# BRITISH COUNCIL

# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

# Advertising Opportunities UK in My Eyes Programme

www.ukinmyeyes.vn

- The programme "<u>UK in my eyes</u>" 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 <a href="http://ukinmyeyes.vn">http://ukinmyeyes.vn</a> which attracts an average of **2,000 visits per month**; a Facebook fan page at <a href="http://www.facebook.com/NuocAnhTrongMatToi">http://www.facebook.com/NuocAnhTrongMatToi</a> which has nearly **36,000 fans** in May 2014.
- <u>UK in My Eyes website</u> 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 <u>UK in My Eyes Facebook page</u> 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.

### 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 over 12 months on the homepage of the Programme site at <a href="http://ukinmyeyes.vn">http://ukinmyeyes.vn</a>. Flexibility is given for UK advertising institutions to change the web banners design and weblinks of throughout the year, allowing institutions to utilise this advertising channel for different marketing purposes in Vietnam.
- Support from the British Council to set up an institutional landing page on the Programme site <a href="http://ukinmyeyes.vn">http://ukinmyeyes.vn</a> in Vietnamese, featuring stories of alumni of the institution and promoting their alumni events, scholarships and institutional information that are relevant to 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.
- Support from the British Council to promote institutional news and events that are relevant with Vietnamese prospective students on Facebook fan page <u>http://www.facebook.com/NuocAnhTrongMatToi</u> throughout the year
- The Programme website has 2,000 visits per month and nearly 36,000 fans in the Programme Facebook page in May 2014. The programme, therefore, will be a cost-effective marketing channel for UK institutions to reach their target audience, both in terms of UK alumni and prospective students in Vietnam market.

# 2. Advertising cost

Advertising activities	Duration	Cost
<ul> <li>One advertising web banner on the Programme homepage</li> <li>One landing page in Vietnamese on the Programme website, featuring institutional alumni stories/profiles and other institutional news</li> <li>Additional benefits:</li> <li>Flexibility to change the design and URL of the web banner at any time</li> <li>British Council support to promote UK alumni, scholarship and institutional information on Facebook page of the programme</li> <li>FREE design, translation, edit and management of the landing page by the British Council</li> </ul>	12 months	GBP 2,000 (exclusive of 20% UK VAT)

# 3. Inputs from participating UK institutions

Participating UK institution shall send the British Council the following inputs in suggestted formats

#### 3.1 Web banner on <u>UK in My Eyes Homepage</u>

Participating UK institutions can alter their web banner from time to time over the duration of the package

#### Flash ads

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File type	.SWF (Flash)
File size	150 KB or smaller
Image size	Inline rectangle: 300 x 250
Animation length and speed	<ul> <li>Animation length must be 30 seconds or shorter</li> <li>Animations can be looped, but the animations must stop after 30 seconds</li> <li>Flash ads must be 20 fps or slower</li> </ul>

#### Animated image ads

File type	.GIF
File size	150 KB or smaller
Image size	300 x 250
Animation length and speed	<ul> <li>Animation length must be 30 seconds or shorter</li> <li>Animations can be looped, but the animations must stop after 30 seconds</li> <li>Animated GIF ads must be 5 fps or slower</li> <li>Animated GIFs cannot be used in mobile or tablet ads</li> </ul>

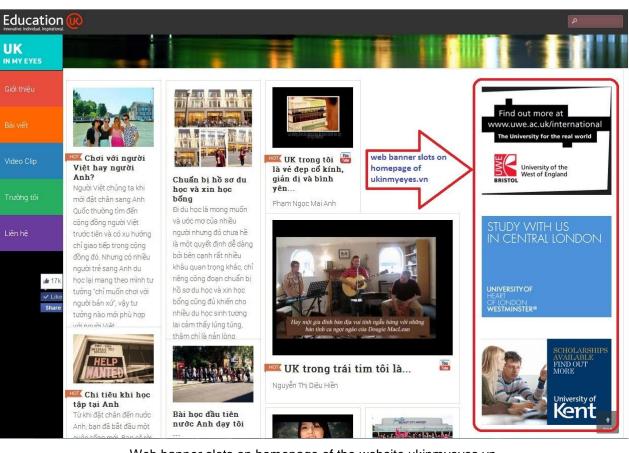
Non-animated image	ads
File type	.JPEG / .JPG / .PNG / .GIF
File size	150 KB or smaller
Image size	300 x 250

