

SERVICES FOR INTERNATIONAL EDUCATION MARKETING

www.ukinmyeyes.vn

Call for advertisements

Background

- The programme "UK in my eyes" has been implemented by the British Council Vietnam since 2010. It is a popular communication channel to connect alumni and those who are studying in the UK with Vietnamese prospective students. The programme includes a website at http://ukinmyeyes.vn which attracts an average of 2,000 visits per month; a Facebook fan page at http://www.facebook.com/NuocAnhTrongMatToi which has over 17,000 fans by March 2014.
- The website http://ukinmyeyes.vn is an online platform featuring over 200 stories of UK alumni who participated in the programme since 2010. This hub helps Vietnamese prospective students easily find experience sharing by alumni from UK institutions that they are interested in. The Facebook page http://www.facebook.com/NuocAnhTrongMatToi is a social media platform to connect prospective students with alumni through frequent updates, activities and campaigns during the year.
- Under the UK Alumni Strategy of the British Council, the programme "UK in my eyes" has served effectively to strengthen key Education UK brand messages through student testimonials who act as ambassadors to promote UK culture and education. The programme, at the same time, will be a good opportunity for UK institutions to promote their UK alumni strategy and institutional profiles.

Call for advertisements from UK institutions

1. Benefits

We recommend this programme to UK institutions who aim to have a long-term profile development marketing strategy in Vietnam. These institutions can take advantage of this programme to use their alumni as institutional ambassadors to develop institutional profile in Vietnam.

Detailed benefits for UK advertising institutions include:

- Placing a web-banner that links directly to the institutional websites for 12 months on the homepage of the
 Programme site at http://ukinmyeyes.vn. Flexibilities are given to UK advertising institutions in changing the
 design and link addresses of web banners throughout the year, allowing institutions to utilise this advertising
 channel for different marketing purposes in Vietnam.
- Have support from the British Council to set up a landing page on the Programme site http://ukinmyeyes.vn in Vietnamese, featuring stories of alumni from the institution and promoting UK alumni events, scholarship and institutional information that are relevant with Vietnamese prospective students. FREE design, translation, edit and management fee of this landing page from the British Council. However, the British Council reserves the right to edit the content to ensure appropriate tone of voice.
- Have support from the British Council to promote institutional news and events that are relevant with Vietnamese prospective students on Facebook fan page http://www.facebook.com/NuocAnhTrongMatToi throughout the year
- The British Council aims to achieve 2,000 3,000 visits per month to the Programme website and 20,000 fans in the Programme Facebook page in year 2014. The programme, therefore, will be a big opportunity for UK institutions to reach their target audience, both in terms of UK alumni and prospective students in Vietnam market.

• A cost-effective marketing channel: By placing advertisements on this website, UK institutions can target directly at prospective students in Vietnam who have interest in UK education.

2. Inputs from participating UK institutions:

UK institutions who participate in this programme are required to:

- provide a well-designed web banner and address of the website that the web banner will link to;
- provide content for the landing page following a standard form

A detailed guideline for web banner design and content for the landing page is attached.

3. Advertising fee:

Advertising activities	Advertising duration	Advertising fee
- One advertising web banner on homepage of the website http://ukinmyeyes.vn	12 months	GBP 2,000
 One landing page in Vietnamese on the website http://ukinmyeyes.vn, featuring institutional alumni stories/profiles and other institutional news 		
Additional benefits:		
- Flexibility to change the design and URL of the web banner at any time		
 Given support to promote UK alumni, scholarship and institutional information on Facebook page of the programme 		
- FREE design, translation, edit and management fee of the landing page by the British Council		

Note:

- · Advertising places will be given to UK institutions on a first-come first-served basis
- On requests from UK institutions, the British Council can provide quarterly report about the programme.
- The above fee excludes 20% VAT tax

Expression of interest

If you are interested in advertising in the "**UK in my eyes**" programme, please send your expression of interest to: Bui Nga

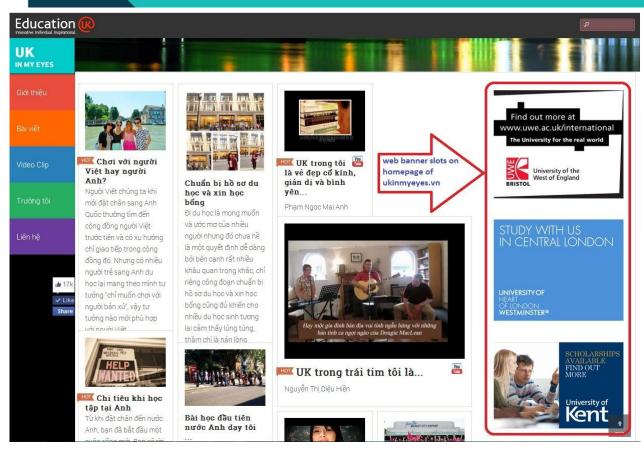
Education Services Manager

BC-SIEM Vietnam

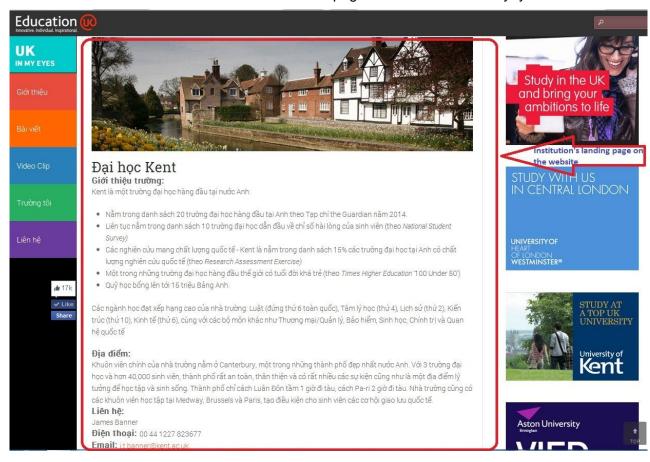
Email: nga.bui@britishcouncil.org.vn.

Illustration of advertising benefits for UK institutions

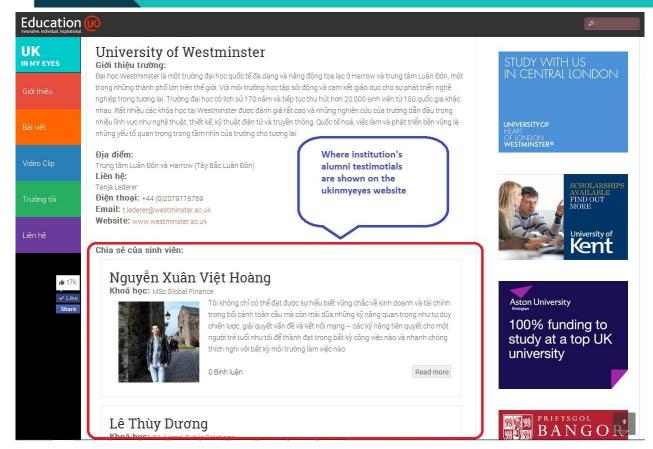
See next page.



Web banner slots on homepage of the website ukinmyeyes.vn



Institution's landing page on the website, featuring institutional profile



Institution's alumni testimonials are shown on the website