Learn Canadian

A sector led platform to reset Canada’s global story.

Our Mission

- **Be a unified consistent voice for the sector**
- **Inspire students, engage stakeholders, and align Canadians**
- **Rebuild trust and drive global interest in Canada as a study destination**

International Recognition

Learn Canadian has been shortlisted for a D&AD Award . There were over 50,000 submissions from 89 countries. 1% were shortlisted. This is the Oscars for creativity.

The awards recognize creative excellence and is the creative industry benchmark for commercial creativity, the D&AD Pencil stands for rigour and integrity.

The campaign was also profiled on Ads of The World which highlights the world's best in advertising.



Inspire.
Educate.
Capture.

Inspire

Bold, engaging content that captures imagination, positioning Canada as the world's most welcoming and opportunity-rich destination. Delivered on CTV via YouTube.

Educate

Meaningful storytelling that unpacks the benefits of studying in Canada, told through real-life stories and perspectives of international students. Delivered via Meta.

Capture

Be present where prospective students are actively researching, turning awareness into action and measurable outcomes. Delivered via Google Paid Search.

OUR DATA DRIVEN PLANNING APPROACH FOCUSSED ON REACHING THE RIGHT AUDIENCES IN THE RIGHT MARKETS

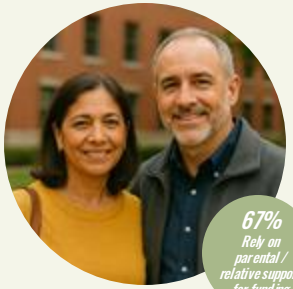
AUDIENCE

STUDENTS





PARENTS



MARKET



THE HEADLINES

Over 90 Days The Campaign Outperformed Education Sector Benchmarks Across the Board

18M+

Unique Reach
Over 18 Million individuals reached

8M+

Completed Views
On Youtube with a 65% completion rate

0.6¢

Cost Per Completed View
88% below industry and sector benchmarks on Youtube.

2.30%

Click Through Rate (CTR)
This is 59% higher than industry benchmark on Meta

1.2 M+

Clicks
Over one Million people clicked on our ads on Meta

9¢

Cost Per Click
92% lower than industry benchmark of $1.18 on Meta

45k+

On Site Intent Actions
Over 45k actions on site demonstrating high quality intent

10.5k+

Study Guide Downloads
Driven on site and through lead gen ads, capturing user intent

EVOKING EMOTION THROUGH HIGH QUALITY CREATIVE CONTENT

We Launched our ‘A Call Home’ Film on the Big Screen

Using Youtube’s connected TV offering, we targeted parents and students in the comfort of their own homes - during moments where attention is higher, and the potential impact of our beautiful creative could be amplified.

We leveraged in-depth targeting signals to reach parents and students independently including:

Keyword: Users searching for study in Canada-related topics.

Domain: Users visiting international education and university comparison sites; i.e. QS, THE

In-market: Users actively considering study abroad or Canadian education.

Life event: Users at key education transition points, such as graduation.



8 Million+

Completed Views

More than 8 Million views of ad on the big screen, blowing all our initial forecasts out of the water!

65%

Video Completion Rate

More than two thirds of people served our ad watched it through to completion (30 seconds) - Moreover USA and France had the highest completion rates at 79% and 70% respectively.

-90%

Lower Cost Per Completed View than Industry benchmark

We delivered 7 million+ more views than would have been achieved at the industry benchmark - a testament to the power of the creative and targeting

STUDENTS vs PARENTS

How Do They Compare?

Students were more likely to watch the video in full, however are more expensive to advertise to, so had a marginally CPCV. Both audiences performed exceptionally.

REAL STUDENTS. REAL STORIES.

The Campaign Was Underpinned By A Global, Student-Led Creative Strategy

We developed a one-of-a-kind, UGC-first creative strategy that leveraged real international student stories from those already in Canada, delivering a steady stream of culturally resonant content designed to deepen understanding of the value and experience of studying in Canada.

- 17 Unique pieces of student led content
- 15 Unique Countries Represented
- 5 Continents Spanned
- Supported by ‘A Call Home’ ad & Imagery ads

The content was deployed across Meta to build awareness, relevance and emotional connection with prospective students and parents globally.



1.1 Million

Clicks

More than 1.1 Million clicks on our ads driving through to site - far exceeding what we ever imagined possible!

