# INNOVATION CREATIONS

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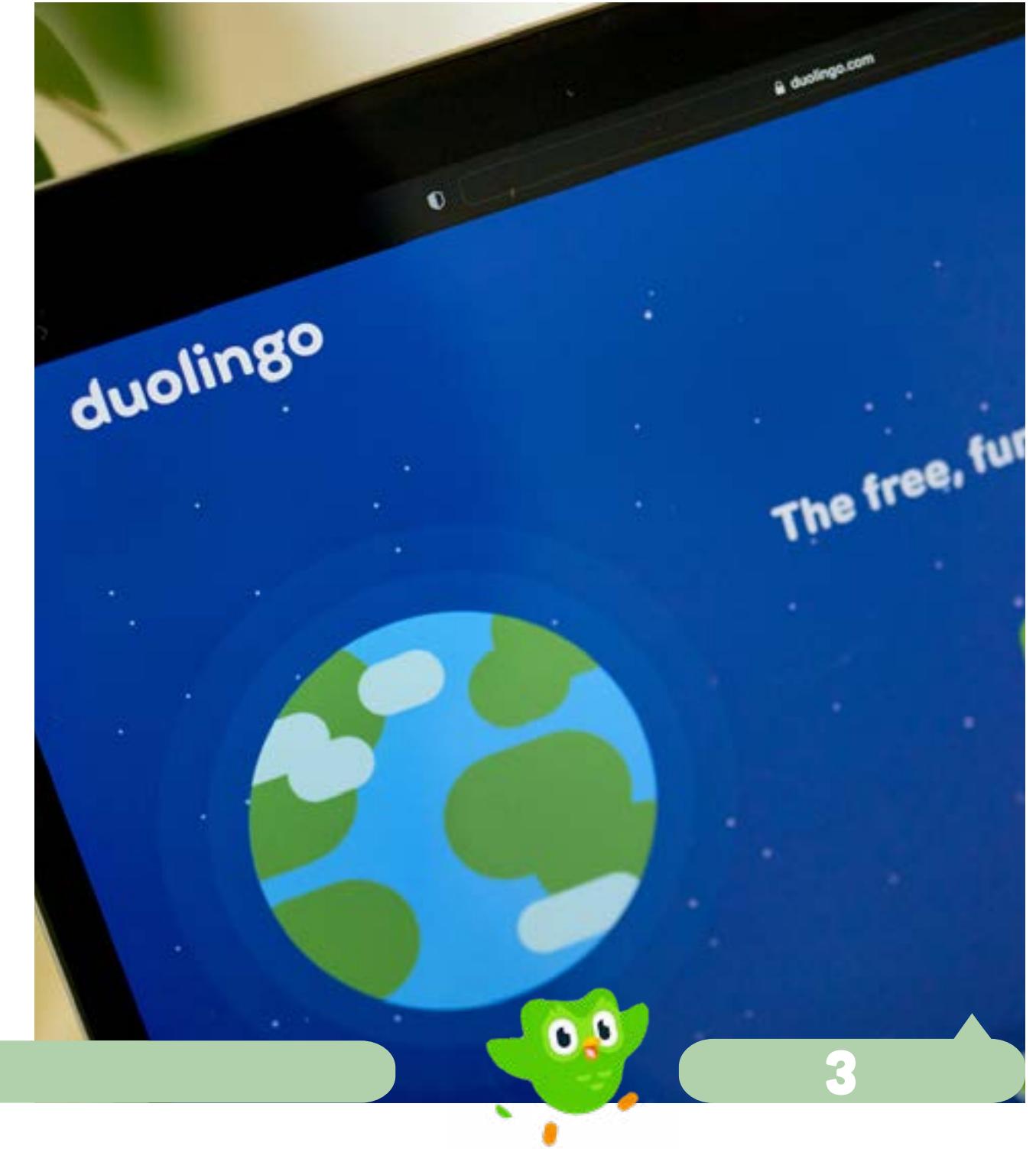
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CLIENT BACKGROUND

Duolingo is a free language learning app. Part of what makes this app so attractive to its 500 million global users is its gamified structure and the humorous app mascot, Duo the Owl. Duolingo is the first free language app compared to expensive paid programs. It was created by Carnegie Mellon professor Dr. von Ahn and his graduate student Severin Hacker in 2012. This pair created the app after Dr. von Ahn's upbringing in Guatemala, where it was very expensive to learn English, a language that can provide many opportunities. Hacker believed that, "Free education will really change the world."

Today, Duolingo remains a fan favorite in the App Store and Google PlayStore with 4.7 stars and users coming from over 119 countries worldwide. The app mascot also appeals to the younger generation with its active online presence on platforms like Instagram and TikTok.

SWOT ANALYSIS

Strengths

As discussed earlier, Duolingo is the best-rated language learning app with 4.7 stars in both the Google PlayStore and the iOS App Store. This app in particular offers what most paid programs offer at an expensive cost, but for free.

Unlike competitor language learning programs such as Rosetta Stone and Babble with their traditional lessons, Duolingo stands out with its unique gamified learning structure. Short exercises disguised as entertaining games and puzzles encourage users to keep going and even maintain their streak. Users earn points, known as gems, from playing the various games, such as Duolingo's Game Jam; these gems can be traded for things such as streak freezes. The entire app is organized like a game to make learning fun.

Another aspect of this app that makes it stand out from its competitors is Duolingo's mascot, Duo the Owl. Duo the Owl represents the brand and encourages users to stay committed to their lessons and maintain their streak. Duo the Owl is active on several social media platforms, such as Instagram and TikTok, with a very large following. The mascot posts comically-threatening videos reminding users to complete their lessons... or else.
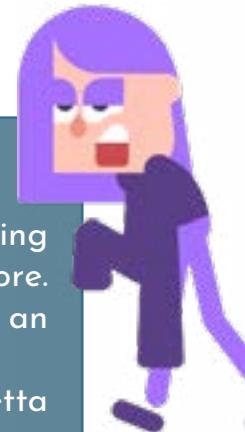
Weaknesses

While Duolingo may be the most popular language-learning app, the app does contain a few faults. For starters, the app would benefit from increasing the amount of languages offered. Duolingo offers over 100 courses in over 40 languages, however there are 7,139 languages in the world! Pimsleur, a competitor language learning program, offers 51 languages, outnumbering Duolingo. By increasing the amount of languages offered, it would broaden Duolingo's users and help diversify the platform.

Another weak area of the Duolingo app is its limited speaking and listening practice. Because this app is very vocabulary-driven, users don't really have the ability to build on their sentence structure and improve on their everyday conversing. The app offers limited accents and speakers, limited grammar explanation, and limited feedback. Because of this, Duolingo acts as more of a practice tool, not a curriculum, unlike competitors such as Pimsleur and Rosetta Stone.

In addition, the learning content is not consistent and the quality of material varies by language. Some languages are more thorough and educational than others.
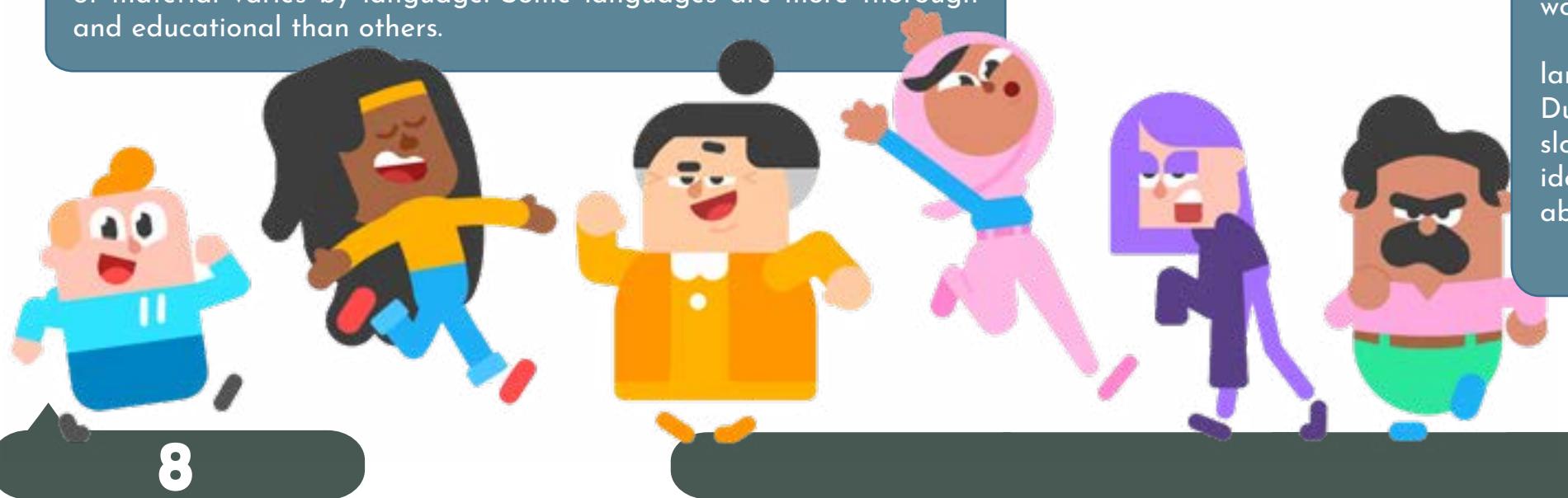
Opportunities

Because of Duolingo's wide popularity with both its app and active social media presence, the brand has plenty of opportunities to improve and grow.

Ideally, partnerships bring together different communities, such as the gaming community and world travelers. By Duolingo collaborating with well-known brands, such as Fortnite, users and gamers may be more incentivized to keep up with their Duolingo streak while benefiting themselves in both games.

Another incentive that Duolingo can implement is a reward system where users earn rewards following the completion of certain lessons, games, and activities. A reward system may motivate users and give them a goal to work towards.

An additional opportunity for growth would be to apply a feature that allows users to invite their friends so they can compete against them. The idea is that users would be more committed to completing their lessons if they know their friends are competing against them. This in turn would increase app usage and bring more potential users to the platform.

Duolingo lacks in sentence structure and is heavily vocabulary-based. By improving the sentence structure aspect of the app, Duolingo's users can improve on their ability to create sentences and slowly work their way up to participating in foreign conversations. The idea is that users can feel more confident in their language-learning ability and in turn, be motivated to keep learning and using the app.

Threats

Duolingo's competitors include some of the aforementioned programs such as Rosetta Stone, Babble, Pimsleur. Other competitors include Busuu and Yabla, additional gamified language-learning apps that are currently on the market. One of Duolingo's biggest threats is that its competitors are adopting the gamified language-learning structure, which is what made Duolingo stand out from its opponents in the first place.

Another threat of Duolingo's is the app's lack of consistent motivation for prolonged use, especially with the free subscription that's offered. Due to the free subscription, users are more likely to randomly stop using the app after some time.

SITUATIONAL ANALYSIS

More than half of Duolingo's users are between the ages of 18 and 34. Most of this age range is Generation Z, which includes those currently aged 12 to 27 years old. This generation tends to spend an average of 9 to 10 hours a day on screens, whether that be playing video games or scrolling on social media on their own mobile phones.

