



**VIETNAM TRENDSPOTTING REPORT
LEARNING ENGLISH IN THE DIGITAL ERA:
A New Force Is Ready To Take Over**

Long Story Short

Alongside the objective factor that the booming era of globalization has encouraged Vietnamese people to study English, it's impossible to ignore a notable subjective motivation is that the fluency in English can somehow help boost our self-esteem, make us feel "cooler" and of course, receive admiration from everybody for being a language master.

Money-saving learning methods are preferred by Vietnamese people when deciding to self-study English. Any platforms that can provide free of charge basic packages and premium advanced ones can attract more new users.

Learners seem to be more active during their learning process if apps developers can exploit their inner frenzy of taking on competitions while studying as a way to prove themselves. Summarizing leaderboards, accumulating daily log-in bonuses, rewarding badges/medals, etc. are common features available on popular apps.

Wise choices of KOLs can also bring satisfying results in approaching potential customers and promoting brand awareness, especially for "new players" who have just entered this competitive market.



Highly Advantageous in Globalisation Era

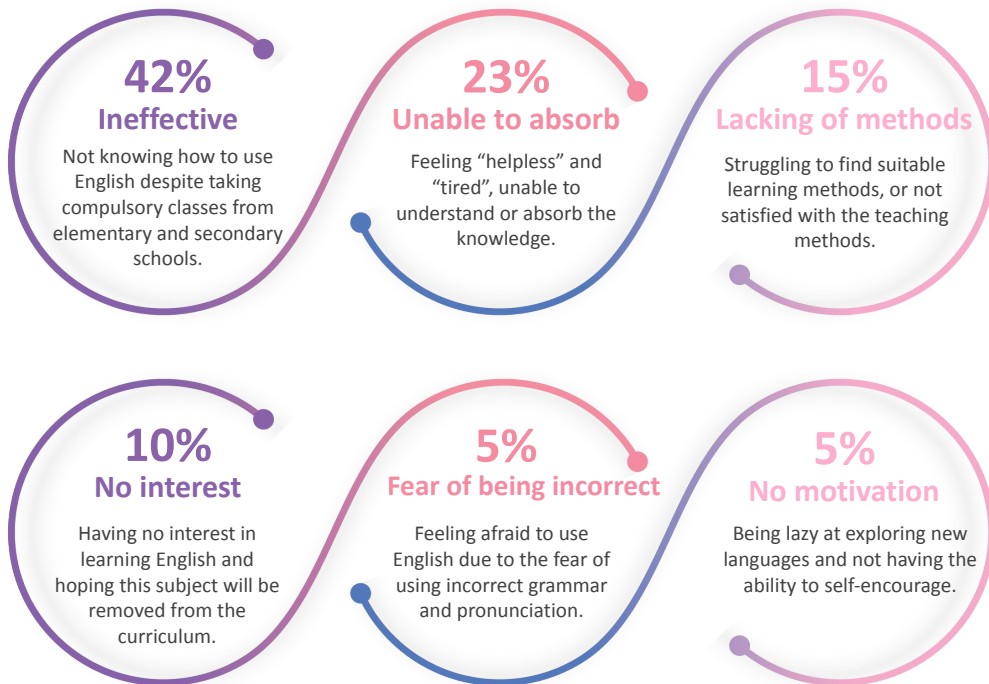
Amongst Over 7,000 Languages, Why English?



Learning English is believed to be highly advantageous for people to achieve personal goals and escalate competitiveness and promotion opportunities at work, especially in this globalization era. Furthermore, it's significant to recognize that fluency in English also helps people boost their self-esteem, makes them feel "cooler", and, of course, receive admiration from everybody for being a language master.



The Consumption-Ready Advantages



According to a report on the English proficiency index from EF Education First published at the end of 2020, Vietnam ranked 65th out of 100 countries that do not use English as mother tongue and ranked 13th out of 24 countries in Asia.

The above "modest" result comes from many hurdles in Vietnamese people's English learning journey. A 42% of those asked point out that they are "blind" in English even though they have compulsorily studied it for a very long time.

