
- **Relationship Status:** Married
- **Family Status:** 2 children



SOCIAL CLASS

- Lower middle class, comes from an lower middle class family

PSYCHOGRAPHICS

LIFESTYLE

- Family oriented
- Shops at Walmart
- Was raised in a urban area
- Appreciates a challenge
- Loyal to his job
- Respects authority
- Strives to be better
- Struggles financially
- Bread winner for family
- Takes public transportation

OPINIONS/ATTITUDES

- Respects authority
- Sticks to the status quo
- Conservative
- Man should be the breadwinner
- Values skills over traditonal education

PERSONALITY TRAITS

- Dedicated
- Hard-working
- Dutiful
- Generous

TARGET AUDIENCE: MOTHERS



SOCIAL CLASS

- o Middle class, comes from a middle class family

DEMOGRAPHICS

- o **Name:** Jill
- o **Gender:** Female **Age:** 43
- o **Geographic Location:** Ontario, Canada
- o **Education:** Masters
- o **Job Type:** Blue Collar
- o **Income:** \$45,000
- o **Race:** Caucasian
- o **Nationality:** American
- o **Religion:** Christian
- o **Relationship Status:** Married
- o **Family Status:** 3 children

PSYCHOGRAPHICS

OPINIONS/ATTITUDES

- o Liberal
- o Takes her education and her children's very seriously
- o Organization and timeliness is key to being successful
- o Believes in equality for women

PERSONALITY TRAITS

- o Humble
- o Independent
- o Supportive
- o Inspiring
- o Motivated
- o Confident
- o Ambitious
- o Frugal

LIFESTYLE

- o Owns a Lincoln
- o Enjoys taking public transportation
- o Takes pride in her frugality
- o Eats at Little Caesars
- o Shops at Wal-Mart
- o Stays at Quality Inn
- o Enjoys watching reality TV in her spare time
- o Children are her #1 priority
- o Attends church regularly

SUPPORT

- o Rosetta Stone is an established and recognizable company
- o Tailored to the individual schedule unlike tuition based course
- o Flexibility with an awarding winning app that allows consumers the ability to learn on-the-go
- o Offers multiple levels for advancement
- o Offers upto 30 different languages including endangered languages
- o Free 3 month trial that includes Live tutoring, games and community and mobile apps
- o Dynamic immersion(R) that helps consumers learn in the same way they learned their first language

TONALITY

The tone of our solutions will be inspiring, motivating, and practical. We want our target audience to see our ads and feel as though they cannot keep living their life without accomplishing this goal of learning a new language. We want to make them motivated to act, by showing them people just like them, using our product in real-life situations and benefiting from it. We want to showcase examples of everyday people who have grown and become more satisfied with themselves by accomplishing this goal, and show the relationships they have built with those who speak another language. An inappropriate tone would be something too humorous or playful. We want to keep it practical so that our target audience can relate to it and picture themselves in the role of the users.

CAMPAIGN DELIVERABLES

STATIC SOLUTION

Subway advertisements work well for this target audience because they are a part of the group of users that take advantage of public transportation the most. They also live in and around cities.

DYNAMIC SOLUTION

Commercial advertisements are good for this target audience because they in the ages 35-55 which are the people who watch television the most during their down time.