+63%

Higher Click Through Rate vs Benchmark

A staggering 2.36% of people who saw our ad clicked through to site - that is 63% more than we would expect as an industry norm - demonstrating the power of the creative!

-93%

Lower Cost Per Click vs Industry benchmark

We delivered 1 million+ more clicks that would have been achieved at the industry benchmark

MARKETS

How Do They Compare?

Every single country outperformed benchmark, however USA led the pack showing the strongest CTR and Video engagement rate. Exceptional performance also across Hong Kong, Japan, Spain and France.

We saw higher, and better quality engagement from parents in all markets

Parents delivered a Click Through Rate (CTR) of 4.19% vs 1.72% for students, despite both audiences receiving near-identical creative.

They also drove a stronger on-site key session rate (11.6% vs 9.2%), suggesting materially higher quality engagement both on-platform and after landing on site.

Student audiences were cheaper to reach ($1.31 CPM vs $2.90 CPM), resulting in similar CPC's.

What does this tell us?

- Student engagement patterns are expected, with younger audiences typically more passive in-feed.
- Parents are a key influence, not just a secondary audience.
- Stronger parent engagement reflects their role in funding and decision-making.
- This aligns with CBIE data: 67% of students rely on parental or relative support.

PARENTS



4.19%
Click Through Rate (CTR)

$0.08
Cost Per Clicks (CPC)

11.60%
Key Session Rate On Site*

STUDENTS



1.72%
Click Through Rate (CTR)

$0.07
Cost Per Clicks (CPC)

9.20%
Key Session Rate On Site*

Top Performing UGC Consistently Aligned To Learn Canadian's Core Brand Pillars

The strongest-performing creative consistently reinforced Learn Canadian's three core pillars: education, the place and the people - helping audiences connect emotionally with the idea of studying in Canada.





Lance (Philippines) - Hook Rate - 27%

Opens with "I don't like Canada" - drawing the user in before interviewing students about why they love studying in Canada. The big reveal is…he doesn't like Canada…he LOVES it!

Florian (France) - Hook Rate - 28%

Opens with a high-energy "4 differences" hook comparing studying in Canada vs France, immediately creating curiosity and giving the viewer a clear reason to keep watching.





Florian (France) - Hold Rate - 24%

High-energy, fast-paced comparison of studying in Canada vs France, covering course flexibility, sport, bilingualism and 24/7 study facilities - with each new comparison adding fresh value and momentum.

Kevinandmiae (South Korea) - Hold Rate - 19%

Slower opening, but quickly transitioned into an emotional and personal story about why she loves Canada, supported by a strong music and tempo shift. This likely drove strong hold rate by rewarding viewers with authentic, meaningful storytelling.





Cielo Marie (Philippines) - CTR - 4.65%

Fast-paced "3 reasons to study in Canada" structure quickly communicated value through education quality, work opportunities and the welcoming student experience. CTA at end encouraged action 'learn more at LearnCanadian.ca'.

Anna Bistour (France) - CTR - 3.69%

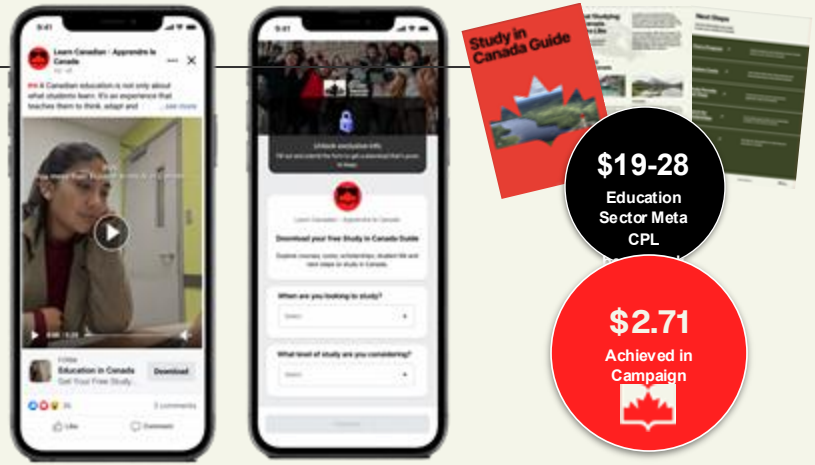
Fast-paced "3 things I wish I knew" format created instant curiosity, Strong CTR through highly relatable advice, energetic pacing and a clear end call-to-action inviting viewers to imagine themselves in Canada.