"Unable to absorb knowledge" and "lacking methods" are two factors that often appear in parallel. In addition, "No interest", "No motivation" and "Fear of being incorrect" are other barriers sparking from learners' negative attitudes towards exploring new languages.



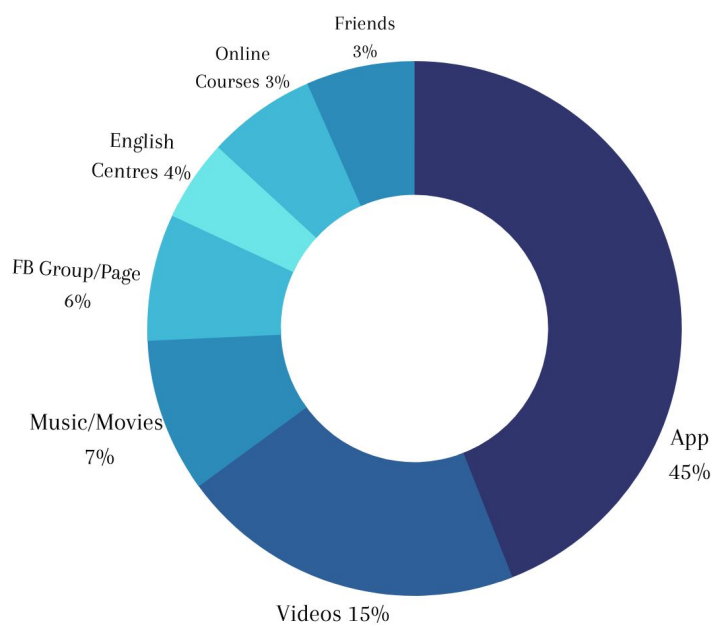
Learning English By Apps Gradually Becoming A New Trend



Smartphones have gradually become an inseparable object of modern Vietnamese people, which has resulted in creating a new trend in learning English - apps installed on smartphones.

As one of the most flourishing platforms, Youtube contains tons of videos that people can utilize to the fullest for learning, especially the TED Talks series.

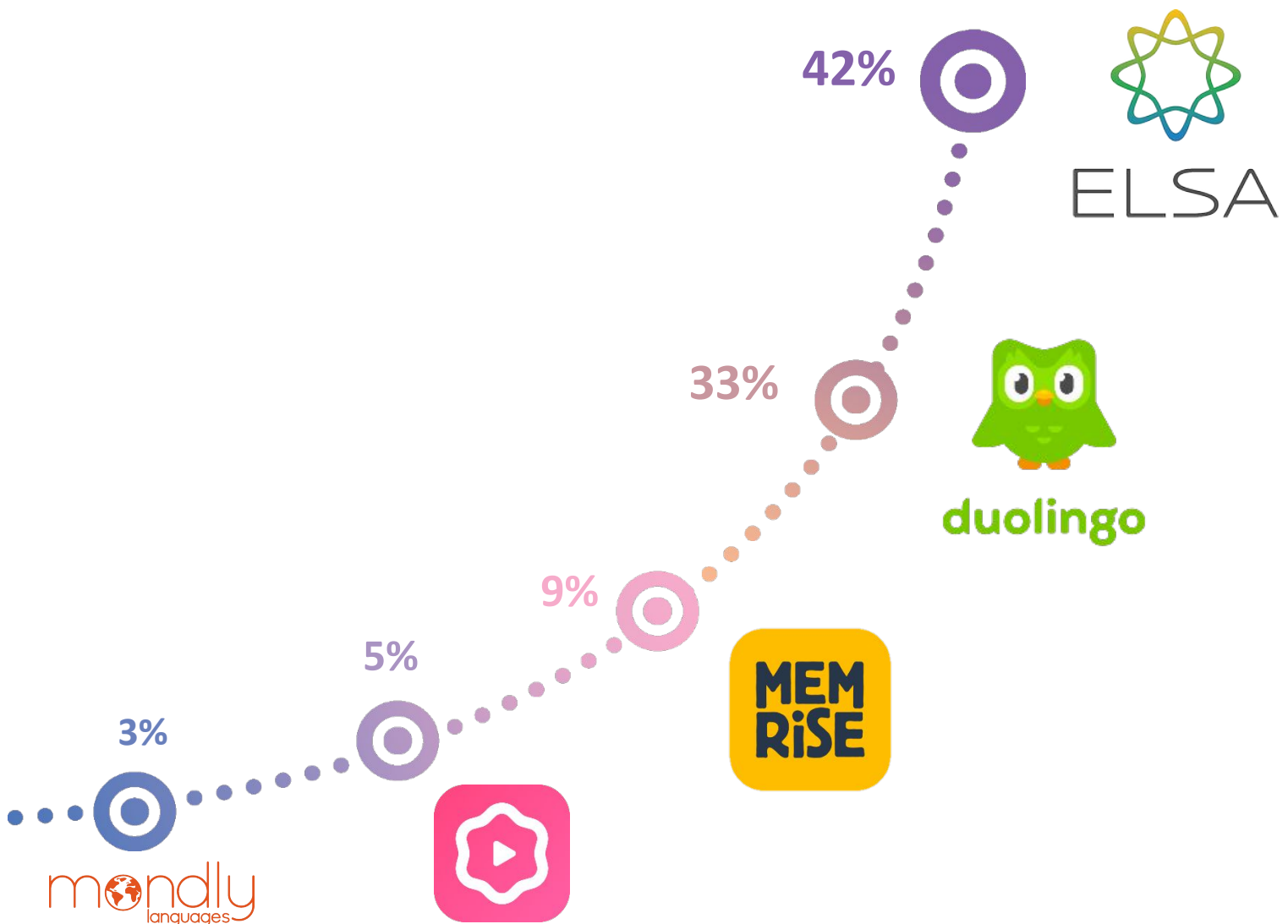
Learning methods and direct interaction with teachers are the factors that help English language centers stand out in comparison with online courses.



