

THE
*PARALLEL
PATH*



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conventional



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SUMMER 2026

PARALLEL PATH

I. Executive Summary

DESCRIPTION

Multiverse is a **leading apprenticeship program** that partners with premier companies (Microsoft, Citibank, KPMG, etc.) to offer debt-free career opportunities to emerging talent. Rather than traditional degrees, Multiverse provides intensive training alongside paid work experience through their program. They offer apprenticeships in high-demand tracks like Software Engineering, Data Analytics, and Digital Marketing.

◆ CAMPAIGN MISSION ◆

Through the "Parallel Path" campaign, Impact Agency addresses the **psychological barriers** preventing students from embracing apprenticeships. From repositioning apprentices as prestigious **Astros** to hosting creative and future-oriented events (VR booths, reverse career fairs), this campaign paints Multiverse as a strong "parallel path" to professional success. Ultimately, Impact Agency aims to spark a movement to **rethink traditional post-secondary education**, support students in accelerating their careers, and propel economic success.

TARGET MARKET

CORE MARKET

Academically strong, tech-oriented rising high school seniors

INFLUENCE MARKET

High school counselors, career technical student organizations (CTSOs), parents of core market

ECOSYSTEM PARTNERS

Tech companies, college partners

CAMPAIGN

Strategies: Progressive Engagement, Ecosystem Activation, Psychological Repositioning, Push-Pull Strategies

Time Frame: May 24 - July 4 2026 (42 days)

- "The Choice is Yours" Teaser Campaign
- #ParallelPath Promotional Campaign
- Astro LinkedIn Badges
- The Parallel Paths Digital Experience
- American School Counselor Association Partnership
- Future Labs (pop-up experiences)
- CTSO Conferences
- Micro-Fellowships
- University Partnerships
- Astro Conferences
- Application Support



OBJECTIVES

- A** INCREASE **APPLICATIONS** BY 20%
- S** INCREASE **SOCIAL MEDIA** ENGAGEMENT BY 20%
- T** INCREASE **TRUST**
- R** INCREASE **REVENUE** POTENTIAL
- O** INCREASE **OUTREACH** SUCCESS

BUDGET

\$7.69M	\$12.31M	160%
Total Budget	Net Profit	ROI

KEY METRICS

- **Applications** (# of Applications)
- **Social Media Engagement:** Likes, comments, shares, CTR, follower growth, social media referral traffic
- **Trust/Comfort:** Net Promoter Score, CSAT (Customer Satisfaction Score)
- **Revenue Potential:** B2B CSAT
- **Outreach Success:** Respective target market sizes

II. Description of Service

PROBLEM

College education is expensive, often costing over \$100,000 for a bachelor's degree, and takes four years to complete in a world that's rapidly evolving. In the time it takes to earn a traditional degree, entire industries can transform. For instance, within 2-3 years— less than the time required to obtain a bachelor's degree— AI technology has revolutionized numerous fields, making traditional curricula obsolete before graduation. The best way to stay prepared for this challenging landscape is to **learn as you go**, without being straddled with debt.

SOLUTION

Multiverse offers a fundamentally different approach. Unlike traditional online learning platforms or bootcamps, Multiverse provides direct pathways into leading companies through **apprenticeships**. Working with partners like Microsoft, Citibank, KPMG, and Unilever, Multiverse apprentices don't just learn— they build real-world experience and professional connections equivalent to a college degree, all while earning competitive salaries from day one.

Multiverse Partners



How It Works

- 1 Application Process
- 2 Three month remote boot camp with peers in chosen track
 - Software Engineering
 - Data Analytics
 - Digital Marketing
 - Project Management
 - Sales Operations
 - IT Solutions
- 3 Curriculum designed with partner company skill-gaps
- 4 One-two year, 80/20 work/study apprenticeship
- 5 Apprentices receive 1:1 coaching for development

The Power of Multiverse

94%

Job placement rate post-apprenticeship

50%

Decrease in idle time on job

16,000

Apprentices and Alumni

PRICING MODEL

Multiverse's pricing model operates through partnerships with employers, who fund Multiverse for:

- 1 Developing tailored curriculum to meet company needs
- 2 Training apprentices through curriculum

This model allows apprentices to begin their careers debt-free while earning a competitive salary from day one. For employers, it provides a strategy to build a skilled workforce tailored to the company's needs.

What this means: While campaign efforts are end-user-facing, Impact Agency must also engage B2B partners in promotion to secure revenue potential.

STRENGTHS

- Strong employer partnerships
- No cost to apprentices
- High customer satisfaction and ratings
- Accessible remotely

WEAKNESSES

- **Confusing “apprenticeship” positioning**
- **Primary focus on employee upskilling**
- Limited tracks (primarily tech-focused)
- Limited public awareness
- **Near-tripling of losses in Mar 2022**

OPPORTUNITIES

- Growing skills gap in tech industry
- Student debt crisis
- Increasing demand for alternative education

THREATS

- **Competing with traditional college preference**
- **Perceived risk by stakeholders**
- **New concept in US markets**

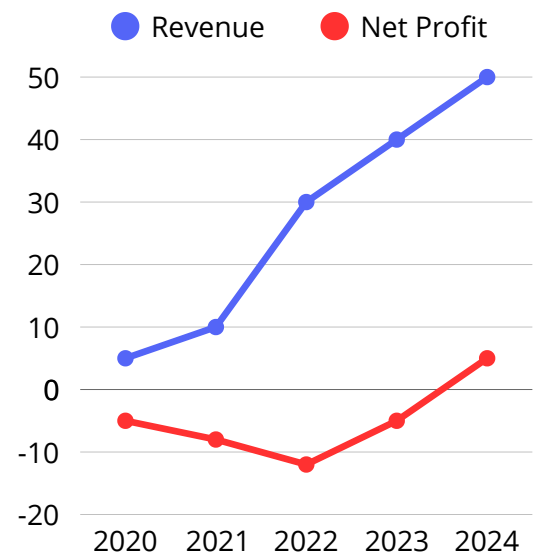
III. Campaign Objectives

PRIORITIES

Previous expansive US campaigns led to **significant financial losses** for Multiverse. After strategically stepping back from US promotion, the company has returned to profitability. Now, with growing skills gaps and mounting student debt concerns, timing is optimal for a strategic reentry into the US market as a viable post-secondary option.

The term "apprentice" carries trade-skill associations in the US market that don't align with Multiverse's tech-focused opportunities. Impact Agency proposes rebranding these positions as "fellowships" with participants called "**Astros**" or "fellows"—terminology that aligns with Multiverse's futuristic brand identity. This rebrand extends to the campaign objectives framework (ASTRO), creating cohesive messaging across all touchpoints.

Multiverse Revenue & Net Profit (in million USD)



A

INCREASE APPLICATIONS BY 20%

Rebuilding US market presence is crucial after previous losses. More applications create a larger talent pool, making the program more valuable to partners.

S

INCREASE SOCIAL MEDIA ENGAGEMENT BY 20%

Our markets rely heavily on social proof when making major decisions. Higher engagement helps normalize choosing an alternative to traditional college.

T

INCREASE TRUST

Impact Agency needs to overcome the belief that college is the only path to success. The campaign aims to ensure people feel comfortable with choosing Multiverse as a "parallel path".

R

INCREASE REVENUE POTENTIAL

Since revenue comes from B2B partners, Impact Agency will measure revenue potential based on relationships and contracts with partners. Strong revenue through employer partnerships ensures program sustainability.

O

INCREASE OUTREACH SUCCESS

Success requires building a complete ecosystem of support from students, counselors, parents, and employers. Impact Agency will measure growth in respective market bases.