To Support This Broader Awareness Campaign, We Launched Lead Gen To Capture Genuine Intent To Study

Through Meta's native lead gen format, we reduced friction and made it easier for prospective students and parents to access the Study in Canada Guide, while capturing valuable audience data to support follow-up and future nurturing.

Q's included:

1. When they intended to study
2. Level of study (i.e. Bachelor / Masters / PHD)
3. Name
4. Email
5. Country



10,000+

Leads generated in a month

Over 10,000 study guide downloads generated at an average CPL of CA$2.71 vs $19-28 industry benchmark

MARKETS

All Markets Smashed Benchmarks

Indonesia, Tunisia, Brazil, Morocco and Saudi were the top 5 volume, and lowest CPL markets. 3,434 leads from French speaking markets. South Korea and Hong Kong had the highest CPL at $17.

STUDENTS

Achieved the lowest CPL vs Parents.

However both generated exceptionally cost effective results, demonstrating the benefit of native, in-platform, low friction lead gen.

QUALITY VS QUANTITY

The Ultimate Conundrum for Institutions

Lower CPL does not automatically equal higher quality. Different markets will naturally deliver different balances between scale, affordability and downstream conversion potential.

Every Lead Was Then Followed Up Through Email.

Having captured their interest and contact information, we used email to re-share the study guide and drive a deeper level of engagement with the Learn Canadian brand



9,647

Emails sent

93% of all captured leads were useable email addresses, indicating strong lead quality and low levels of invalid or low-intent submissions across the campaign. Benchmark: 83-85%.

31%

Open Rate

Open rates performed above typical higher education benchmarks (c.20-30%), suggesting strong audience interest.

27%

Open to click rate

Open-to-click rates significantly exceeded typical education benchmarks (c.10-15%), indicating very strong downstream engagement and audience intent once emails were opened.

Next Steps

Webinar

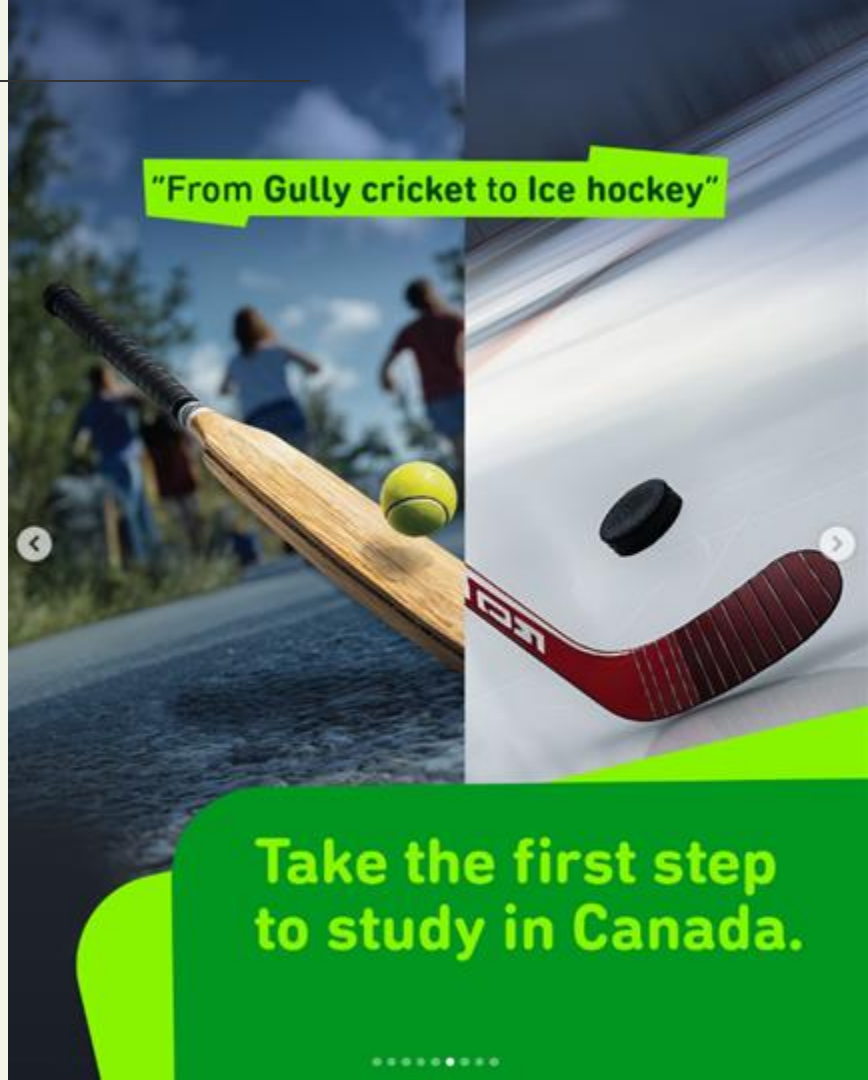
As part of our plan to re-engage these audiences we are hosting a series of webinars to move them closer to studying in Canada - First one June 18th!