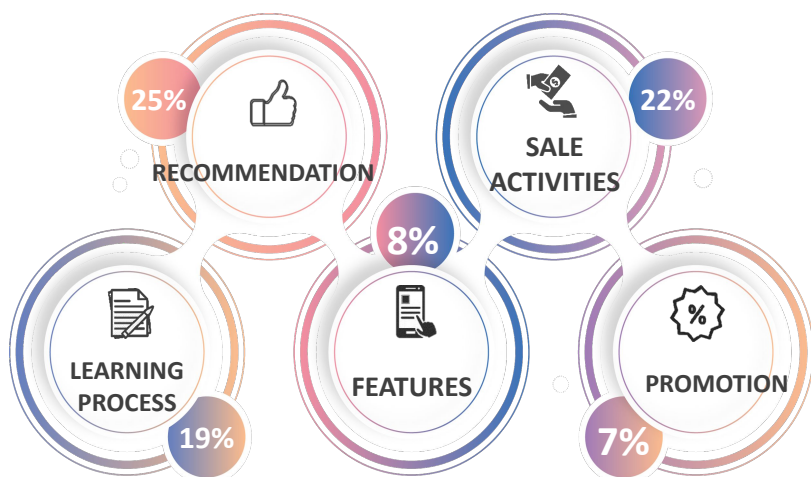
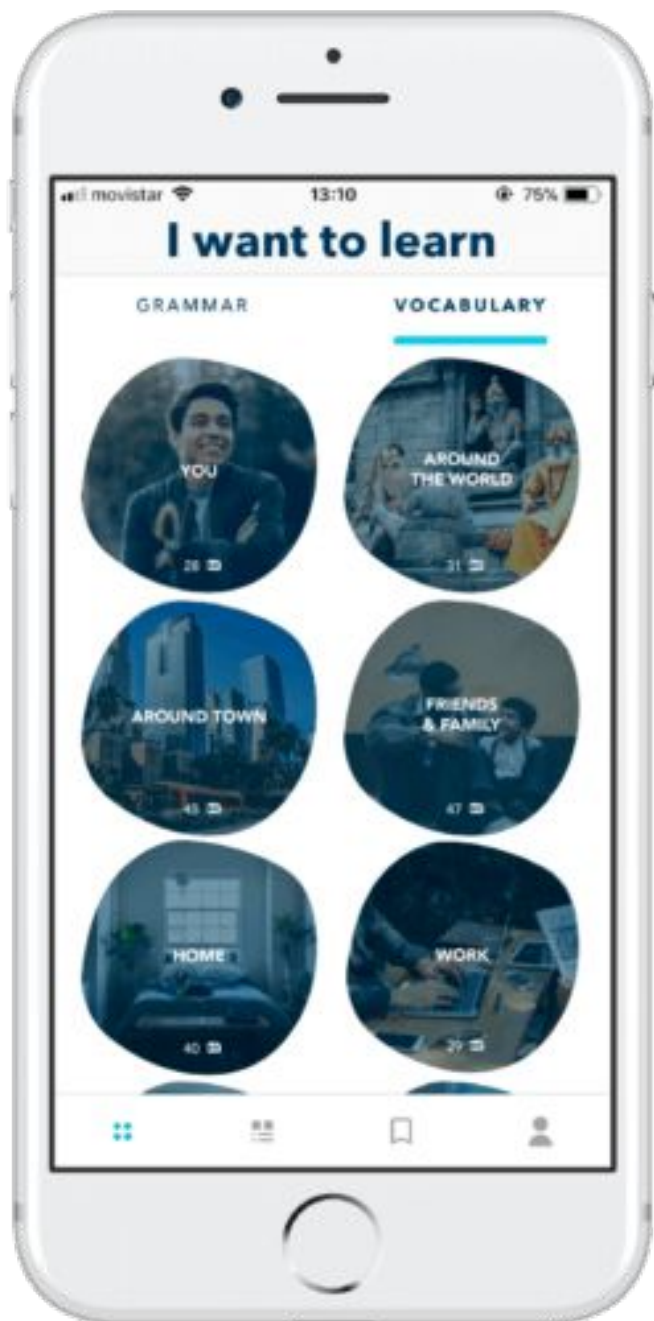
Who Took The Best Seats in The Room?

