

## I. Who is the Profile Development Direct Marketing Service Package for?

This package is designed for and most suitable with UK institutions who fit either of the following categories:

- New-comers to the Vietnam market or those who have conducted a few ad-hoc activities and now want to invest more in order to boost their recruitment results by looking for a more strategic and long term marketing approach.
- UK institutions who are already marketing in Vietnam however want to strengthen promotion of a specific course or faculty to a targeted group of audience.

## II. Why invest in a Profile Development Package?

- In Vietnam parents will typically send students to institutions that they are familiar with. Brand building over time is therefore a critical marketing approach that institutions need in order to be successful in competitive overseas study markets.
- This package is designed for this profile raising purpose. It allows UK institutions to level up from an ad-hoc marketing approach to a more strategic one.
- The package offers two options with different costs to fit different budgets.

## III. What does the Profile Development Package achieve?

The package includes a range of marketing activities that achieves three benefits, i.e. FREQUENCY, IMPACT and communication of UNIQUE SELLING POINTS (USP)

- FREQUENCY: marketing activities should be conducted on a long-term (12 months) and frequent basis to establish and then build upon brand awareness in students and parents minds.
- IMPACT: reach a combination of a wide audience for general institution marketing, and targeted segments for specific education level or subject area promotion, using an integrated marketing approach. This integrated approach uses a combination of different marketing channels including digital marketing, publication advertising, and marketing events/seminars. British Council can of course conduct market research in order to identify areas of market opportunity if desired.
- USP: marketing activities should be built around unique selling points of the institution/course, to create differentiation and aid decision making.

## IV. Benefits for UK institutions

### a. FREQUENCY

The following sample demonstrates the communication frequency that can be achieved throughout the 12 months of the package delivered for a UK institution:

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
1. Bespoke e-flyers/eDM												
2. Advertising on Education UK E-newsletters												
3. PR and advertising in “UK in my eyes” programme	Throughout 12 months											
4. Advertising in Education UK guides	Distribution to prospective students at British Council’s educational events throughout the year											

### b. IMPACT

#### 1. Bespoke e-flyers / eDM (\*) *(click the link for a sample)*

- This package offers four email shots over the 12-month period with the reach a database of maximum 6,000 prospective students.
- The bespoke emailshot series enables UK institutions to, at their disposal, individually promote their institutional profiles, specific courses, scholarship offers, activities and events, etc. UK institutions will be able to freely design the promotion content with further reference directed to their websites. The content will then be uploaded into the British Council E-flyer template.

#### 2. Education UK E-newsletters (\*) [Full proposal](#)

- Education UK E-newsletters aim at improving knowledge of our prospective students about the UK education system and life in the UK, keeping them updated with upcoming key educational events, and maintaining their interest in looking for appropriate UK courses.
- The e-newsletters are segmented by two levels reaching two groups of prospective students, i.e. 1) Pre-university & Undergraduate (3,200 contacts) and 2) Post-graduate (4,800 contacts).
- This promotion channel enables UK institutions to enhance profile awareness by placing advertisements and links to the institutional websites. The package offers UK institutions a **unique** opportunity to access both groups of recipients of the E-newsletters with one group each Issue, e.g. Issue No. 1: Pre-university & Undergraduate; Issue No. 2: Postgraduate; and so on.

---

(\*) Please note: *To ensure a good frequency of approaching customers through digital channel and avoid spamming, the British Council reserves the right to arrange time slots to send bespoke e-flyers or E-newsletters for participating UK institution during the year. We guarantee the number of email shots and adverts on E-newsletters as stated in this Proposal.*

### 3. “UK in My Eyes” programme [Full proposal](#)

“UK in My Eyes” is a long-term PR programme run since 2010 that has attracted more than 200 UK alumni testimonials to showcase the benefits of UK education through their articles and stories. Since 2013, the programme has been developing with more activities, including the participation of three Education UK ambassadors with frequent updates from the UK about living and studying information and an annual writing competition among Vietnamese student societies in the UK and Vietnam.

