

DUOLINGO | YOUNG ONES 2024 BRIEF

CHALLENGE

Duolingo knows the hardest part of learning anything is staying motivated. But, every learner has different motivations and interests. We're looking to engage unique superfan groups in order to drive earned media that will inspire people to start and continue learning with us.

Your challenge is to get Gen Z and millennials to sign up to learn with Duolingo by creating a buzzworthy idea that taps into their fandoms and help them get more out of what they love.

AUDIENCE

Broad Target: Anyone on the globe between the ages of 16-34.

Specific Target: The exact target audience is up to you, but you should identify a core consumer group that is relevant to the Duolingo brand and by whom engaging could create a halo effect with our wider audience. The audience should have a strong passion for their specific fandom and be active in their respective communities. These individuals are likely to be highly engaged in social media and enjoy sharing content that relates to their interests, making them perfect candidates to spread the word about Duolingo in a genuine manner.

BACKGROUND

Duolingo is the world's #1 education app used by hundreds of millions of learners around the world. Our mission is to make learning accessible to everyone for free, no matter who they are. While our mission is serious, we believe the best way to achieve it is through fun. From our gamified product to our TikTok account featuring Duo the Owl, we keep our brand quirky and fun through all touchpoints.

Duolingo has a history of successful brand marketing moments that connect with specific fandoms and communities, such as Game of Thrones viewers, Roblox gamers, anime enthusiasts ("otaku"), Taylor Swift fans ("swifties") and reality-TV addicts. These activations have shown higher reach and better results by tapping into the passion and dedication of these audiences.

Now, we're looking to engage with even more distinct fan groups by unlocking your unique obsessions. We encourage you to reflect on how your personal experiences, interests, and fandoms you belong to can open up creative opportunities for our brand. Think beyond general categories like

“music” or “gaming” or “sports” and into devoted subgroups like Blackpink’s “Blinks” or hardcore FIFA video game fans.

CONSIDERATIONS

- Avoid ideas that rely on us developing new courses or altering our app. Consider this as an opportunity to develop something in your full control.
- Our brand tone is quirky, playful, and subversive—even when we speak to something more serious, we approach it with a bit of humor and fun.
- We highly recommend incorporating our iconic mascot Duo the Owl into your idea somehow, even if he is not the main element.
- Your idea should be big, unique, and attention-seeking with the ability to span across multiple channels and executions.
- Steer away from traditional paid media placements and instead focus on creating an unexpected stunt, piece of content, product, experience, or something else that will inspire fans to share it with others.
- Ensure the work resonates with the specific fandom community and feels authentic to their interests and values.

ADDITIONAL RESOURCES

For examples on how Duolingo has driven earned media by connecting with passionate communities in the past, please review the following campaigns:

- [Duolingo | High Valyrian Lessons](#)
- [Duolingo | Tattoo Duo Over](#)
- [Duolingo | Yiddish for Bagel](#)
- [Duolingo x Crunchyroll](#)
- [TikTok about speaking Hindi](#)

For others examples of Duolingo’s marketing voice and visual identity, we also recommend checking out our various social channels:

- [Duolingo on TikTok](#)
- [Duolingo on Twitter](#)
- [Duolingo on Instagram](#)
- [Duolingo on YouTube](#)

To view guidelines for brand colors, illustration, identity, and more—please visit the site below:

- [Design.Duolingo.com](https://design.duolingo.com)