Among tons of English learning apps developed by foreign countries, ELSA (English Language Speech Assistant) - the fast-growing app co-founded by Vietnamese businesswoman Van Dinh Hong Vu and engineer Xavier Anguera has created a huge impression towards the English learner community.

However, in terms of downloads, "new player" ELSA has the lowest performance in the top 5 apps, with over 5 million downloads. Meanwhile, Duolingo has reached over 100 million, Cake with over 50 million, Memrise and Mondly over 10 million (calculated on Google Play).



What Helped These Apps Stand Out From The Rest?



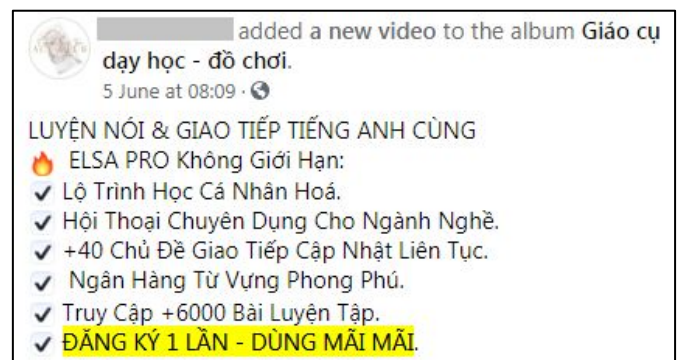
The three apps all have their sublime features, with ELSA's A.I technology, Duolingo and Memrise's "feel like playing games" learning methods, etc.

Owing to the above highlights, these apps are frequently named in top lists of Vietnam's most effective English learning apps. This fact has also led to an exciting competition on promotion activities, registration services and account activation within the top 3 brands.

Duolingo and Memrise students are very active in sharing their learning experience and in-app achievements regarding the most shared contents. Meanwhile, due to being a paid app, ELSA users often have organic discussions on promotion campaigns.