Partnership with Duolingo

- Editorial Content
- Social Content
- Student Testimonials
- Paid Media
- Webinars

- Organic Reach on 7 Instagram assets **298k** engagement rate of **5.1%**

- Paid Reach **2.7M** impressions CTR 0.39%



It’s working.

Over the last 90 days (Feb 20-May 20)



377K

Organic Instagram views

+608% from Feb to May

6,658

Followers on Instagram

+5,936 new followers in the period

192,311

Paid & Organic Instagram Interactions

People who engaged on the channel



36K

Organic Facebook views

+1,400% from Feb to May

1,049

Followers on Facebook

+ 826 new followers in the period

1.1M

Paid & Organic Facebook Interactions

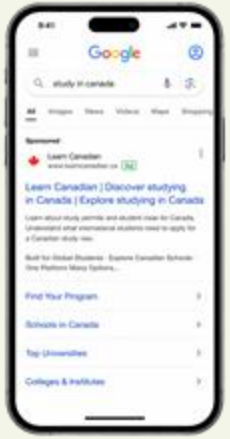
People who engaged on the channel

ENSURING LEARN CANADIAN IS PRESENT WHERE AND WHEN PEOPLE ARE SEARCHING

The Final Strategic Layer Of The Campaign Aimed To Capture The Highest-Intent Users

Through Google Ads Grants, we conducted a Search strategy, to intercept those actively researching study abroad options - ensuring Canada was front and centre for high-intent queries and decision-making moments.

- More than 65 Countries Targeted
- 71 Campaign / Strategies





+619%

Increase in Weekly Spend Capacity

In the final week of the campaign, we had been able to scale spend by more than 6x vs the first week - a huge accomplishment in a Ad Grant account.

23,000+

Individual Searches

We got the Learn Canadian Brand in front of over 23,000 high-intent searches, that previously wouldn't have seen us.

75%

Engagement Rate

Three quarters of people who came through to site via search actively engaged and spent a meaningful amount of time on site

51%

Key event rate

More than one in two people that came to the site through Google search completed one or more high-intent actions on site, be it:a study guide download, a click through to an external link or exploring different pathways to study

THE BIG TAKEAWAYS.



WHAT HAPPENS NEXT?

[advance to play]

The Campaign Outperformed Reach & Engagement Expectations Globally

Put Learn Canadian on the big screen globally

The ‘A Call Home’ ad generated more than 8 million completed YouTube views, helping introduce the Learn Canadian vision to millions worldwide.

Generated meaningful global intent

Over 10,000 study guide downloads and 45,000+ on-site intent actions demonstrated genuine demand to explore studying in Canada.

Established high-value strategic partnerships

The campaign helped build strong relationships with globally recognised platforms and partners such as Duolingo, creating long-term opportunities beyond the pilot.

One-of-a-kind global UGC platform

17 unique creators from 15 countries helped bring authentic international student stories to life at global scale.

Outperformed benchmarks in every paid channel

Meta, YouTube and Google Search all exceeded industry CTR, CPC, CPCV and engagement benchmarks.

Put Canada back into global education conversation

The campaign successfully positioned Learn Canadian as a unified, sector-led voice for international education in Canada.

Built the foundations for a scalable Phase 2 strategy

The pilot generated meaningful insight into audience behaviour, localization, creative effectiveness and lead quality to inform future growth.



Thank You