

출품작 소개(Brief Introduction)

Category		Marketing Awards Categories
Sub-category		Marketing Campaign of the Year - Industry Categories G31. Non-Profit Organizations
Title	KOR	국가장학금 홍보 PR 캠페인
	ENG	The National Scholarship PR Campaign

2012년 업적

As society sheds light on the issue of 'half-tuition,' negative public opinions have been formed, and PR activity is needed to form a social consensus with targets by spreading the governmental efforts to ease the tuition burden on university students.

The PR Campaign's objective is to confirm that no student is left out of its benefits out of ignorance, by disseminating information effectively on the system of 'National Scholarships Type (I & II),' which has been initiated after the <Policy for Tuition Burden Reduction>.

Objectives	Core Strategy
Improving the public opinion and using effective mediums with high access to targets to motivate application.	
Task 1 "Improving Relations"	1st Stage
Resolving the negative opinions due to absence of policy on 'half-tuition,' which was promised in the Presidential campaigns.	Among the 4 mediums, radio and ads on public transport has been selected due to high reach to the working class.
Task 2 "Providing Information"	2nd Stage
Providing accurate information upon initiation to the core targets (university students) in limited time and motivating them to apply (Target: 1.5M Applicants)	Selective usage of mediums inside universities that have high visibility to its students.

Biology/보충자료 Web address

회사소개:

The Korea Student Aid Foundation(KOSAF) was established by the Korean government in May 2009 to support governmental education programs and policies. Committed to cultivating national talent, the foundation is built on the aim to provide support for every student with the will and the ability to pursue a higher-level education.

In an effort to address the financial difficulties of students facing the rising cost of college education, KOSAF coordinates the smooth application of the Income Contingent Loan Scheme and services to reduce student loan interest rates. For educationally marginalized students, KOSAF offers an additional avenue for support through financial resources secured by the foundation.

KOSAF also plans and operates a variety of programs to cultivate talent and do develop global leaders. Among these is a mentorship program for national scholarship recipients, as well as diverse overseas internship opportunities.
