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MARKETING SOLUTION

DIGITIZATION INITIATIVE **“GO! SCHULE MORGEN”**

BASICS

APPROACH:

What can the future school look like and how can the digital transformation of education be designed in a sustainable and holistic way?

INITIATORS:

Acer, Intel, Bechtle and Heise Medien

SPECIAL FEATURE:

For the first time Heise Medien makes its appearance by name in such a cooperation.

PARTNERSHIP AT EYE LEVEL:

Concept developed in close cooperation with customers.

PATRONAGE:

Dr. Gerd Landsberg,
Chief Executive of the German Association of Towns and Municipalities

BASICS

PURPOSE

- Create awareness for the topic in society in order to drive the digitization of schools
- Perception in a highly relevant social topic
- Reach and presence in the topic „schools of the future“
- Sustainable guidance for change

IDEA:

- Own topic channel on heise online, flanked by Heise's high-quality journalism and distribution via the Heise community.
= high awareness, credibility and reach
- Creation of own partnership logo and corporate design for the campaign

HOW TO

COMMUNICATION MODULES

CONTENT heise online

- Education hub
- Competition of ideas
- 4 Podcasts

LEAD GENERATION heise online

- Live webcast

RESEARCH

- Brand Uplift Study



INTERNAL / EXTERNAL RANGE EXTENSION

- Print c't ads
- Stand alone newsletter
- heise online Daily Newsletter Sponsoring
- Newsletter Make Education
- Press releases / Heise publishing news
- External journals
- Bannering in the heise online network
- Social media

HOW TO

The initiative centered on the „**Go! Schule Morgen**“ platform as an interactive element, integrated into the top topics on heise online.

Here, renowned experts published background articles, interviews and short news items, supplemented by contributions from c't, Telepolis and heise online.

At the same time innovative, high-reach special advertising formats were rolled out to accompany this, plus 4 podcasts and a live webcast discussion with lead generation on the topic of digital education.

Ads, social media postings, and a media reach extension in the public sector were used as additional forms of advertising.

In the „**What could the school of the future look like?**“ ideas competition, schools submitted their ideas and could win 3 ready-to-use teaching packages for technology-integrated teaching in the classroom.

A Research-BrandUpLift Study to test the advertising impact rounded off the thematic cooperation.



BENEFITS

SCHOOL & IT

Occupation of a socially highly relevant topic

CURRENTLY ONE OF THE MOST IMPORTANT TOPICS EVER

exclusively occupied by Heise from Acer, Intel, Bechtle

FULL SERVICE OFFER

with a high degree of individualization

STRONG MEDIA BRANDS

as credible sponsors / partners

IN CONTENT

driven campaign

INCREASE sale and awareness

IMMENSE RANGE PUSH

around 8 million unique users in the heise online network and around 1 million reach with c't

ACCESS to new and to the existing target groups

acer

intel



Heise Medien

GO
SCHOOL
Acer | Heise | Bechtle

CONTACT

GO! 
SCHULE MORGEN
Acer | Heise Medien | Bechtle | Intel



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