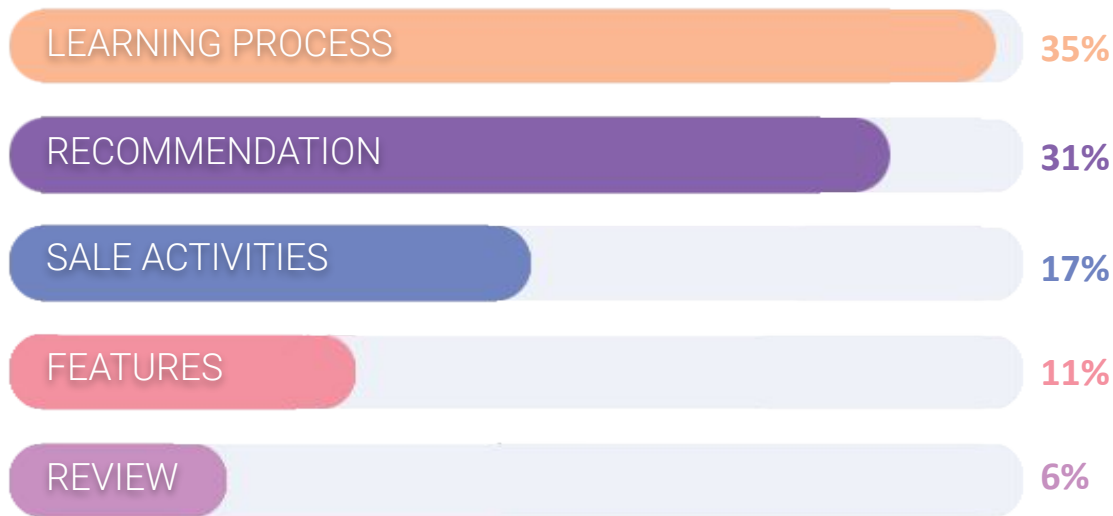
ELSA - Taking The Lead With Smart Moves

- ELSA has a various account packages (from 1 month to lifetime), yet registration and upgrading procedures are not really simple. Because of that, business support services appear to help fill the gap.
- Promotions are conducted quite often by both ELSA and its payment partners.
- Not only being mentioned in “top list” posts, but ELSA also receives positive reviews from those who have experienced its courses.



- Additionally, ELSA vouchers are often used as give-away gifts in partners’ promotional activities. In particular, Elsa is trusted by well-known English centers such as Speak Up, YOLA, ACET, IELTS IDP Education or education organizations such as Vietnam Digital 4.0 Launchpad program, Hue University, etc.
- Notably, ELSA has invited superstar Son Tung M-TP to be the ambassador for the brand since August 2020. This cooperation has successfully attracted a huge attention and gained enormous support from the community up to now.
- The above highlights are the most prominent points of ELSA compared to the competitors.

Duolingo And Its Special Offer: Personal Triumph



- Besides the innovative interface that makes learners feel like they are playing games while studying, Duolingo also allows them to interact and follow their friends. This thereby has been stimulating the competition amongst students through points, badges and leaderboards. Students mostly share about the process of "racing to the top" of Duolingo.
- Duolingo still has Duolingo Plus package with the outstanding feature of not inserting ads and learning offline. Packages are posted for sale on Facebook.



duolingo


**The world's most popular way
to learn a language**

Memrise And Its Unique “Spaced Repetition” Method





Developed by Ed Cooke, a worldwide renowned memory coach, Memrise is recommended for those who need to master vocabulary quickly thanks to its unique “Spaced Repetition” method.

Like Duolingo, Memrise's learning method also combines playing and learning, stimulating competition in weekly and monthly rankings.


 Khoa Hệ Thống Thông Tin Quản Lý - BUH
12 May at 20:00 · 🌐

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MUỘN RỒI MÀ SAO CÒN CHƯA BIẾT ĐẾN CÁCH HỌC NGOẠI NGỮ NÀY

 [MEMRISE] 

- ✓ Một ứng dụng chuyên dành cho việc học ngôn ngữ, trong đó có tiếng Anh.
- ✓ Memrise giúp chúng ta tiếp thu ngôn ngữ một cách tự nhiên và hiệu quả.
- ✓ Phương pháp truyền tải khoa học, hợp lý giúp người học nhớ từ vựng lâu.
- ✓ Kết hợp giữa học và chơi không gây nhàm chán.
- ✓ Mang tới nhiều phương pháp rèn luyện mới lạ và nhận được phản hồi rất tích cực từ người dùng.

