***Wider World* – online campaign 2019**

**Email 1**

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| Header image Wider\_World\_600x300\_Starter |
| A new Starter level of *Wider World* complements this popular series, creating a carefully-graded 5-level English course that takes teenage learners smoothly from beginner level to B1+. |
| Image WW 4  **Wider World Starter**  The new Starter level offers all the popular and successful features of the *Wider World* series, adjusted to the transitional age of the students:   * **AUTHENTIC content**, including BBC drama and vox pop videos * **INTERACTIVE digital tools**, available to every student in and outside the classroom through Extra Online Homework and MyEnglishLab * **RELIABLE exam preparation** with the right amount of practice and the right sort of assessment along the way |
| Image WW5  **Wider World with *Pearson and BBC Live Classes***  The concept of *Wider World* has inspired a **unique global project – *Pearson & BBC Live Classes*** that offers teenage students all around the world a unique opportunity to communicate with each other and **learn English together in a safe, highly-beneficial international environment**.  Find out more about [Live Classes](english.com/live-classes). |
| Experience the *Wider World* at www.pearsonELT.com/widerworld |

**Email 2**

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| Header image Wider\_World\_600x300\_AIR |
| With its **innovative mix of print and digital media**, **effective methodology**, and **authentic BBC content**, Pearson's *Wider World* course is an excellent choice for today’s teenagers. |
| Image WW6  **It is all in the AIR**  The 5 levels of *Wider World* have been built around three core principles:   * **AUTHENTIC** resources to inspire students, with high-quality authentic video material from the world-renowned BBC. * **INTERACTING** with real-life content through *Wider World's* range of print and digital course components. * **RELIABLE** materials teachers can trust, built around a robust language syllabus, a thorough testing package and effective exam preparation. |
| Image WW9  **95% of satisfied users in CEE**  A research study run in March 2019 among **nearly 300 teachers in Central & Eastern Europe** proves **95% of current *Wider World* users are satisfied with the course**. They value **BBC video material**, a **variety of resources** and an **up-to-date content** interesting for their students. |
| Image WW5  **Wider World with *Pearson and BBC Live Classes***  The ideas behind *Wider World* have inspired a **unique global project – *Pearson & BBC Live Classes****,* offering teenage students all around the world a unique opportunity to communicate with each other and **learn English together in a safe, highly beneficial international environment**.  Find out more about [Live Classes](english.com/live-classes). |
| Experience the Wider World at [www.pearsonELT.com/widerworld](http://www.pearsonelt.com/widerworld) |

**Email 3**

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| Header image Wider\_World\_600x300\_Challenge |
| Teaching teenagers can be CHALLENGING…  The challenge to MOTIVATE them.  The challenge to KEEP THEM ENGAGED.  The challenge to GET THEM INVOLVED.  ***Wider World* offers an exciting solution to the challenges of teaching teenage classes:**  ***Pearson and BBC Live Classes!*** |
| Image WW7  **About *Live Classes***  *Pearson and BBC Live Classes* is a unique project joining teenage students from all over the world in a global educational initiative. Students take part in a Live Class run by an expert ELT trainer, and have plenty of opportunities to interact outside the classroom. This dynamic learning experience is fully-supported and led by Pearson’s ELT expertise and high-quality BBC content.  Find out more about [Live Classes](english.com/live-classes) |
| Image WW8  **About *Wider World***  As a key inspiration behind Live Classes, the 5-level *Wider World* series offers plenty of content to motivate students, keep them engaged and personally involved in the lessons. Supported by the unique experience of the global classroom, it offers students an ideal opportunity to use language in the real world. |
| Experience the Wider World at [www.pearsonELT.com/widerworld](http://www.pearsonelt.com/widerworld) |