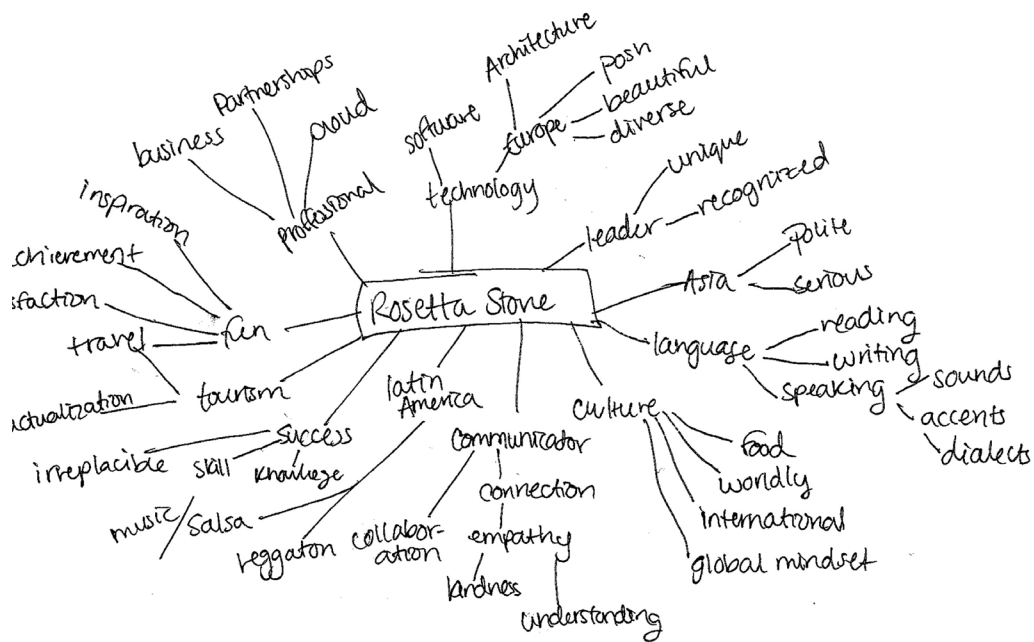
WILDCARD SOLUTION

A video blog site hosted by Rosetta Stone featuring celebrities utilizing the product. The vloggers would appeal to our target audience because they would be well-known celebrities vloggers that are role models.

THE PROCESS

THE PROCESS

BRAINSTORMING / MINDMAPPING



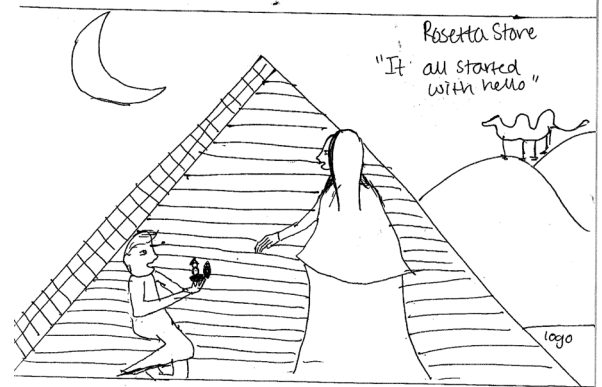
SKETCHES: STATIC 1

Out of Home Advertising - Static 1

- Public transportation
- Sides of buses & subways in Major Cities
- Headline Ideas
 - Needs to show connection
 - it started with hello
 - 2 people ~~are~~ getting engaged
 - friends ~~are~~ traveling
 - adoption or foreign exchange



DRAFT: STATIC 1



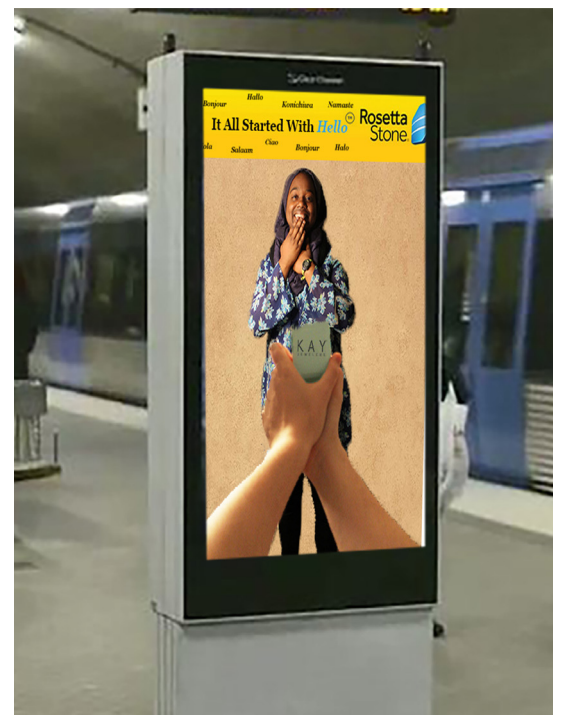
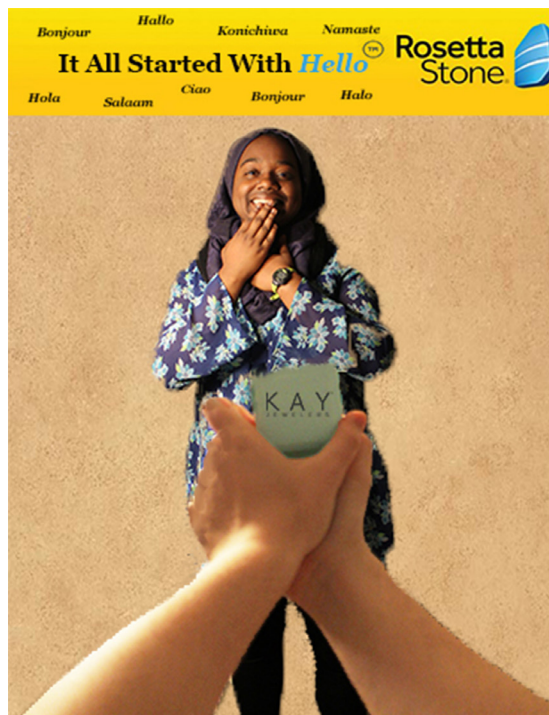
"it all started with hello."