## 3.2 Contents for the Institutional Landing page (Click for a sample)

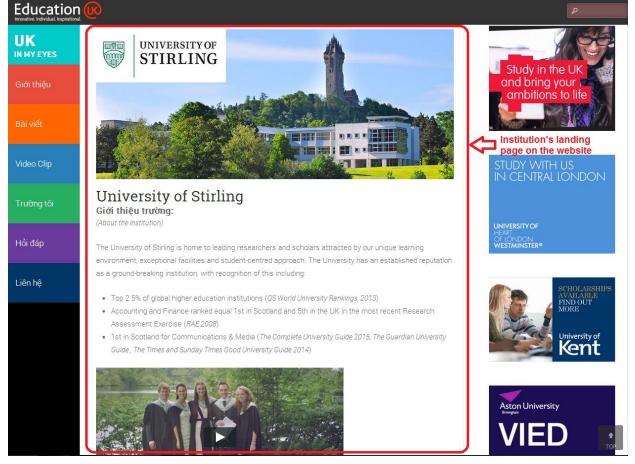
Participating UK institutions are encouaged to enrich their landing page with new testimonials during the 12month advertising period.

1. Name of institution	
2. Contact person	For the purpose of students' enquiries
3. Tel	
4. Email	
5. Institution website	
6. Type of institution	(e.g. University / FE College / Independent College / Boarding School)
7. Location	
8. Institutional profile	120 words max to cover academic strengths or any award/ scholarship available for international students, etc.
9. Institutional logo	
10. Institutional image	A high resolution picture of any size
11. What your students say	<i>Format</i> : Testimonials may be written in the format of <u>article</u> or <u>Q&amp;A</u> covering the questions below or other relevant subjects.
	Language: <u>Vietnamese</u> is preferred given the website is run in Vietnamese.
	In case the testimonial is submitted in English, translation will be provided by the British Council. However, to ensure the author's tone of voice and writing style reserved, original writing in Vietnamese is strongly encouraged.
	COMPULSORY QUESTIONS:
	Name of student/alumni: Course: Academic year:
	1/Why did you choose your course and institution?
	2/ Your impression about your course and institution?
	3/ How easy was it to settle into life at your institution?
	4/ Tell us about the location of your institution. What makes you like most about this location?
	OPTIONAL QUESTIONS:
	1/What was your number one reason to pick the UK?
	2/ What's the most priceless thing you've learned during your time in the UK?
	3/ What advice would you give to someone considering coming to the UK to study?
	4/ What's next after you've completed your UK education?





Web banner slots on homepage of the website ukinmyeyes.vn



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

K IV EYES	Liên hệ: (Contact) Nicki McPake, Student Điện thoại: +44 (0) 1786 467 Email: international@stir.ac.ul			
	Website: http://www.stir.ac.u	k/vietnam		
	Chia sẻ của sinh viên:			
	Nguyen Ngoo	<b>C Tuyet Trinh</b> : Media & Communications Management (Vietnam)		
eo Clip		As someone who has been working in the area for some the course particularly helpful for me to systemise the kr		
ờng tôi	1 and a second	that I have learned from my various internal on-the-job tra occasions. For those that have not had experience, I beli	eve this	
đáp		course can help obtain a solid base of professional know build up a network with experts in this field via guest lect well-known media executives		
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n hệ				
	Hieu Duc Ngu	<b>1yen</b> : Media & Communications Management (Vietnam)		
	KIIOA IIQC. (Course) MSC	The course blends an updated Western knowledge base	with	
		localised guest lectures by senior and high-profile profes	(B) (D) (D) (D) (D) (D) (D) (D) (D) (D) (D	
		from Vietnam's media and communications industries. T	heir	
		experience and knowledge is highly appreciated and they	r have	
	R. R.	proved to be great additional assets to the course.		
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Institution's alumni testimonials are shown on the website