Duolingo already has and maintains a strong social media presence on platforms like Instagram and TikTok. Their content typically features their app's mascot, Duo the Owl, in comically-threatening videos. Duo the Owl follows current social media trends all while motivating followers to get on with their daily language lessons... or else. Duolingo tasked our agency, Innovation Creations, with creating a campaign that would engage unique superfan groups. The idea is that this campaign would inspire people to continue learning with Duolingo through the participation of another outlet, such as video games. 90% of Gen Zers are gamers and spend an average of 6 hours and 10 minutes a day playing video games, and one of the most popular video games being favored by this generation is Fortnite. In order to target a wide range of gamers, our agency decided that a video game partnership with Fortnite is ideal. More than half of Fortnite players are between the ages of 18 and 24 years old, deeming the perfect opportunity to integrate two fan favorites and motivate users to continue using the language learning app through other entertainment mediums.

PRIMARY RESEARCH

Innovation Creation conducted a survey inquiring the attitudes about language-learning and Fortnite. The survey reached a total number of 214 respondents. The primary targets of our campaign are Gen Z and younger Millennials, as we are targeting individuals between the ages 18-34. We feel that our strongest target audience are individuals between the ages 18-24, as older Gen Zers are active on social media and typically enjoy the fun brand image that Duolingo and Fortnite advertises.

The survey helps give insight into how respondents feel about learning a new language, and how they might approach learning one. It also gives information regarding their attitudes towards Fortnite and how gaming can be a language-learning motivator. The survey helps inform us what strategies we should implement in our campaign while revealing common characteristics of our target audience.

Demographics

The survey was made available to anybody of any age, but was mostly sent to respondents between the ages 18-34. 75.2% of the respondents are between the ages of 18-24, while 13.1% of the respondents are between the ages of 25-34. Our target audience is 18-34 years old overall, but we are focusing extra efforts into reaching respondents who are 18-24 years old, as we believe this age group will be more likely to be interested in both Fortnite and Duolingo.

The survey allowed us to gain insight into our target audience, while establishing common characteristics in our respondents. A majority of the survey respondents were women, which accounted for about 58.2% of the responses. Men followed at around 33.8% of our respondents. Our target audience does not include a specific gender, as we aim to reach all genders for our campaign, but it is important to establish these results as it might influence the outcome.

25-34
14.8%

18-24
85.2%

Men
36.7%

Women
63.3%
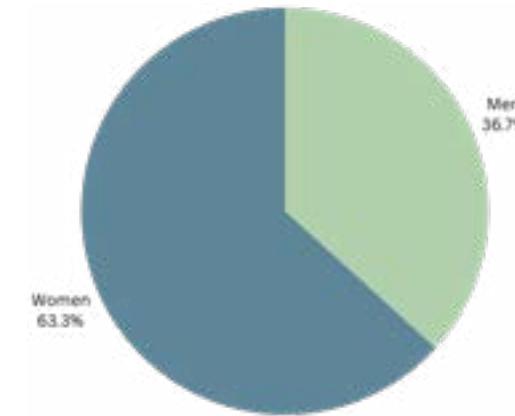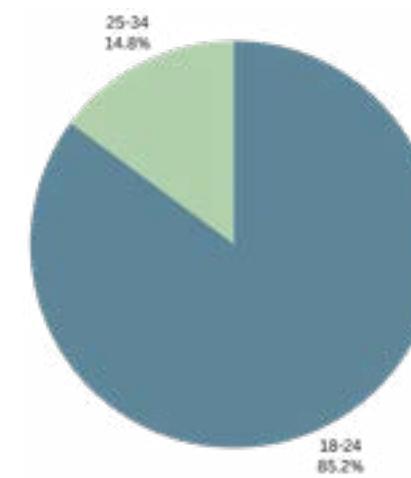
# Attitudes to learning new languages via Duolingo vs. other apps

When gathering the data from the survey regarding how many languages respondents speak, the majority of 70% stated they speak only one language. There were 23% of people who speak two languages, 5.6% that speak three, and 1.4% that speak four. After acquiring this data on the amount of languages the audience speaks, we then asked them which specific languages they speak.

We allowed the participants to select multiple answers when asking what languages they speak, so we could get a stronger understanding of what languages were most commonly used. The vast majority can speak English, at 98.6%. The second most popular language was Spanish at 18.4%, then French at 6.1% and American Sign Language at 4.8%. Other languages such as Japanese (1.0%), German (1.0%), and Korean (1.0%) were also options selected by the audience. After this, we asked how many people would like to learn a new language. Of those, 45.5% strongly agreed, 32.4% somewhat agree, 15% neither agree or disagree, 2.8% somewhat disagree, and 4.2% strongly disagree. Overall, 77.9% of respondents are willing to learn a new language.
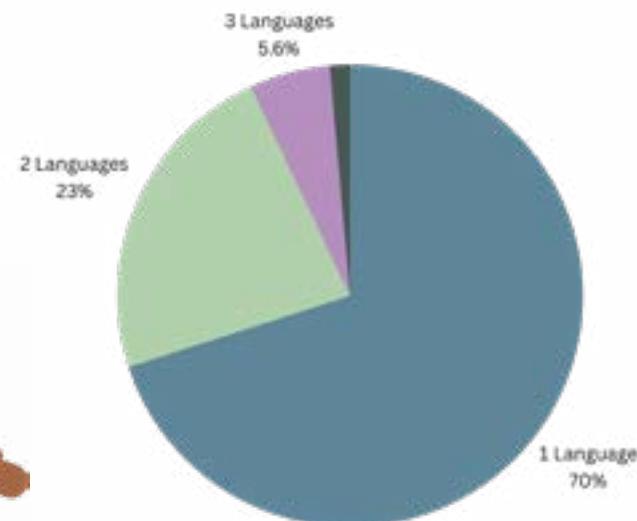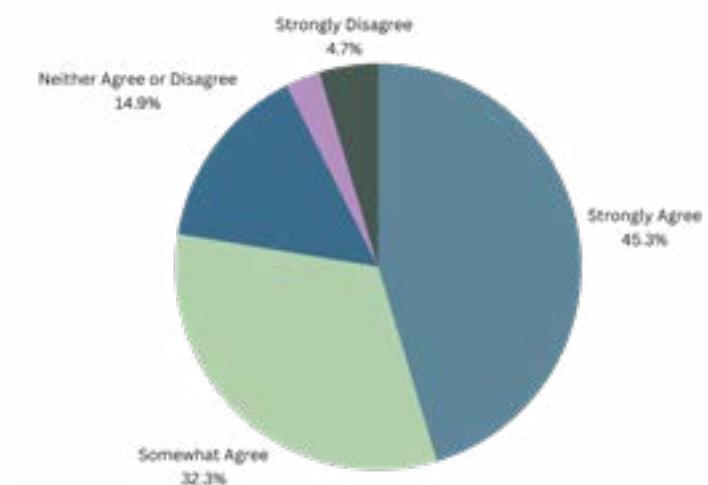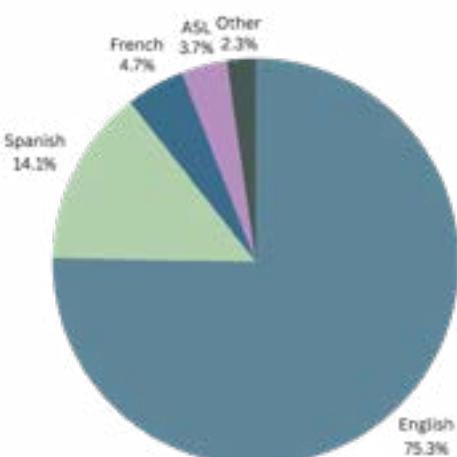
We then asked which language-learning apps our respondents have used. Duolingo dominated the competition at 58%, Rosetta Stone followed at 12.3%, and Babbel at 8.5%. 30.2% of respondents said they have not used any language-learning apps.
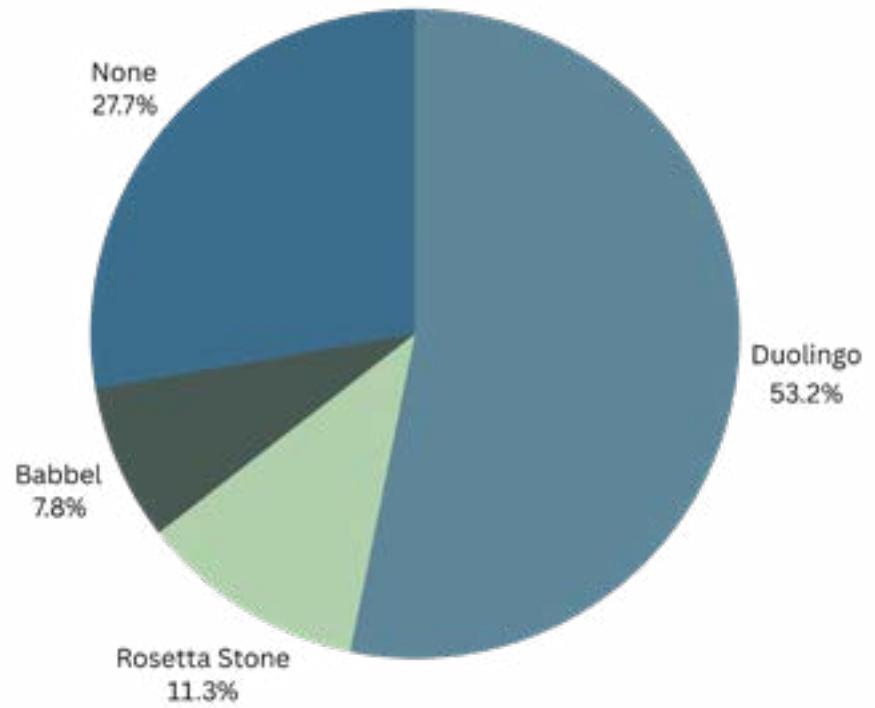
Finally, we asked how long respondents were Duolingo users for. Of those, 39.2% said they have never tried it. This was the majority of them. The second largest percentage said they used it sometimes, at 25%. There was also 17.9% of respondents that stated they use Duolingo every day. Then, 12.7% said they barely used it and 5.2% stated they used it once and never again. After that, we asked respondents about whether they found Duolingo helpful. The majority of them, 43.1%, said they neither agree nor disagree. In second place, 32.5% of people said they somewhat agree. Then, 16.7% stated they strongly agree, 4.8% stated they somewhat disagree, and 2.9% said they strongly disagree. This data shows that our target audience is willing to learn a new language and has familiarity with Duolingo, which will help our campaign.