This is our original rough draft. We thought it would a good idea to use two people of different ethnicities (hence the pyramids) to show people who connected through language shown by the quote "It started with hello."

We decided to be even more explicit about the different in ethnicity by placing the woman in the hijab. We also thought that showing the ad from the perspective of one of the people would add more interest to the ad.

FINAL: STATIC 1

Our final static ad shows a proposal from the male perspective. The woman in a hijab from her home country. We have the quote "it started with hello" but the proposal shows that it did not end there. We decided to add more translations of the world hello to better portray our product.



MESSAGE DIAGRAM: STATIC 1

OBJECTIVE:

Consumers should believe that their personal goals are achievable with Rosetta Stone.

CORE MESSAGE

We mean more than business.

OVERALL MESSAGE

Overall message summary - We connected Rosetta Stone to our target audience through linking average people with the value of language learning. We did this by conveying the emotional appeal of how Rosetta Stone empowers each individual to develop long-lasting, meaningful relationships with people who speak a foreign language, and build self-esteem by reaching personal goals.

FORMAT

The format for this solution will be out of home advertisements—display ads on public transportation outlets such as on the sides of subways and buses in major cities like NYC, Chicago, and LA. We chose this format because it is easy to understand, and will connect with our audience quickly, without much need for explanation. We chose this location because it will reach many people that are constantly surrounded by those from other cultures, since they live in very diverse, metropolitan areas. The ad will be a photo of a white man and a middle eastern woman, with the man very obviously asking the woman to marry him. In the background will be the pyramids of Egypt, suggesting that the two met there and were able to fall in love because of the Arabic language the man learned while using Rosetta Stone. This conveys that Rosetta Stone was able to help this man in his life to build a lifelong relationship with this woman, just by simply learning Arabic. In the bottom corner a headline will read: “It started with hello,” and then directly underneath it, it will have the same headline in Arabic. This is to show the merging of cultures and the unity that can result between cultures from committing yourself to a new language.

TARGET AUDIENCE CONNECTION

This connects to our target audience because it shows them how they can use our product to build life-changing relationships with other people. We chose Egypt because it was a location where it would be very obvious in a print ad that our subjects were in another country. We also chose Egypt because they speak Arabic, a relatively difficult language to learn, because we wanted to show that even challenging languages can be learned. We chose to portray the proposal scene because this is a rite of passage that our older audience can relate to. This scene is portrayed from the perspective of the proposer to imitate a proposal through our audiences eyes. This allows our audience to connect and place themselves in a familiar image. The proposal appeals to the traditional nature of our audience. The woman is wearing a hijab and full sleeves which defines her culture while also wearing americanized clothing to connect with our target audience which primarily resides in North America. The man is Caucasian to appeal to the majority of our target audience. The ring box is not too sophisticated because of our target audiences income status. We also wanted to show the powerful bond that learning a foreign language can allow you the opportunity to create.

SKETCHES: STATIC 2



Our initial idea for this ad was to portray the connections that Rosetta Stone allows people to make. This ad shows a neighbor welcoming a new Hispanic neighbor with a cake that has the word *bienvenidos* written on it.