 **Còn chờ gì nữa mà không tải Memrise về và học ngay thôi nào!**

In addition to the free package, Memrise also offers Memrise Pro with more lessons, an unlimited number of flashcards and Chatbots to help cultivate language reflexes.



Personalised Syllabus



PERSONALIZE LEARNERS' SYLLABUSES BASED ON THEIR LEVELS ALONG WITH ACCOMPANYING AND PROVIDING PROPER SUPPORT.

Elsa is highly appreciated thanks to its entrance tests and personal syllabuses designed to suit different levels. Meanwhile, most other English apps provide solid programs and apply them to everyone at all starting points. This can make intermediate users feel wearisome when they have to start all over again with basic lessons.



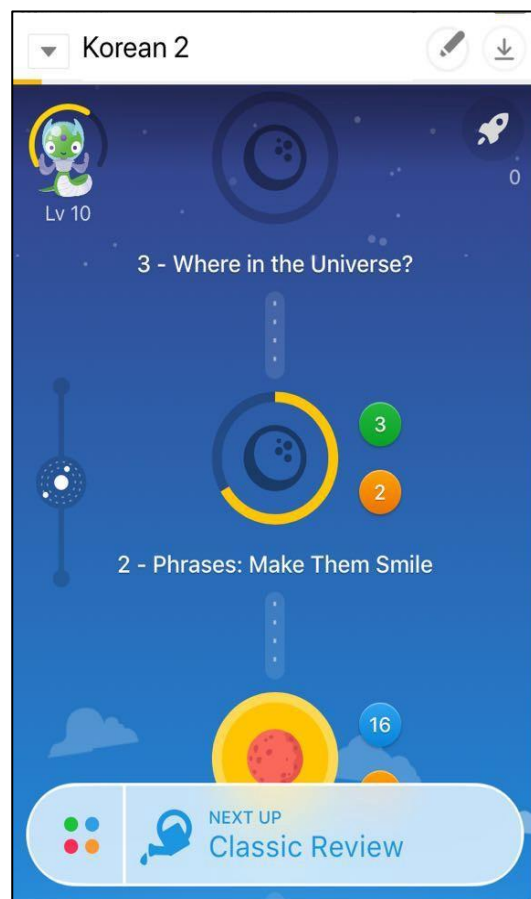
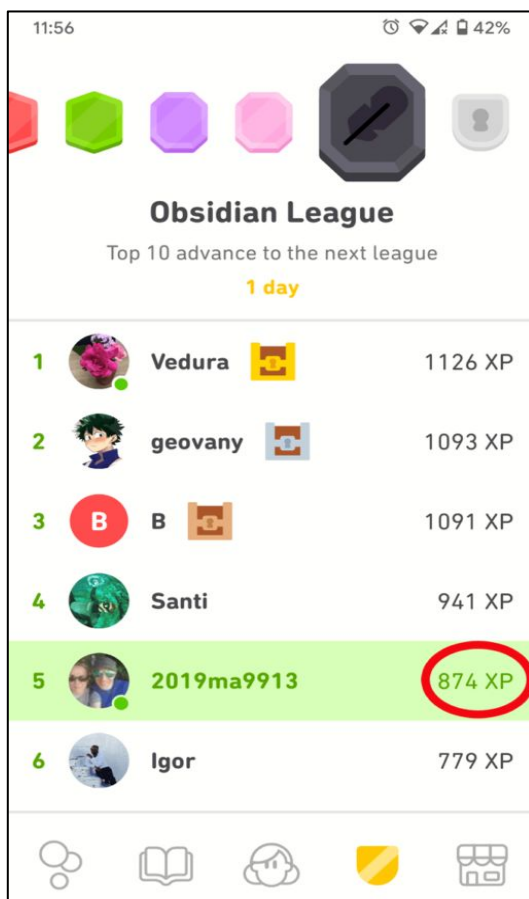
The Joys of Learning

DIVERSIFY AND APPLY SCIENTIFIC BASIS IN LEARNING METHODS TO AVOID MAKING USERS FEEL TEDIOUS WHILE LEARNING.