None
27.7%

Duolingo
53.2%

Babbel
7.8%

Rosetta Stone
11.3%

Somewhat Disagree
4.8%

Strongly Agree
16.7%

Neither Agree or Disagree
43.1%

Somewhat Agree
32.5%

Somewhat Disagree
4.8%

Strongly Agree
16.7%

Neither Agree or Disagree
43.1%

Somewhat Agree
32.5%
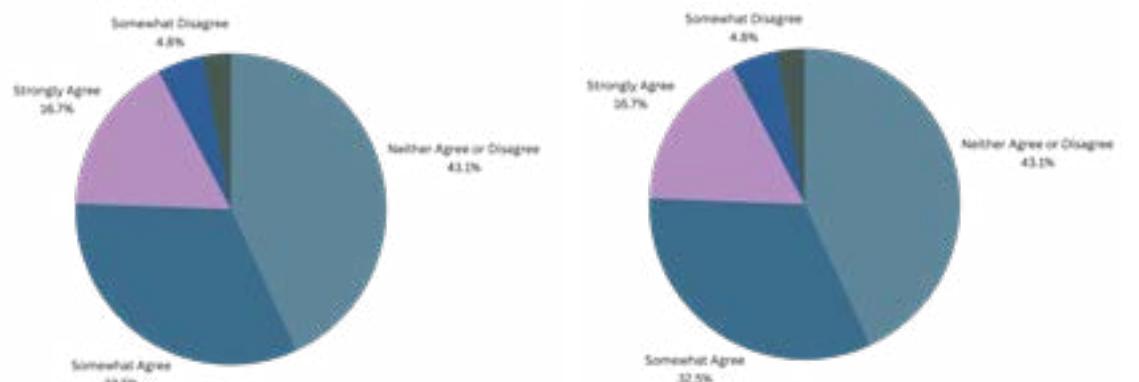
Attitudes towards Fortnite

With a dominating female audience due to our agency being mostly female, it was suspected to have some bias towards Fortnite, a male-curated video game. We asked individuals if they like to play video games, 53.1% said yes, 27.7% stated they somewhat do, and 19.2% of respondents said no. We gathered that our target audience is the 34% of respondents that stated they are currently playing Fortnite. From this 34%, we learned that 43% are using headsets or are interested in using a headset to communicate with other players. As of now, 10% of players already play with international friends, showing us that playing internationally is of interest to players. We believe we can expand this number through our campaign, as 60% of respondents answered they would be open to learning a new language to play with players globally.

No
19.2%

Yes
53.1%

Somewhat
27.7%

Je vais à Paris en voiture.

car   going

Paris

CHEC

hotel

park
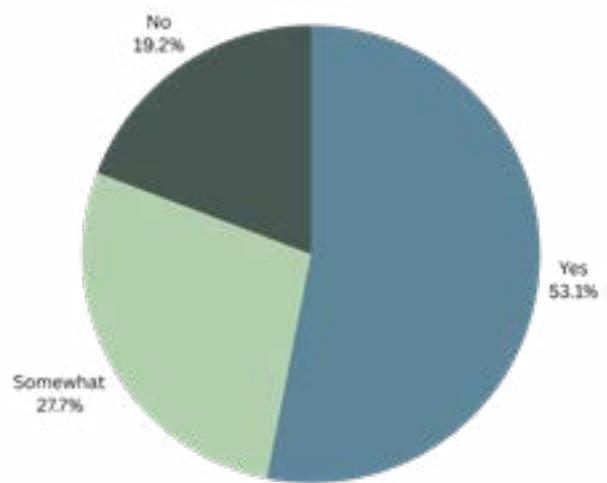
SECONDARY RESEARCH

TARGET AUDIENCE

When conducting our secondary research, we wanted to find additional information for the demographics and psychographics of our target audience: 18 to 34-year-olds. This age group is also part of a dedicated fandom that would also be interested in learning a new language. By focusing on a specific fandom, we aim to reach a broad audience that matches our targeted demographic.

Our audience is part of a dedicated fandom that's active on social media. They have time to invest in hobbies that provide entertainment, such as watching social media videos or playing video games. These individuals are willing to try out apps if they see a benefit of some kind.

Social media plays an essential role in their lives; they use it as a tool to communicate with families, friends, and strangers around the world daily. These individuals are also not afraid to speak their minds on a brand or share content that they like. They are technologically savvy, as they use smartphones and computers in their everyday lives. Our audience also uses social media as a resource to share their interests and form connections with like-minded individuals.

Since our audience is broad and prefers various media types, we decided to organize them into two sub-groups: older Gen Zers and younger Millennials.

18-24: Includes older Gen Zers who mainly use YouTube, TikTok, and Instagram.

25-35: Includes younger Millennials who mainly use YouTube, Facebook, and Instagram.

OUR CHOSEN FANDOM
FORTNITE

For our chosen fandom, we decided to go with Fortnite users due to various reasons:

Both audiences enjoy media that include gamified content. Fortnite players will be more willing to try Duolingo due to its gamified approach.

Both audiences enjoy content that is willing to be humorous. Duolingo creates ads and memes that play into its over-the-top persona. Fortnite is willing to be outlandish with its humor as well, as it often plays into memes or even includes memes in the game (such as Peter Griffin).

Both Duolingo and Fortnite heavily invest in their social media channels and online presence. Audiences of both brands enjoy browsing social media and consuming brand-related content.

Both Duolingo and Fortnite have a low barrier of entry and both implemented a F2P (Free to Play) strategy. Both brands are highly accessible for anybody to download and start using.

Addressing Concerns

Fortnite users are typically younger and have a motivation to play Duolingo, due to the app's gamified approach and their willingness to learn a new language in order to communicate with international players.

Some might argue that Fortnite users have no interest in learning Duolingo. However, due to Duolingo's past successful campaigns with younger audiences and there being similar audience behaviors between Fortnite and Duolingo users, it's safe to say that a good amount of users will definitely want to try out Duolingo when a collaboration happens. Relying on our target audience's motivation (such as rewards, wanting to communicate with other players, and wanting to learn for fun) will help push users to interact with Duolingo.

Fortnite is a game with a massive audience (over 126 million players as of 2023), so the potential for grabbing new and returning Duolingo users is there. Epic Games

DEMOGRAPHICS

Duolingo Users:

Duolingo's largest user base is 18 to 24-year-olds, who make up 28.98% of users. (Sign House)

The second largest age group of users is 25 to 34-year-olds, who make up 25.67% of users. (Sign House)

50.09% of Duolingo users are female. (Sign House)

Duolingo is used by 400 million English speakers, considering English speakers to be the largest demographic of users. (Sign House)

The next largest user group speaks Spanish, with 300 million users speaking Spanish. (Sign House)

The third and fourth largest language demographic groups are French with 100 million users and German with 50 million users. (Sign House)

Duolingo's largest user base is located in the United States with 22.84% of users living in the U.S. (Similar Web)

6.6% of users live in Brazil, 4.64% live in the U.K., 3.84% live in Germany, and 3.58% live in Mexico. (Sign House)

Fortnite Users:

Our target audience for Duolingo is 18 to 24-year-olds. 62.7% of Fortnite's audience is 18-24 years old. (Verto Analytics)

Over 22.5% of players are 25-34 years old, so there is an opportunity for an older audience as well. (Verto Analytics)

The largest demographic of Fortnite users live in the United States, with 21.8% living in the US. (Exploding Topics)

The next largest location of users is Russia with 7.54% of users. (Exploding Topics)

The third, fourth, and fifth largest user bases live in Brazil, Poland, and Mexico. (Exploding Topics)

Analysis

Both companies share the same main age range of users, which means that for this campaign, it will be easy to target a certain demographic as they interact a lot. Another commonality that both brands share is their high user count; they both have the most users in the United States. Fortnite and Duolingo also share similar demographics in other countries with users in Brazil and Mexico. Additionally, their second-highest user group is 25 to 34-year-olds.

PSYCHOGRAPHICS

Fortnite Users:
Fortnite players really get into the game, spending an average of six to ten hours playing each week. They also don't mind putting some money into it, with the average player spending around $84.67 on items in the game (Lend EDU). People who play Fortnite come from different backgrounds, like young adults living alone or with their families. Even though they spend a lot of time gaming, they still socialize with others inside the game (Reach 3). When you look at who's playing, you will find a mix of people who work part-time to full-time as well as families and students, demonstrating that Fortnite appeals to a wide audience (Mosaic USA & Gitnux). Fortnite players also appreciate a humorous approach to gaming, engaging in memes and playing as funny characters like Peter Griffin from Family Guy. Their main interests typically surround video games, consoles, and accessories. The social media platforms they are most active on include Instagram, Twitter, and TikTok.

Duolingo Users:
Duolingo users enjoy a quick game, spending about 15 minutes and 39 seconds per day using the app. Like Fortnite, Duolingo users also come from different backgrounds, such as families, independent young adults, and middle-aged adults living on their own. Duolingo users appreciate the outlandish humor of Duolingo's social media pages. Their main interests include new languages, video games, consoles, and accessories. Their most active social media platforms are Instagram, Twitter, and TikTok.

Comparison:
While Fortnite players spend a lot of time gaming, Duolingo users utilize the app for far less time. However, they both have similar interests in video games, consoles, and accessories. Additionally, Duolingo users enjoy learning new languages. Both Fortnite players and Duolingo users are most active on Instagram, Twitter, and TikTok. They have a similar sense of humor, with Fortnite players engaging in memes and playing as characters like Peter Griffin. Duolingo users appreciate the theme of outlandish humor on Duolingo's social media. As far as demographics are concerned, Fortnite players and Duolingo users have an overlap. Fortnite players come from many different backgrounds, like young adults living alone or with their families. Duolingo users include families, young adults, or middle-aged adults living independently. The common denominator between the two is families and young adults. These psychographics demonstrate how Fortnite players and Duolingo users have many similarities, which we can utilize for the campaign.

TARGET AUDIENCE GROUPS AND TYPES (AGES 18-34)
Duolingo

Young City Solos: This group includes younger and middle-aged professionals who live childless and unmarried in larger cities. These people live active lifestyles and love to splurge on high-end experiences. They also enjoy learning and participating in a wide majority of cultures. This group would be more likely to learn a new language in hopes of traveling to another country, connecting with natives, and immersing themselves in the culture.

Wired for Success: This category includes young singles who like to mingle and network with others in hopes of bettering their own circumstances. This group enjoys traveling abroad and participating in many different cultural activities and aspects.

Steadfast Conventionalists: This group contains families that live in very diverse cities where people tend to speak languages other than English. In these households that have multicultural families, English tends to not be the number one language. Family members may reach out to learn other popular languages (such as Spanish) in these cities to better connect in the community.

TARGET AUDIENCE GROUPS AND TYPES (AGES 10-34)
Fortnite

Flourishing Families: This group includes prospering parents and their children, whose ages range from pre-school to post-graduate. These families typically live in the suburbs. Parents are willing to spend money on their children's favorite pastimes, which include sporting goods and digital games.

Suburban Style: This group categorizes middle-aged and ethnically mixed families that live in suburbs. These families typically have teenage kids who participate in sports and video games with other neighborhood kids. With a mix of solid incomes and education, these families live leisurely rich lives.

Singles and Starters: Under the age of 35, these people are usually living on their own or with a roommate, building independent lives in apartments with other singles. College-educated or finishing up a degree, this group spends their free time playing video games and attending bars, cinemas, and bookstores. Activities with friends are a favored pastime, which is where multiplayer games like Fortnite come into play with this group.

Consumer One:

Daniel is a 24-year-old who lives in Atlanta, Georgia. He is single and childless, and works at Bank of America. He plays Fortnite most days after coming home from a long day. Daniel also enjoys using his vacation time to travel abroad. He enjoys immersing himself in the various cultures that are present in Atlanta. He socializes with his hometown friends on Discord while playing Fortnite. Daniel is active in multiple channels, including one with players in other countries, such as Spain and Mexico. He is interested in learning Spanish as many international players speak Spanish. He hopes to be able to converse with his international friends via voice chat.

Consumer Two:

Chad is 19 years old and a sophomore at the University of North Florida. He lives in the upperclassmen dorms and loves to play video games with his friends when not studying or in class. He plays multiplayer games like Fortnite, where he plays online with his friends. Next year, he is studying abroad in Russia. Lots of Russians play Fortnite, so he is looking for a way to brush up on his Russian so he can communicate with natives while he is abroad. Chad currently plays Fortnite with some Russians using the built-in translator in Discord.