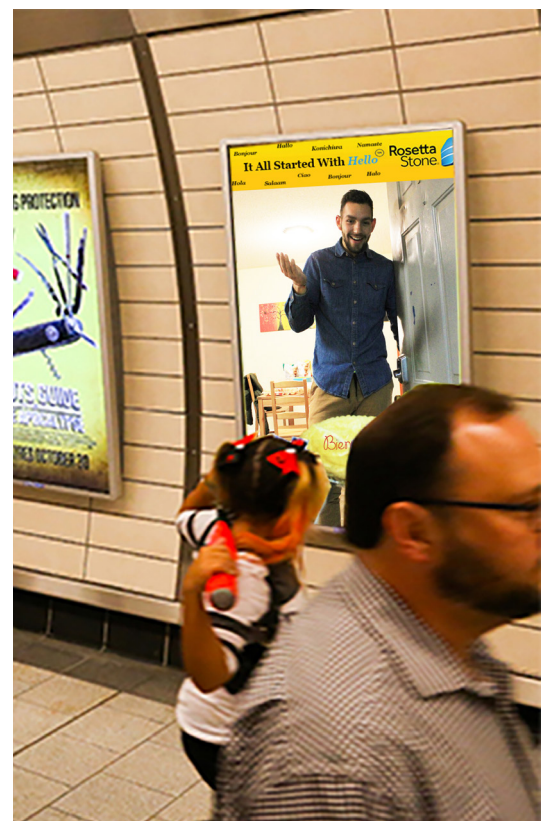
DRAFT: STATIC 2



The image is shown from the perspective of the neighbor handing the welcoming gift to her neighbor to better connect with our viewer. The neighbor is still hispanic.

FINAL: STATIC 2

Overall we stuck with the same general image that we began with. We decided to go with a welcome pie instead and add the company logo as well as the phrase "it started with hello" at the top. We also added variations of the word hello to better resonate our product.



MESSAGE DIAGRAM: STATIC 2

OBJECTIVE

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CORE MESSAGE

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OVERALL MESSAGE

Overall message summary - We connected Rosetta Stone to our target audience through linking average people with the value of language learning. We did this by conveying the emotional appeal of how Rosetta Stone empowers each individual to develop long-lasting, meaningful relationships with people who speak a foreign language, and build self-esteem by reaching personal goals.

FORMAT

The format for this solution will be out of home advertisements—display ads on public transportation outlets such as on the sides of subways and buses in major cities like NYC, Chicago, and LA. We chose this format because it is easy to understand, and will connect with our audience quickly, without much need for explanation. We chose this location because it will reach many people that are constantly surrounded by those from other cultures, since they live in very diverse, metropolitan areas. We chose to depict a different type of relationship in this ad. Instead of a romantic relationship, there are two neighbors in the midst of a budding friendship. The advertisement features a Hispanic man in his mid 30s-early 40's being greeted by his American neighbor with a cake with "Bienvenidos" gracefully written in icing on it's surface. The background of the ad is very suburban, with his house in the background. This demonstrates that Rosetta Stone enabled our friendly American neighbor to efficiently communicate with her new Latino neighbor and kindly welcome him into the new community.

TARGET AUDIENCE CONNECTION

We believed that this portrayal of neighborly connection showed kindness that our target audiences would either expect to receive or do themselves. We chose an apartment which is shown by the number on the door because of the urban area that our target audience tends to live in. The apartment is mildly disheveled, it looks lived in a realistic and similar to that of our audience. Our main character is a mid to late twenties Hispanic male. We chose Spanish as our language to portray on the pie because Spanish is the second most spoken language in the United States and our main audience resides primarily in North America, specifically the U.S.. This appeals particularly to urbanites who come into contact with diverse groups of people in the city. The main character is wearing typical work attire for him. He is in a similar economic range to our audience which is inferred by the neighbor aspect but also portrayed in his casual clothing. A home-baked good was chosen because our audience is likely to invest time in relationships around them and food is one of the most common ways to do so. The word *bienvenidos* was chosen because it is an easily distinguishable word for hello even for those who do not speak Spanish. A Caucasian is delivering the pie because our target audience is majority Caucasian.