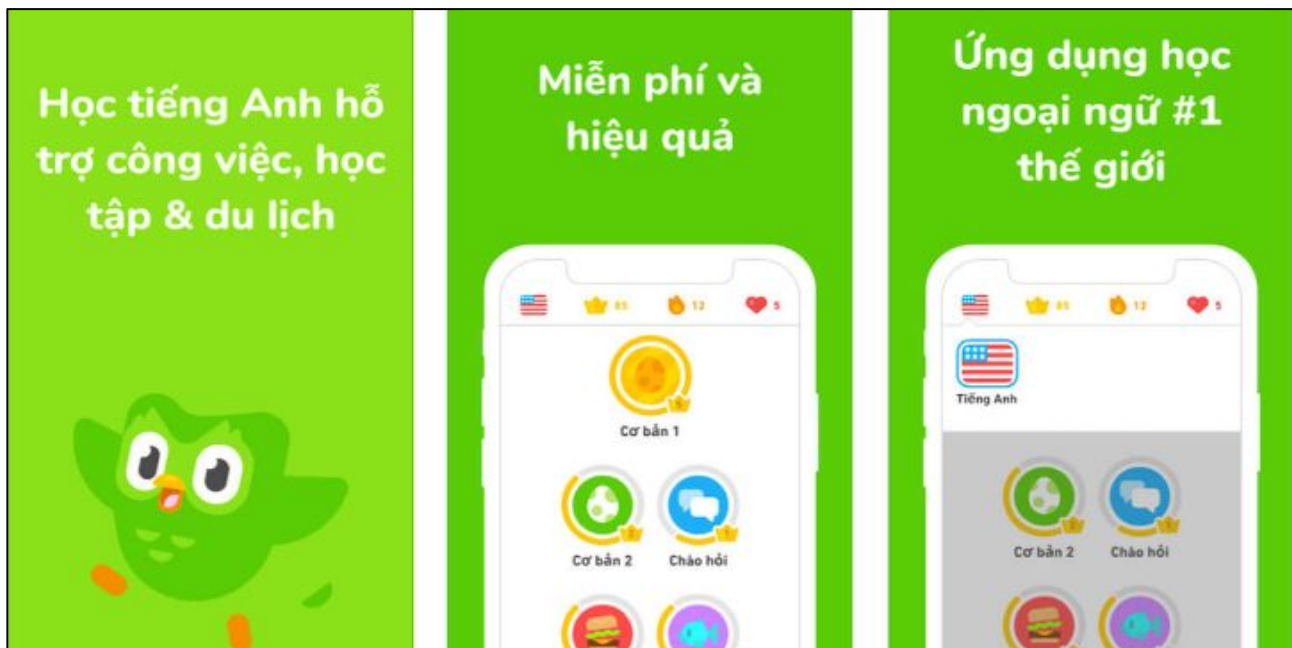
Duolingo stands out with its ability to encourage self-study spirit of learners through competition within the app.

Memrise is a good candidate for users concentrating on mastering vocabulary owing to its unique “Spaced Repetition” method.

Both apps are making users feel like playing games while learning via friendly and entertaining interfaces.