Consumer Three:

Emily is a 30-year-old who lives in Miami, Florida. She is married and has two kids. When she has time, she plays Fortnite with her children. She works at Hilton International and socializes with her coworkers and hotel patrons. Both her coworkers and the patrons speak different languages with the most prominent one being Spanish. Emily communicates with international friends on Discord while playing Fortnite. She wants to be able to communicate with her international friends as well as the people she encounters at work.

COMPETITVE ANALYSIS

To better understand the competition against Duolingo, the Innovation Creation Agency gathered data on its top three competitors: Memrise, Babbel, and Rosetta Stone. By researching our leading competitors, we will be able to identify both weaknesses and strengths and apply this knowledge to our client, Duolingo.

Babbel

$15 per month

This app specializes in conversational scenarios in common settings by teaching basic grammar. The app also concentrates on how to correctly pronounce special vowels and consonants. Babbel includes features that make the app stand out from its competitors, such as fill-in-the-blank, options to choose courses on different topics, and an understanding of cultural differences such as slang. Learning options include podcasts, games, and even live classes with real language teachers.

Strengths:
Live teachers
Explanation of grammar rules
Local cultural insights
A slow increase in difficulty
Conversational scenarios

Weaknesses:
Limited free trial
Dry and repetitive lessons
No real gamification
Lacks addictive hook
Issues with speech recognition

Memrise

Free (Pro is $15 per month)

This free language-learning app focuses on learning day-to-day conversations you may encounter when traveling. With goal-setting and quick lessons, this app offers a lot of gratification for its users. The free version offers great value without requiring users to upgrade to pro. What makes this app unique is its user-generated content, which helps guide users through the lessons. However, with the paid subscription, users have the advantage of utilizing the GPT-powered chatbot called MemBot, which allows you to practice conversations without having to use a real native speaker.

Strengths:
Learning with video clips
Chatbot
Forgiving speech-recognition exercises
User-generated content
Quick lessons

Weaknesses:
Repetitive exercises
Lacks explanation
Not suitable for advanced learners
Quality varies
Webb version lacks compared to mobile

Rosetta Stone

$15.99 a month or $199 for lifelong membership

Rosetta Stone is a paid language-learning program that uses the audio of native speakers in everyday scenarios to slowly build the user's fluency in their chosen language. The courses are taught in the chosen language to build user competency. The idea is to immerse the user in the language, much like if the user was studying abroad.

Strengths:
Immersion-based
Live tutoring
Time tracking
Features photos for visual learning
TruAccent speech recognition technology

Weaknesses:
Mainly verbal
Learning might feel monotonous
More expensive than other learning programs
Limited free trial
Can feel overwhelming for casual learners

MEDIA AUDIT

The following media audit analyzes five of Duolingo's major social media platforms. These include Instagram, Facebook, YouTube, TikTok, and X, formally known as Twitter. We have evaluated follower count, engagement rates, post frequency, and tone.

Tik Tok

10M followers
215.8 million likes in total
Posts up to three times a day
Up to 8 million plays on every post

Duolingo began experimenting with TikTok in February of 2021 with an ad campaign called #learnontiktok. However, when that campaign proved to be unsuccessful, Duolingo tried a new approach in September of 2021. This new campaign centered around Duolingo's mascot, Duo the Owl, and it went viral.

Duolingo targets a young-adult demographic by posting comedic videos with innuendo-based humor. Much of their TikTok content includes repurposed videos from Instagram. Duolingo has high engagement on TikTok and is very interactive with followers.

YouTube

2.04M subscribers
258 videos
Average Views: 100K
Average Likes: 400K

Duolingo's YouTube features a lot of different content. This content includes language learning lessons, animated stories with Duo, testimonials, and more. They also have presentation videos from Duo-Con, which is similar to the TedTalk conference but it is a conference based on language learning. They also collaborated with the streaming network Peacock on a show called "Love Language," a mock of a reality TV show called Love Island. Recently, Duolingo has been posting YouTube videos one to five times a month. Thousands of people interact with Duolingo's YouTube videos by commenting and liking, but Duolingo doesn't usually engage with YouTube comments unlike other apps, such as TikTok. In the past year or so, Duolingo has also been posting polls and sending out comments to their community on YouTube, which usually gets at least 500 likes.
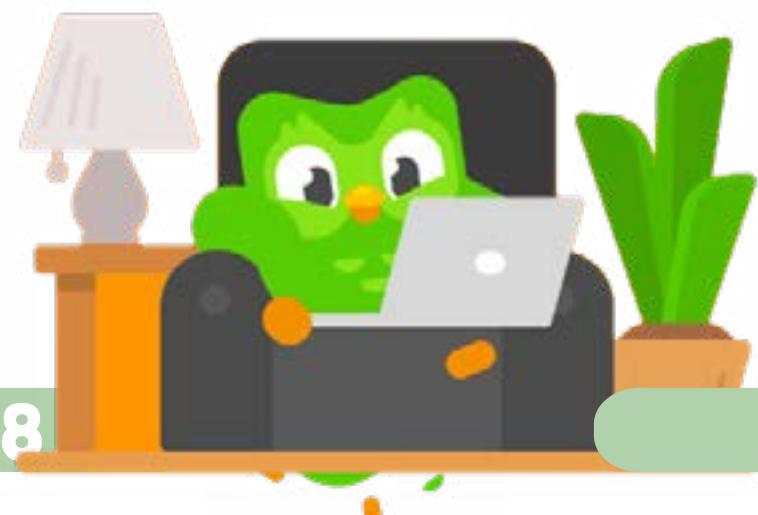
Instagram

2.6 million followers
910 posts
Average likes: 250,000 per post
Average comments: 5,000 to 10,000

Duolingo's Instagram includes many interactive and fun content that users appear to love. Some of the videos posted on Instagram are repurposed from TikTok. Some of the posts are somewhat repetitive, utilizing screenshots and posts from the X platform. However, there are many posts that are still unique and cater towards Instagram. Duolingo typically posts up to three times a day on Instagram. Duolingo likes to involve themselves in the meme community and use their character "Duo" to appeal to relevant and up-to-date humor. For instance, a relevant post could be Duo photoshopped into the Wicked movie almost instantly following the release of the movie trailer. Another example of this is when Duo was dressed up and photoshopped as different characters or celebrities. Duolingo's Instagram page also includes posts celebrating upcoming holidays; they recognized International Women's Day by relating the holiday back to Duolingo, celebrating the app's female characters within the lessons like Lily, Zari, and Lucy. Another interactive post that represents how involved Duolingo is with their fanbase are social media posts like, "2022 Language Report Wrapped," following Spotify's yearly reports. These annual posts examine analytics that tell users what languages have been studied most throughout each year. Each post seems to have around 10K-100K comments depending on how popular the post was among users.

823.5K followers
2K comments
12K-25K retweets
80K-100K likes
2 million-4 million post views/reach

Duolingo joined X, formally known as Twitter, in January of 2010 and is listed as an educational account. With 825,000 followers, the account is relatively popular with some of the tweets becoming viral several times a year. Their most popular tweet is from 2022, going viral for its sexual innuendo. Their more popular tweets tend to be memes poking fun at relevant situations and pop culture.

Overall, their tweets and presence on the X platform is more informal and caters to an older audience. Most of their tweets are extremely risque as they feature mature topics like sex, plastic surgery, and violence as entertainment. With this in mind, it would be smart to include the X platform as a major part of the campaign to reach the target audience of 18 to 34 year olds.

2.2M followers
100-3K comments on each posts
4-5 posts per month

Duolingo joined Facebook in September of 2010. Currently, Duolingo has 2.2M followers and 2.1M likes. They post inconsistently on Facebook with an average of only 2 to 5 posts per month. Their posts use a casual and informative tone, and are geared towards an older demographic.

Duolingo has fairly high engagement on Facebook. However, Duolingo does not usually interact with followers. Their Facebook posts are repurposed content from Instagram, TikTok, and X. This makes their account less unique and makes for an unnecessary platform to follow.
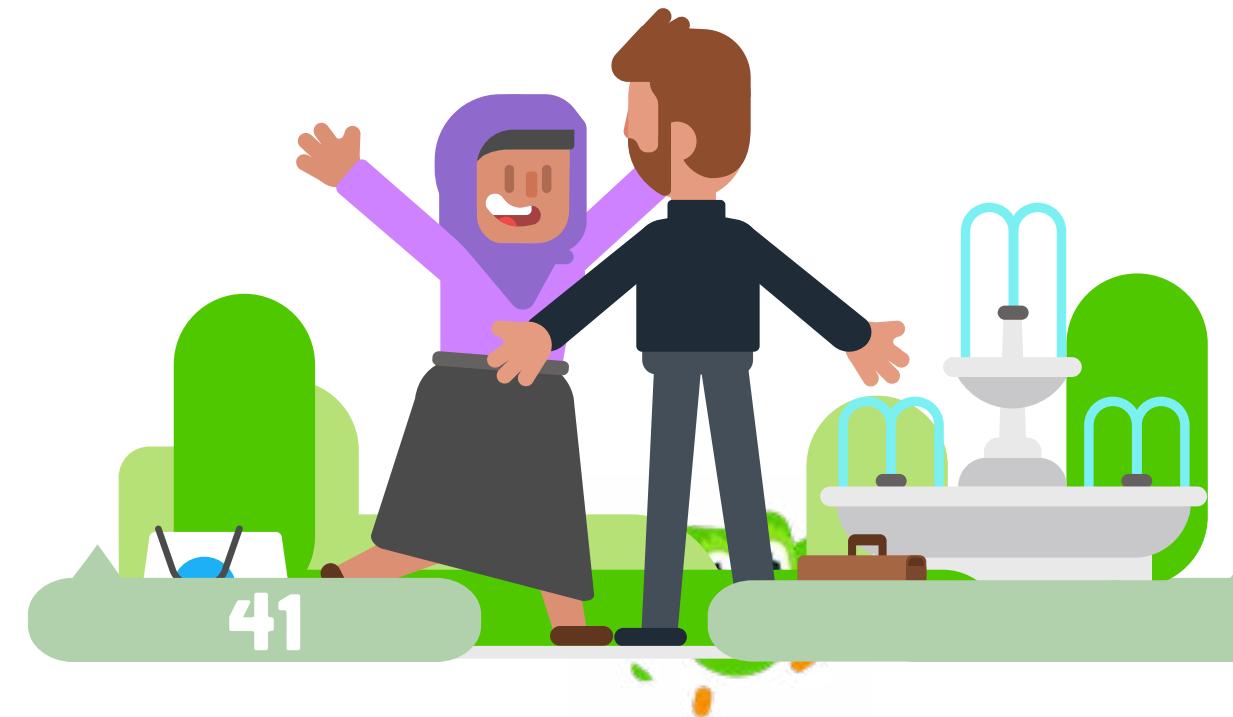
CAMPAIGN GOAL