SKETCH: DYNAMIC

Dynamic Solution

"It started with hello" silence at first

- 1) mom opening up computer w/ husband gets a match
- 2) sees a match/video chats in the language
- 3)



We decided to show a walk through of the steps that a couple adopting a child from China would go through.

DRAFT: DYNAMIC

1) "You've Matched!" - shows kid, parents hugging

2) Video Chatting. The first time, "hello, how are you?"



3) Practicing their reading/writing on device (iPad)

4) Finally picking up child from ~~China~~ Capital "hello, welcome to America, we are your new family"



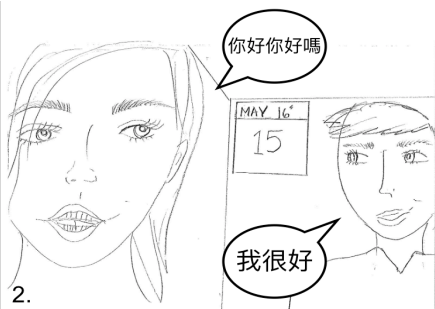
This is a more hashed out version of our original idea. We added an airport scene for more a more emotional connection.

FINAL: DYANMIC

Scene 1: The scene starts out with a couple notified that they are selected for the adoption process from China. The camera zooms in as they hug. The song playing in the background of the ad is "Two Weeks" by Grizzly Bears.



Scene 2: The couple is practicing speaking Mandarin with each other in their freetime using Rosetta Stone. They are carefree and playful with each other



Scene 3: This scene opens with the Sarah lounging on the sofa. It looks as if she is on her phone on social media.



Scene 4: This scene shows what Sarah is actually doing on her phone. She is practicing learning Mandarin on her phone and what she wants to say to the new addition to her family.



Scene 5: It's been about 8 months and Ben and Sarah are finally going to video chat and see their new child for the first time! Here, our couple greets their new addition, Gian, in advanced Mandarin! Ben and Sara say, "Hello" in Mandarin to Gian.



Scene 6: The time has come for them to finally become a family with Gian. They arrive at Hong Kong International Airport. Gian, 3, runs into Sarah's arms. Sarah says, "Welcome to our family", fluently in Mandarin. This scene fades out with the words, "It all started with hello" and the Rosetta Stone logo at the very end.

MESSAGE DIAGRAM: DYNAMIC

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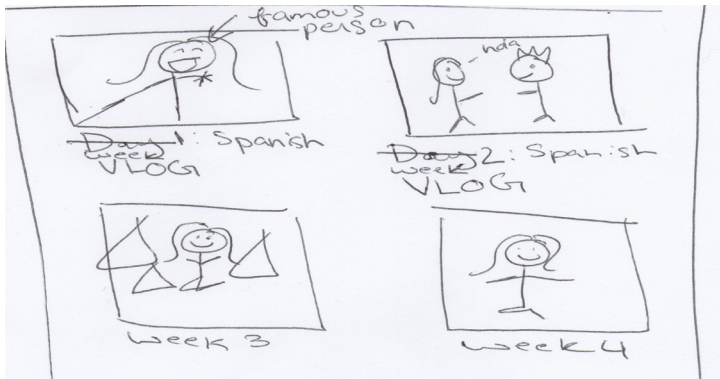
FORMAT

The format of our ad will be a 60 second commercial. The outside narrator says "it started with hello," and then there is an initial silence at first. The first frame opens with a heterosexual couple who is in the process of adopting a toddler from China. The camera zooms in on the computer screen displaying the child the couple has been matched with. The next frame features the couple about to video chat with the child. Background scenes reveal that the couple has been practicing their Mandarin using their mobile devices, such as their mobile phone and Ipad to help them learn Mandarin using Rosetta Stone. They begin to video chat for the first time and both say "Hello, how are you" to the child. The next frame is the couple continuing to learn their skills and practice their Mandarin using Rosetta Stone. The final and most important frame is where the couple and child meet for the first time at the capital and the woman says, "Hello, welcome to America, we are your new family." Fade out and the outside narrator emerges.