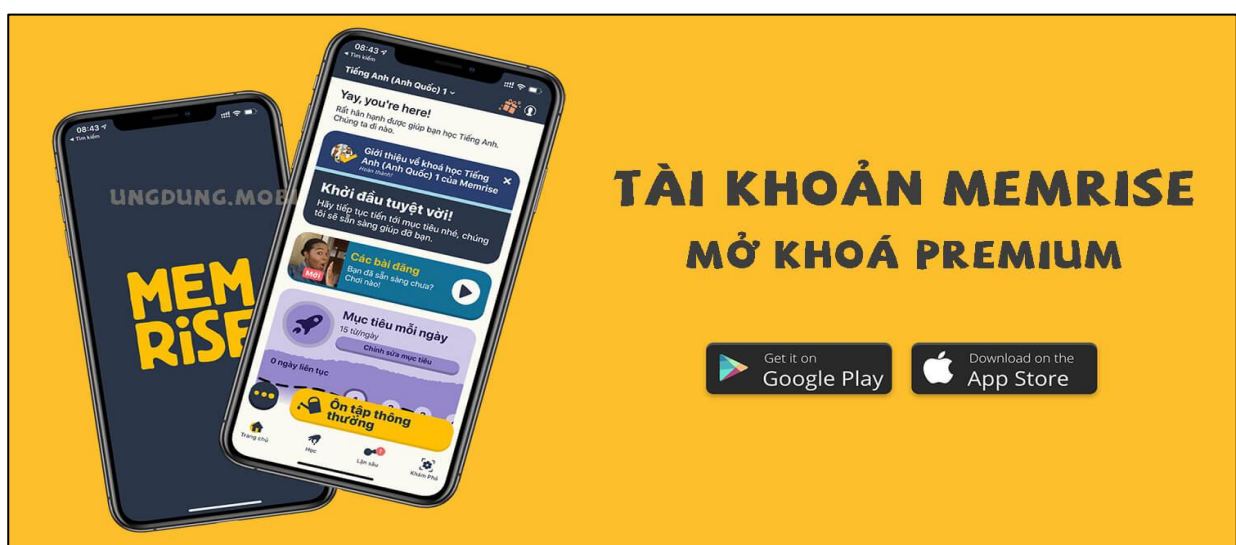


Resolve Cost-Related Concerns



**PROVIDE FREE OF CHARGE PACKAGES TO APPROACH MORE USERS
PAVING THE WAY FOR LATER PREMIUM UPGRADES.**

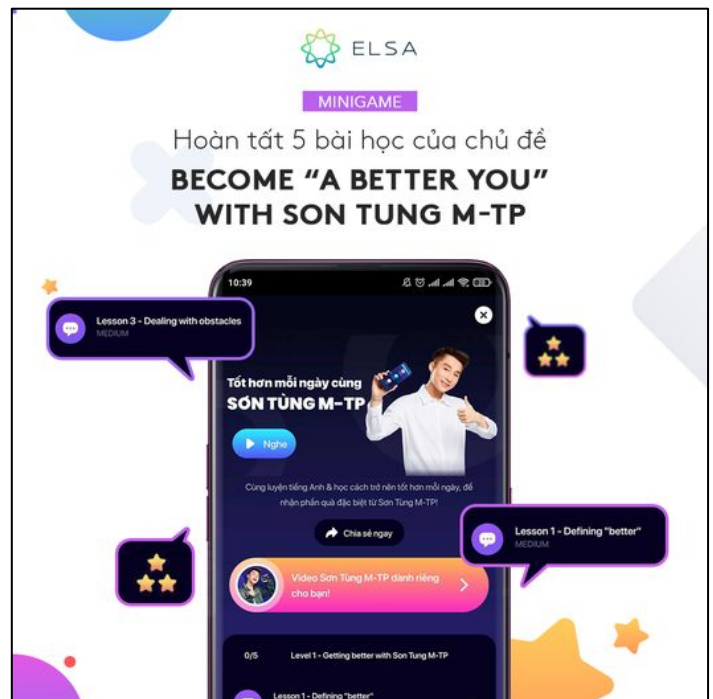
Duolingo and Memrise simultaneously provide free of charge packages and introduce various unique features in premium ones. This can both facilitate learning experiences for users and persuade them to upgrade their accounts later.



BE WISE IN LEVERAGING KOL'S INFLUENCE

PICKING THE RIGHT KOLS AND LEVERAGING THEIR INFLUENCE TO ACCELERATE THE APPROACH TOWARDS YOUNG LEARNERS.

Elsa has successfully generated sensational attention when having Sơn Tùng M-TP as brand ambassador. He is a musical superstar and is a proper choice of KOL for the young generation - ELSA's target audience. Thanks to his enormous influence, Sơn Tùng has significantly contributed to the discussion of ELSA on social platforms, such as Facebook, Youtube, and Twitter.





Please do not hesitate to get in touch with us for more information on this whitepaper.

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