Engage unique superfan groups to drive earned, owned and paid media that will inspire people to start and continue learning with Duolingo.
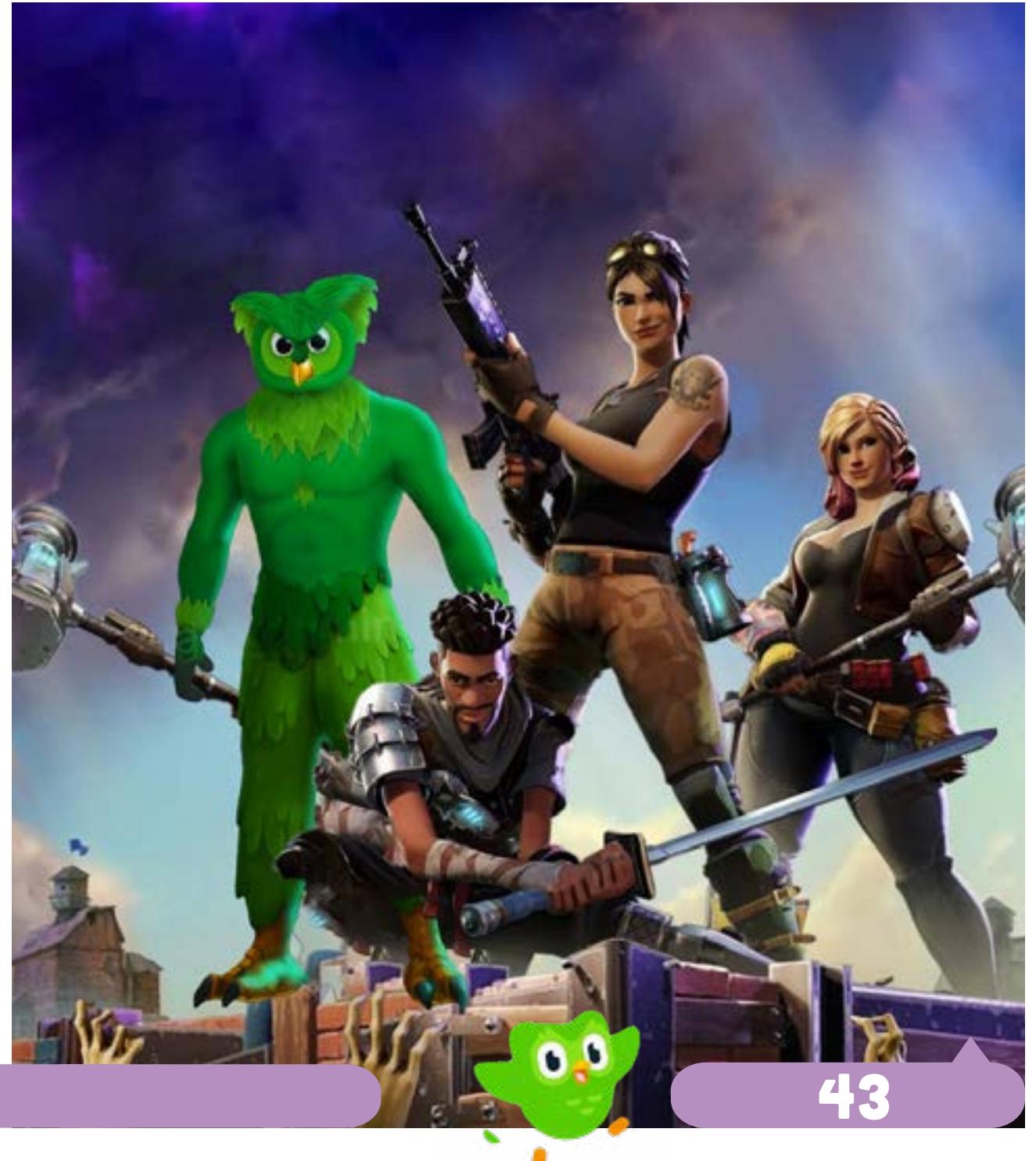
OBJECTIVE ONE

Increase the brand awareness of Duolingo to the target market, Fortnite players, by 25% by the end of August 2025.

objective one
STRATEGY ONE:

Utilize social media to increase awareness of the Fortnite and Duolingo collaboration.
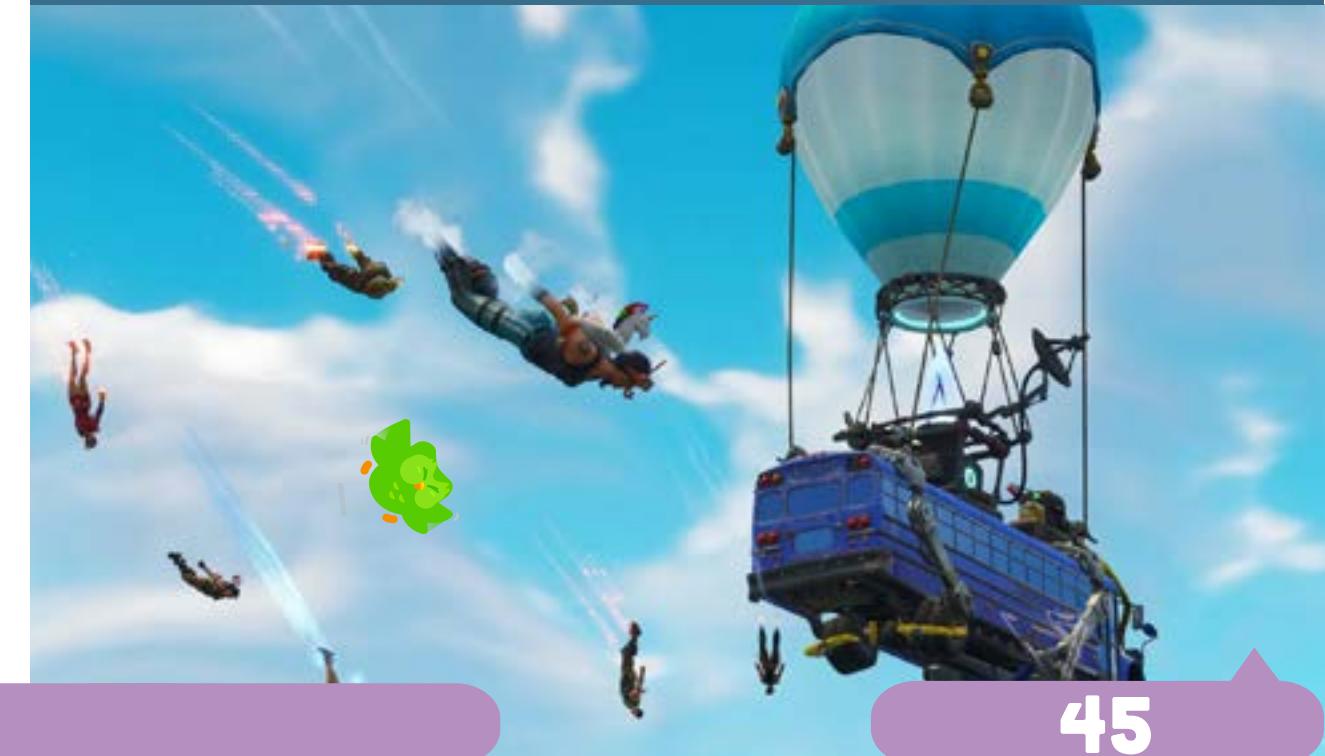
Tactic 1: Social Media Marketing Plan

Social Media Recommendations for Objective 1:

The latest chapter of Fortnite is titled: Myths and Mortals and centers around Greek gods and goddesses. We suggest making several videos where Duo dresses up the Greek god Fortnite characters from Chapter 5 Season 2. These can be cross-posted on all of our social media platforms.

Strategy for Tactic 1:

Utilize various social media platforms and celebrities to make the target demographic aware of the Duolingo and Fortnite collaboration.

Celebrity Endorsement: Walker Scobell

Walker Scobell is an American actor who rose to fame in 2022. He has recently starred in Percy Jackson on Disney +, which makes him relevant to our target audience. Walker Scobell is known for his sense of humor, which very accurately matches Duolingo's personality. He also enjoys gaming, particularly Fortnite. This makes him a great addition to our campaign.

Social Media Platforms:

YouTube: On YouTube, we will be posting multiple videos featuring Walker Scobell since he is our celebrity endorsement. These videos will show Scobell playing Fortnite and showing off his game set-up. We will also post a video of Walker using Duolingo to learn various languages to play Fortnite with his international friends and co-stars. These videos will be reformatted and cross-posted to Instagram and TikTok. We will also post videos of our Duo Fortnite skin as shown below.
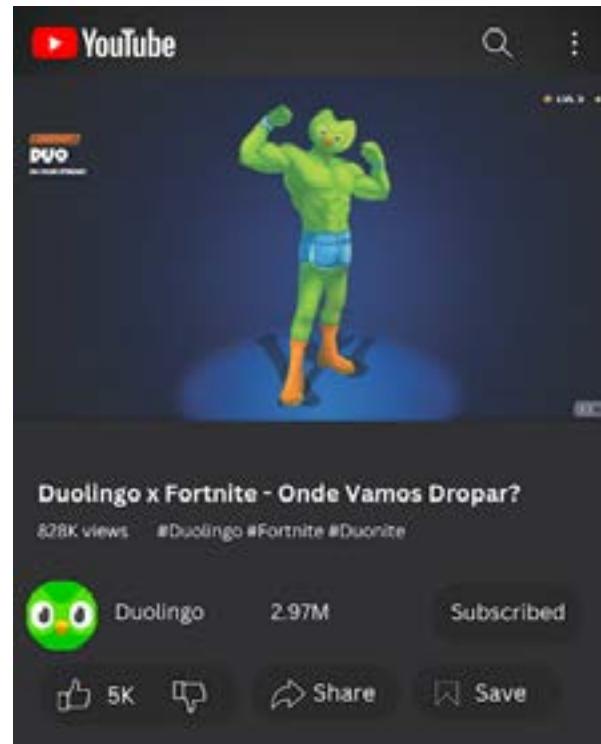
Discord: On Discord, we will promote our Duolingo X Fortnite collaboration by creating a Duolingo server on Discord and communicating with Fortnite players. Here we will provide live language assistance both before and after games. We will also utilize our chosen influencers.

TikTok: On TikTok, we will continue posting viral TikTok trends featuring Duo the Owl. We will also be posting videos of Duo dressed up as a Fortnite character carrying out Fortnite objectives and actions. These will be cross-posted to YouTube and Instagram.
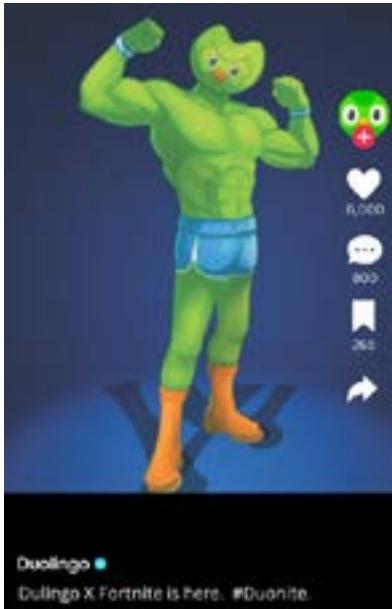
Instagram: On Instagram, we will continue uploading memes, reels, and images featuring Duo dressed as Fortnite characters. Our reels will be cross-posted content from TikTok. We will also post our videos of Walker Scobell from YouTube on Instagram. We will make posts featuring our influencers to announce their collaboration with Duolingo x Fortnite as well as announcements about our celebrity endorsement and influencer collaborations.

Twitter (X): On Twitter (X), we will upload memes and images featuring Duo dressed as Fortnite characters. We will also post memes and images featuring Walker Scobell, our celebrity endorsement. These can be cross-posted to Instagram.

Tactic 2: Ad Placements in TV Show: Invincible on Amazon Prime

Strategy for Tactic 2:

Implement Duolingo x Fortnite into the show Invincible.