TARGET AUDIENCE CONNECTION

Our dynamic solution relates with our target audience in its format and content. The format is a commercial which is prevalent to the target audience who watches television frequently based on their age demographic. The commercial will air on HGTV, Travel Channel, TLC, Food Network, Bravo, and more. Our target audience watches these channels in their downtime when they aren't working or watching over their kids. The Rosetta Stone television commercial features a couple in their late 30's-early 40's. The happy couple depicted in the ad is being selected in their long awaited adoption process for adopting a small boy from Hong Kong. The average adoption age for couples is 43 years-old, which fits our age demographic perfectly. The solution also creates emotional ties and connects people on a relationship basis to others with the use of our product and technology. The target audience for our solution has become increasingly tech oriented, so it is appropriate for Rosetta Stone to be available on-the-go on mobile phones and tablets. Our happy couple that stars in the commercial is able to create a close relationship even before they physically meet their new child with the use of Rosetta Stone on their mobile devices and computer via video chatting. We chose this storyline for our commercial because Rosetta Stone is about establishing long lasting relationships and knocking down the language barrier.

SKETCH: WILDCARD



We began with the idea of having various celebrities do weekly or biweekly video blogs about their experience learning a new language with Rosetta Stone. These videos would feature the celebrities learning, interacting and traveling. .

DRAFT: WILDCARD



We thought at first that it would be best to host these vlogs on Youtube because it is a well known site. We also had an initial idea to super impose an image of a celebrity vlog on a compute screen.

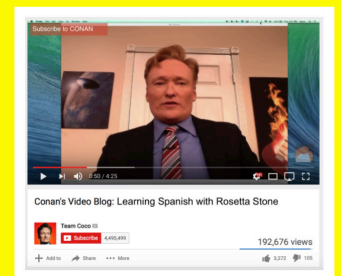
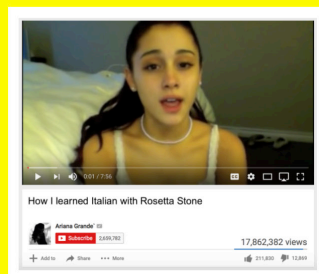
FINAL: WILDCARD



OUR JOURNEY WITH ROSETTA STONE

In the end we decided against using Youtube as our main platform. It would be wiser for Rosetta Stone to host the website and feature the celebrities for product recognition. We still stuck with our original idea to show various celebrities using Rosetta Stone.

Rosetta Stone
Celebrity Vlogs



MESSAGE DIAGRAM: WILDCARD

OBJECTIVE

Consumers should believe that their personal goals are achievable with Rosetta Stone.

CORE MESSAGE

We mean more than business.

OVERALL MESSAGE

Overall message summary - We connected Rosetta Stone to our target audience through linking average people with the value of language learning. We did this by conveying the emotional appeal of how Rosetta Stone empowers each individual to develop long-lasting, meaningful relationships with people who speak a foreign language, and build self-esteem by reaching personal goals.

FORMAT

The format of our wildcard is a video blog (Vlog) with celebrities explaining their journey using Rosetta Stone. This will contain different celebrities of different backgrounds and of our target audience's age. This video diary will closely follow the lives of each celebrity and how they use Rosetta Stone. This includes how Rosetta Stone has helped them, the different relationships they created along the way, and traveling using Rosetta Stone.

TARGET AUDIENCE CONNECTION

This solution will capture our target audience by showing them that the celebrities they know and watch have used our product and been successful with it. We used celebrities like Jimmy Fallon and Conan O'Brien because many adults watch their talk shows at night and relate to them because they are parents as well. If our working class, middle aged target audience sees these busy and hardworking celebrities learning a new language, they will believe it's possible as well. We paired Conan and the Spanish language because Spanish is the second most popular spoken language in the United States. We also used Ariana Grande and the Italian language to connect with the younger portion of our target segment and because she has a family with Italian heritage. Ariana is also seemingly always on the radio, and folks in their 40s spend a lot of time listening to the radio, whether they're commuting to work or taxi-ing their kids around, they recognize her as a popular celebrity. We decided to have these video diaries on a website because people in their 40s are becoming more tech savvy in order to maintain their careers, as well as learning from their teenage children.

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