Core components of the programme include:

- The programme website (<http://ukinmyeyes.vn>): attract an average of 2,000 visitors/month
- The programme facebook page ([www.facebook.com/NuocAnhTrongMatToi](http://www.facebook.com/NuocAnhTrongMatToi)): approximately 36,000 fans (as of May 2014)

The participating UK institution will have:

- a web banner on the homepage of the Programme website that links directly to the institutional websites.
- a mini webpage on the programme website to promote its institutional profile, alumni testimonials, scholarship information and relevant marketing events.

Content of the institutional webpage can be updated frequently.

### 4. Education UK Guides [Full proposal](#)

The set of Education UK Guides 2014 – 2015 includes a Pre-university Guide and a Postgraduate Guide with 5,000 copies each per year. These are essential guides distributed at all Education UK events and re-published annually in order to bring up-to-date information about UK education to prospective Vietnamese students.

This package offers options for advert in either or both publications of the guides:

- Full page advert on Pre-university Guide
- Full page advert on Postgraduate Guide
- Half page advert on both Pre-university and Postgraduate Guides

#### c. UNIQUE SELLING POINT (UPS)

The USP of UK clients will be consistently conveyed in all promotional activities throughout the year. This will be achieved through regular account management, i.e. providing regular liaison throughout the year to ensure consistent sourcing of copy material and messaging for all elements of the package.

## V. Profile Development Package components and cost

Package components	Quantity	Ad-hoc unit price	Ad-hoc price	Discount	Package price
1. Bespoke e-flyers/eDM	4 emails	£300	£1,200	20%	<b>£960</b>
2. Advertising on Education UK E-newsletters	4 ads	£200	£800	20%	<b>£640</b>
3. PR and advertising in “UK in my eyes” programme	Changeable web banner + Up to 10 student testimonials	£2,000	£2,000	30%	<b>£1,400</b>
4. Advertising in Education UK guides	Distributions to prospective students to UK educational events all year round	£1,000	£1,000	20%	<b>£800</b>
<b>Total price</b>			<b>£5,000</b>		<b>£3,800</b>

**Final package price: £3,800** (24% discount as compared to buying on an ad-hoc basis)

### Notes:

- All costs are exclusive of 20% UK VAT
- In case of group institutions purchase, a 20% surcharge will be applied for every institution after the first one.

## VI. Implementation plan and Input submission

Required input	Input submission deadline	Planned Implementation timeline
1. Bespoke e-flyers/eDM		
No. 1	2 weeks prior to the implementation date	Every 3 months
No. 2		
No. 3		
No. 4		
2. Education UK E-newsletters		
June – August	15-Jul	Jun-Aug
September – November	15-Aug	Sep-Nov
December – February	15-Nov	Dec-Feb
March – May 2015	15-Feb	Mar-May
3. UK in my eyes		
Web banner for home page	3 weeks prior to the implementation date	
Institution profile for landing page		
First Alumni/ Students' testimonial(s) for landing page		
4. Education UK Guides		
Ready-for-print advert marquette	15-Jul	Sep



## **VII. Other benefits for UK institutions who purchase this package:**

There are some optional Direct Marketing Services that we can deliver together with this Package, upon request of UK clients. They include:

- Organisation of a marketing event for PROFILE RAISING purposes such as institutional presentation or seminar. We encourage UK institutions that purchase this package to consider this option as a call to action on e-flyers, and to provide face-to-face communication to parents and students. Organisation of marketing events is costed at GBP270, which includes management fees for booking venue, implementing a promotion campaign and on-site support.
- Implementation of a targeted marketing campaign including visiting and working with specific local schools/universities to promote a course/faculty, or running an advertising campaign on specific promotion channels. This option can be planned in accordance with individual institution budgets. Please contact us for a quotation for this service.

## **VIII. Contact**

Enquiries and Application Form submission for the Profile Development Package, please email:

Nga Bui  
Education Services Manager  
BC-SIEM Vietnam  
Email: [nga.bui@britishcouncil.org.vn](mailto:nga.bui@britishcouncil.org.vn)