The intention behind choosing Invincible as a suitable medium is to increase awareness for the campaign with a more mature audience. Viewers of the show are young adult men within the target demographic of those who have at least played Fortnite in the past. They are also likely to be familiar with Duolingo due to their social media presence. The product will blend into the humor and style of Invincible while increasing awareness about Duolingo in a large, mature audience.

Invincible is a popular superhero show based on comics by Robert Kirkman. It has been adapted into a TV show on Amazon Prime and has already been confirmed that a third season is on the way. Invincible is known for being a satirical and dark-humored superhero show. Duolingo's more viral posts also use dark humor and are extremely popular among both Duolingo users and non-users alike. The Duolingo x Fortnite collaboration will be mentioned in the script and on-screen to appear natural and seamlessly blend into the show's humor. Based on industry standards, we expect the script placement to cost $80,000.

To make this ad placement feel natural and intentional, we will have the Duolingo x Fortnite Battle Bus featured in the show. Duolingo will be driving the bus down the street, waving to the protagonists of the show. The shot will be no more than 10 seconds to keep costs manageable.

Tactic 3: Influencers

Strategy for Tactic 3:

Utilize influencers to promote Fortnite x Duolingo collaboration:

Influencer marketing is an excellent way to increase brand awareness, educate potential consumers about the product, and strengthen Duo's online community. We have chosen four diverse influencers from various backgrounds to promote the Duolingo x Fortnite collaboration. To regulate pricing, each influencer will be paid $150 per 10,000 followers to post three to five videos across their social media platforms. This pricing metric was decided by industry standards and will be the same for all four influencers. The success of the influencers will be determined by their reach, conversions, and engagement. Although engagement is not the set objective for this tactic, it is vital to analyze consumer responses and attitudes to influencer marketing. The goal for the influencers is to increase brand awareness while producing quality content for the Duolingo x Fortnite collaboration.

Influencer: Ninja

Ninja is a professional gamer, streamer, and YouTuber. He gained popularity through playing Fortnite and is now regarded as one of the most popular Fortnite players in the world. His social media audience matches the demographic for our campaign's target audience. We will utilize Ninja on Discord as well as Twitch and TikTok. He is already present on these platforms and has a large number of views on each post.

Average Twitch Viewers: 16,745
Average Twitch Followers: 19,021,482
Average TikTok Likes: 119.5M
Average TikTok Followers: 10.9M

Price: $285,322.23 (based on Twitch followers)

Influencer: Valkyrae

Valkyrae is a professional YouTuber, streamer, and gamer. She kicked off her professional career on Fortnite. Valkyrae is a highly popular content creator, recently winning the Game Award for "Content Creator of the Year." Additionally, she has remained YouTube's most-watched female gaming streamer since 2020. Valkyrae's demographic lines up with the target audience for our campaign. We will use Valkyrae for Twitch, Instagram, YouTube, and Discord. She has a large presence on these platforms already, which will allow our campaign's content to be seen by a wide audience.

Average Twitch Viewers: 14.8M
Average Twitch Followers: 945K
Average Instagram Followers: 3.5M
Average YouTube Subscribers: 4M

Price: $60,000.00 (based on YouTube followers)

Influencer: AuronPlay

AuronPlay is a Spanish YouTuber and streamer. He is known for his bold personality and comedic background. AuronPlay's audience fits well with our target demographic. Between that and his Spanish roots, he ties in well with our campaign. We will utilize AuronPlay on Twitch, YouTube, Instagram, and TikTok. He has a large social presence on these platforms.

Average Twitch Viewers: 53,111
Average Twitch Followers: 16,148,819
Average YouTube Subscribers: 29.1M
Average Instagram Followers: 18.6M
Average TikTok Followers: 2.2M

Price: $242,232.29

General Recommendations

Implementing Duolingo's features and content into the Fortnite game is our first recommendation. For example, a Duolingo x Fortnite skin would draw attention to the campaign from gamers who may not be present on social media. Duo the Owl could be dressed as a Myths and Mortal character to bring attention to the latest Fortnite chapter.

Our second recommendation is to partner with universities to include Duolingo as an in-class activity. Participation could be rewarded with extra credit in the class as well as in-app rewards.

Developing in-game challenges in Fortnite is our third recommendation. Success in these challenges could be rewarded with exclusive items such as Duolingo x Fortnite merch, in-game rewards, and Duolingo freebies.

Our fourth recommendation is to sponsor two major Fortnite players from across the globe to download Duolingo and learn each other's language. These gamers would play a game together live and be encouraged to speak to the other person in their language. This would show the real-life benefits of a second language within the gaming community.

objective one
STRATEGY TWO:

Utilize unique marketing stunts to promote the featured collaboration.
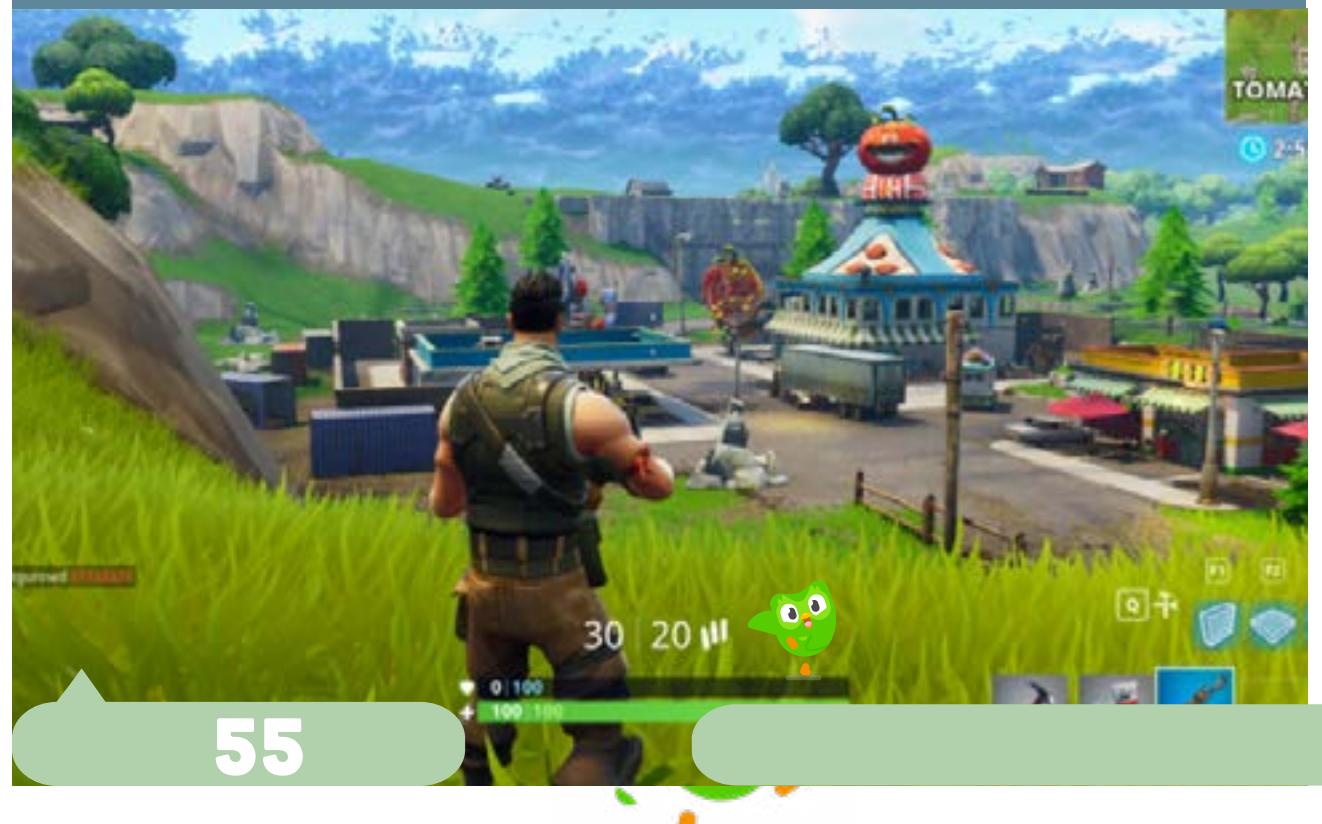
Tactic 1: Guerilla/Experiental Advertising

Strategy for Tactic 1 :
Utilize unique marketing stunts to promote the Duolingo x Fortnite collaboration.

Launching these guerilla marketing tactics will grab the attention of people who might not necessarily be invested in Fortnite or language-learning, but could introduce them to it. Something that is unique could grab the attention of potential consumers. By doing this, we can strengthen and grow both Fortnite and Duolingo's fanbase. This can be achieved by doing some of the following guerilla marketing tactics listed below.

Guerilla marketing is an unconventional marketing stunt or technique designed to capture exposure due to shock value. Guerilla and experiential advertising will be utilized for our campaign to catch the attention of potential consumers.

EXPERIENTAL

Fiberglass Duo Statues
This is a rendering of the Duo fiberglass statue. The statue will be paired alongside some of the interactive kiosks. The beaming green presence of Duo is made to draw crowds closer in curiosity to experience the interactive kiosk course trials using popular gaming vocabulary from Fortnite.

Interactive Touchscreen Kiosk

The interactive kiosk displays feature an in-app trial of the Duolingo course on popular Fortnite terms and phrases. Users will be able to select the language they'd like to try for this demo version when approaching the screen.

OUT-OF-HOME

3D Billboard

After finding the user didn't complete their daily streak, Duo angrily smashes past the phone screen and through the Duolingo and Fortnite 3D billboard in Times Square, NYC.

Bus Wraps

The 3D billboard concept starts as a user opens Duolingo to see they've lost their streak on the mobile app. Red flashes alert the user of this urgency. Cracks begin to smash through the glass phone screen. Duo abruptly emerges through, revealing he's angrily done this with the renowned Fortnite's guided missile. In frustration and disappointment, Duo pops back down, leaving users to see the launching announcement screen.

Duo and the renowned Duolingo characters hop aboard our rendition of the Fortnite Battle Bus on this full bus wrap concept. Reinvisioned to embody Duolingo's simplistic color palette, the balance in design elements of both brands is found additionally in each character holding an item from Fortnite, in order of a Chug Jug, PIckaxe, and V-Buck.

OBJECTIVE TWO

Increase engagement and retention rates amongst users of the app with Duolingo by 25% by the end of August 2025.

STRATEGY ONE:

Create incentives through Fortnite for players to engage in learning different languages in Duolingo.
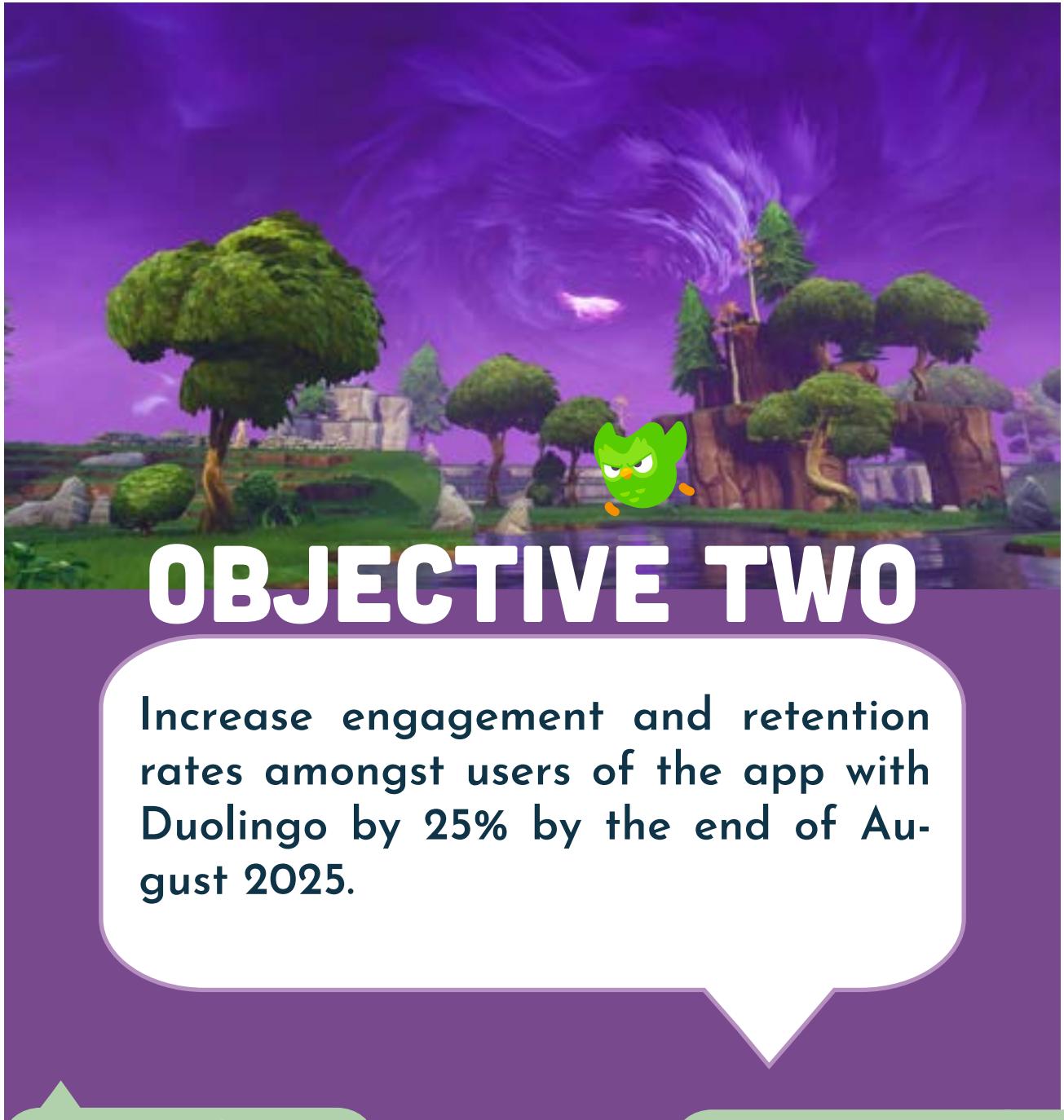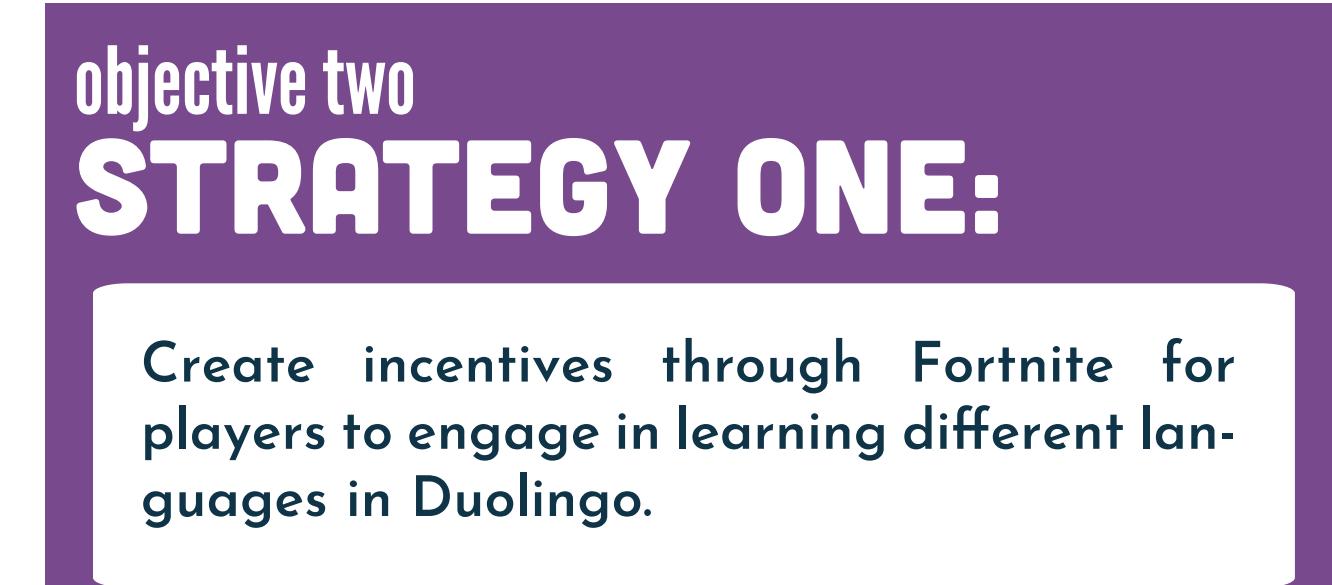
Website Redesign

For this website redesign, the goal was to incorporate elements of both Duolingo and Fortnite to get players involved in the collaboration and feel faithful to both companies. Fortnite's characters, colors, assets, and design language were considered to make the interactable pages feel more interesting to Fortnite players and get them to engage more seamlessly. On the landing page, you can find easy access to the collaboration subpage and the Fortnite characters getting involved in the fun. On the subsequent pages, direct Fortnite assets were combined with existing Duolingo pages and colors to create a fun, new design for the duration of the campaign.

- Fortnite page asset
- link to Epic Games for account linking
- Duolingo green
- Duolingo owl with Fortnite NPC text box

- Fortnite characters
- Fortnite logo integrated into header
- minimal addition to the landing page

- Duolingo quests
- Fortnite quest UI elements used to transform the quest screen
- Fortnite background used in place of original background
- Duolingo owl with Fortnite NPC text box
- Weekly Quests instead of Daily Quests for the collab-specific quests
- Unique quests to the collaboration
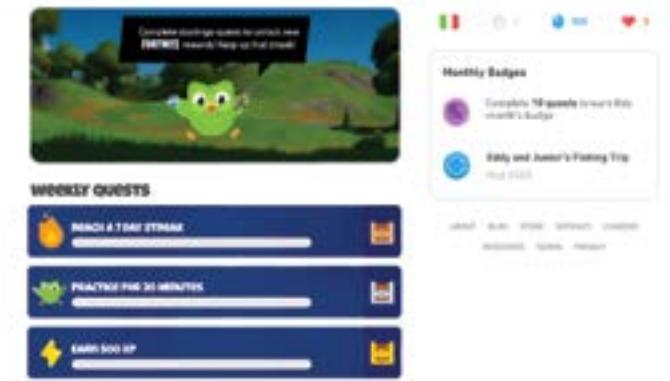
In Game Design

In the style of many previous Fortnite collabs, the Duolingo x Fortnite collaboration will feature a mini battle pass of cosmetic items for players to unlock. Featured in the screenshot above is a sample of various items including a skin, a back bling, a weapon wrap, emotes, and a pickaxe. The skin was completely originally drawn and is designed to fit the "Strong Duo" or "Duo Trainer" motif. The back bling is inspired by the Duo plush that is sold on the Duolingo Store. The pickaxe is a sword Duolingo made for another collaboration, Game of Thrones. The rest is all inspired from the style that duolingo uses in their own art. This, in combination with the accompanying Fortnite and Duolingo quests, would motivate players to begin using Duolingo, stay involved in the app, and continue using the app after the collaboration due to having a streak in the app at this point in time.

These are examples of in-game advertising, haunting users that Duo is everywhere and always watching. It aligns with their social media presence, Duo intimidating users into completing their lessons. It's a part of our map changes to remind Fortnite users of the collaboration as they are playing the game.

This image showcases one of the in-game experiences. Users can talk to a Duo NPC and interact with him by doing short lessons with Duo. This is used to gain familiarity with the character Duo so Fortnite users are comfortable with this Duolingo integration and feel more confident to use the app. Users will be acquainted with the character and the format of learning therefore it will not be a surprise when they start using Duolingo.

Graffiti artwork and tags are common to see in Fortnite. It was essential for us to include aspects of the games that the players are used to and merge our image with in-game characteristics. Users will be reminded of Duolingo and try the app with these reminders.

To enhance and optimize users' language learning opportunities, the Matchmaking Region service will automatically place users on a Fortnite server with other players who are practicing or fluent in the chosen language. This way, when utilizing spoken or typed chat options, everyone can effectively communicate and put the skills they're refining in Duolingo to use toward the game and beyond.

The Map change is a huge thing for Fornite collabs. They change the map each season and it is a big event for users. Our map changes with the different languages people can learn on Duolingo. When the map is released it will be a fun teaser between Duolingo and Fortnite.

This is a poster to announce the collaboration with Fortnite and Duolingo. This image is intense and has the character of Fortnite so the style is recognizable to Fortnite users. The goal was to spark more interest from Fortnite fans and give Duo a cooler appearance.

The Storm in Fortnite, a dooming, all-consuming ring that closes in on players increasingly throughout the game, is turned from its original purple shade to green in an ode to the collaboration with Duolingo.

Amplifying the prioritization on emphasizing language learning through the campaign, players on Fortnite can note a customized feature that translates items found throughout the game into the language of the server they've chosen. Additionally, the iconic Duolingo narration voice pronounces the term aloud and can be repeated by selecting the speaker icon beside the speech bubble that initially appears.

objective two
STRATEGY TWO:

Brand ambassadors and social media engagement will be utilized to connect with the target audience on common outlets.

Tactic 1: Social Media Marketing Plan

Strategy for Tactic 1:
Frequently post organic content to each of our social platforms that encourage engagement and viewer response.

Social Media Goals: Increase engagement
During our campaign, we will encourage people to share their experiences with Duolingo's guerilla marketing stunts on social media. This includes the battle bus, interactive elements in game conventions, and our 3D billboard. During the duration of our campaign, we will actively build a community through our social media accounts.

**Strategy for managing Social Media Platforms:**

Discord: promote competitiveness and challenges via brand ambassadors on discord

Instagram: On Instagram, we will post a reel compilation of Jetly vs Kayla Sommerset playing Fortnite. Since Jetly is bilingual, we will encourage Jetly and Kayla to speak to each other in the other person's first language while using Duolingo to communicate more effectively. We will also encourage people to share their own Duolingo X Fortnite experience with the hashtag #Duonite.
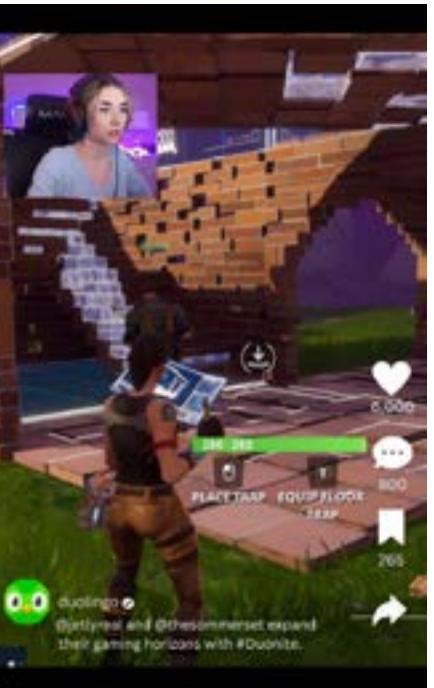
TikTok: On TikTok, we will create videos of two of our brand ambassadors, Jetly vs Kayla Sommerset, playing Fortnite. This will be posted on TikTok, as well as Instagram and YouTube. We will encourage people to share their own experience with Duolingo X Fortnite with the hashtag #Duonite.
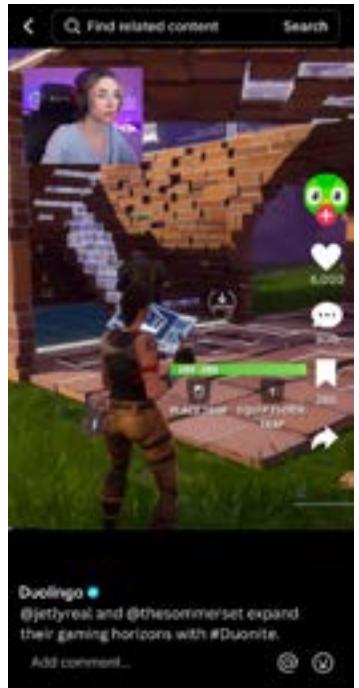
Twitch: On Twitch, we will put a large focus on SypherPK who is out final brand ambassador. He will play Fortnite and stream via Twitch all sponsored by Duolingo.

Content Tactics:

TikTok: During the duration of our campaign, we will post TikTok trends featuring Duo the Owl. We will also post videos that star Duo dressed as a Fortnite character completing Fortnite objectives. We will utilize our influencers and brand ambassadors on TikTok to generate engagement. Our TikTok videos will be cross-posted to Instagram and will use the hashtag #Duonite.

Instagram: On Instagram, we will post memes, reels, and images of Duo dressed as Fortnite characters. In the beginning of our campaign, we will heavily focus on posting announcements on the partnership between Duolingo and Fortnite. We will be cross-posting content from Instagram as well as utilizing our influencers and brand ambassadors.

Youtube: On YouTube, we will focus on challenge-style videos.

Tactic 2: Challenge Style Videos

Challenge-style video series published to YouTube, also formatted to Instagram and TikTok, that feature users putting their language skills to use (e.x. Mr. Beast and The Amazing Race).videos of people in a foreign country speaking the language

Concept: The concept of the challenge video will result in users interacting with the brand collaboration. The video would feature a narrator introducing a person to a challenge that they can do to have a chance at having their item featured in the Fortnite game. Users will be challenged to do a "Duo-dance" and upload it to social media. A winner will be chosen and that dance will be available to use in the game for some time.

Hashtags: Hashtags that get users to interact would include, #Duonite, popular gaming/Fortnite hashtags, and popular language learning hashtags.

Tactic 3: Brand Ambassadors

Strategy for Tactic 3:
Our expectations and goals for our brand ambassadors: We expect our brand ambassadors to be friendly to all and promote diversity in multiple ways. By either being bilingual or being involved with Fortnite and foreign culture in some way, we hope that these brand ambassadors will convey the purpose of this campaign best.

SypherPK
Who are they: SypherPK is a gamer and streamer who is known for playing Fortnite online. He is an American streamer, however, his fan base spans much outside of the United States.
Brand Image:
Audience Demographic: His audience tends to be on the younger side and primarily male. They enjoy playing action-packed games.
Social Media stats: SypherPK is most popular among video platforms like YouTube and Twitch.
Reason for making them a brand ambassador: SypherPK would make a good brand ambassador for the campaign because he is one of the biggest American family-friendly Fortnite players. He is very popular with youth and he collaborates with other streamers from all around the world regularly.

Kayla Sommerset
Who are they: Kyla Sommerset is another American YouTuber and streamer. She plays Fortnite but has a vastly different target audience than the previous brand ambassador, SypherPK.
Brand Image
Audience Demographic: Sommerset has an audience that mainly consists of younger females.
Social Media stats: Kayla Sommerset is very popular on Instagram, YouTube, and Twitch.
Instagram: 175k followers
Youtube: 418k subscribers
Twitch: 1.8 million followers
Reason for making them a brand ambassador: Making Somerset an ambassador will make the campaign more impactful for young girls who have an interest in Fortnite and learning a language.

Jelty
Who are they: Jelty is a Spanish YouTuber and streamer who mainly plays on Fortnite. He collaborates with other Spanish Youtubers and has a wide audience of Spanish speakers. He also speaks English, making him bilingual.
Brand Image
Audience Demographic: Jelty's audience is Spanish-speaking youth, both male and female.
Social Media stats: Jetly has a large audience on Instagram, YouTube, and Twitch.
Instagram: 648k followers
YouTube: 1.2 million subscribers
Twitch: 3 million followers
Reason for making them a brand ambassador: Jelty would work well for this campaign because Spanish is one of the most commonly spoken languages around the world. He also is popular among both English and Spanish children around the globe.

Tactic 4: Videos

Strategy for Tactic 4:
Utilize videos to increase engagement.

Video 1

This video features a player playing Fortnite online with a Duo partner who does not speak the same language as him. Both players begin to get annoyed and the player that we can see begins to lash out. A Duolingo advertisement displays on his phone before he swipes away the entire phone. Duo is not pleased by this and menacingly appears behind the player. This video plays into the comedic nature of Duo being aggressive and threatening while also highlighting the advantages for online play of learning another language.

Video 2

Duo can be seen around campus doing the popular Fortnite emote the "Griddy" around the UNF campus coming in from the right side of the screen and leaving off of the left side of the screen while the audio fades in and out with him. This instantly recognizable dance is a fun and entertaining connection between the two brands that becomes an easily shareable social media video.

Tactic 5: Contest on Twitter

Video 3
Duo can be seen playing Fortnite and finishing a match with a victory royale. After he wins, he does an iconic Fortnite emote "Dance Moves" which is more commonly known as doing the "Default Dance". This continues to play into the comedic and shareable short-form content that Duolingo is well known for.

Video 4
This video features the player from the first video being prompted by Duo to complete a selection of quests to learn a new language and prove himself worthy. He does physical exercise, learns Spanish Fortnite terms, and inter-acts with Duo. This is a fun "training montage" type story video that becomes a longer, more engaging social media piece and plays into the Battle Pass and quest format of both platforms in a more physical way.

Strategy 5:
Create competitions within the Duolingo and Fortnite community to win rewards.

On Twitter, we will host contests regularly. Our first contest will see who can get the highest score on Duolingo within a certain time. The winner will be awarded a Duo x Fortnite exclusive item. Our competitions will promote learning. More lessons and objectives completed means more power-ups and promotions you can obtain within Fortnite. We will also heavily focus on Duolingo's competitive league where you can rank up and earn perks for the amount of lessons or time spent learning languages.
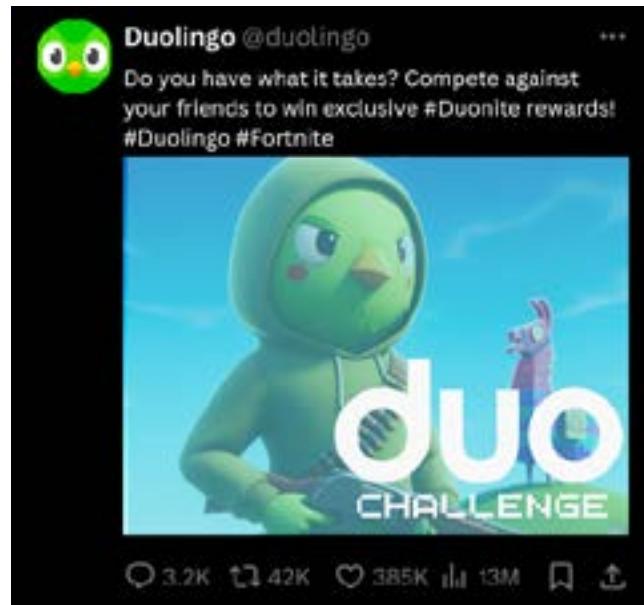
BUDGET

Total Budget: $2 million

Celebrity Endorsement: $500,000

Walker Scobell, rising young male actor
$500,000

Brand Ambassador: $400,000

Jelty- $120,000
Paid ads on Instagram, YouTube, and
Twitch
Sommerset- $125,000
Paid ads on Instagram, YouTube, and
Twitch
SypherPK- $155,000
Paid ads on YouTube and Twitch

Influencer Partnerships: $40,000

Ninja- $17,000
30posts between TikTok, Twitch, and
Discord
Valkyrae- $11,500
20 posts between Twitch, Instagram,
YouTube, and Discord

AuronPlay- $11,500
30 posts between Twitch, YouTube, Ins-
tagram, and TikTok
Boosted Ads- (Additional money)

3D billboards: $30,000

Quantity: 2
Price- $15,000/month

Bus wraps: $40,000

Quantity: 4
Price- $10,000
Fiberglass statues: $7,199.99

(*WITHOUT SHIPPING*) TBA
Quantity: 4
Price: $1,799.99
Interactive touchscreen kiosks: $24,000

Quantity: 8
Price: $3,000

Total Budget Spent:
$ TBA ($1,041,199.99)

TIMELINE

MAY
-Campaign announcements on all
social media platforms
-Launch Ninja partnership
-Announce presence at upcoming
gaming convention
-Launch Walker Scobel collabora-
tion
-Guerilla Marketing Stunt Teaser
5/01 - 05/30
    3D billboard (Times Square,
    NYC)
    3D billboard (Tokyo, Japan)
-(Start) 5/01 Guerilla Marketing
Stunt
    bus wrap (Mexico City, Mexi
    co)
    bus wrap (London, UK)
    bus wrap (Sao Paulo, Brazil)

JUNE
-Launch Valkyrae partnership
-Announce SypherPK partnership
-Kick-off Duolingo X Fortnite com-
petition
-Guerilla Marketing stunt
    6/07 Summer Gamefest (Los
    Angeles, CA)
        interactive kiosk
        fiberglass statue
    6/26 - 6/30 Gaming Con
    Latam (Sao Paulo, Brazil)
        interactive kiosk
    6/29 - 6/30 TwitchCon (Rot
    terdam, Netherlands)
        interactive kiosk

TIMELINE

JULY

-Launch AuronPlay collaboration
-Launch Kayla Sommerset partnership
-Launch Jetly partnership
-Guerilla Marketing stunt
      7/25 - 28 Comic Con (San Diego, CA)
            interactive kiosk
            statue
      7/01 End of Guerilla Marketing
            bus wrap (Mexico City, Mexico)
            bus wrap (London, UK)
            bus wrap (Sao Paulo, Brazil)

AUGUST

Tease presence in season 3 of Invincible on Amazon Prime

EVALUATIONS

Objective 1: Increase the brand awareness of Duolingo to the target market, Fortnite players, by 25% by the end of August 2025.

We will evaluate the success of our objective by
issuing a survey to both Duolingo and Fortnite players (similar to the one administered primary research survey)
monitoring social media accounts through built-in analytic features that tracks likes, shares, and engagement throughout the campaign.

Objective 2: Increase engagement and retention rates amongst users of the app with Duolingo by 25% by the end of August 2025.

We will evaluate the success of our objective by
connecting Google Analytics to the Duolingo website to track traffic and engagement of clicks and viewer demographics
Monitor engagement rates from influencer partnerships: Ninja, Valkyrae, AuronPlay. This would show if users are participating in the Duolingo x Fortnite collaboration.

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