

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

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 <http://www.ukinmyeyes.vn>. 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 <http://www.ukinmyeyes.vn> 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 <http://www.facebook.com/NuocAnhTrongMatToi> 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 style="list-style-type: none"> One advertising web banner on the Programme homepage One landing page in Vietnamese on the Programme website, featuring institutional alumni stories/profiles and other institutional news <p>Additional benefits:</p> <ul style="list-style-type: none"> Flexibility to change the design and URL of the web banner at any time British Council support to promote UK alumni, scholarship and institutional information on Facebook page of the programme FREE design, translation, edit and management of the landing page by the British Council 	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 suggested formats

3.1 Web banner on [UK in My Eyes Homepage](#)

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

Flash ads	
File type	.SWF (Flash)
File size	150 KB or smaller
Image size	Inline rectangle: 300 x 250
Animation length and speed	<ul style="list-style-type: none"> Animation length must be 30 seconds or shorter Animations can be looped, but the animations must stop after 30 seconds Flash ads must be 20 fps or slower

Animated image ads	
File type	.GIF
File size	150 KB or smaller
Image size	300 x 250
Animation length and speed	<ul style="list-style-type: none"> Animation length must be 30 seconds or shorter Animations can be looped, but the animations must stop after 30 seconds Animated GIF ads must be 5 fps or slower Animated GIFs cannot be used in mobile or tablet ads

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 encouraged to enrich their landing page with new testimonials during the 12-month advertising period.

1. Name of institution	
2. Contact person	<i>For the purpose of students' enquiries</i>
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	<p>Format: Testimonials may be written in the format of article or Q&A covering the questions below or other relevant subjects.</p> <p>Language: Vietnamese is preferred given the website is run in Vietnamese.</p> <p><i>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.</i></p> <p><u>COMPULSORY QUESTIONS:</u></p> <p>Name of student/alumni: Course: Academic year:</p> <p>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?</p> <p><u>OPTIONAL QUESTIONS:</u></p> <p>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?</p>

12. Illustration of advertising benefits for UK institutions

The screenshot shows the homepage of the website [ukinmyeyes.vn](http://www.ukinmyeyes.vn). The page features a navigation menu on the left with categories like 'Giới thiệu', 'Bài viết', 'Video Clip', 'Trường tôi', and 'Liên hệ'. The main content area is divided into several sections:

- Top Left:** A sidebar with social media sharing options (Like, Share) and a 'HELP WANTED' sign image.
- Top Middle:** A featured article titled 'Chơi với người Việt hay người Anh?' with a sub-headline 'Người Việt chúng ta khi mới đặt chân sang Anh Quốc thường tìm đến cộng đồng người Việt trước tiên và có xu hướng chỉ giao tiếp trong cộng đồng đó. Nhưng có nhiều người trẻ sang Anh du học lại mang theo mình tư tưởng "chỉ muốn chơi với người bản xứ", vậy tư tưởng nào mới phù hợp với người Việt'.
- Top Right:** A featured article titled 'Chuẩn bị hồ sơ du học và xin học bổng' with a sub-headline 'Đi du học là mong muốn và ước mơ của nhiều người nhưng đó chưa hề là một quyết định dễ dàng bởi bên cạnh rất nhiều khâu quan trọng khác, chỉ riêng công đoạn chuẩn bị hồ sơ du học và xin học bổng cũng đủ khiến cho nhiều du học sinh tương lai cảm thấy lúng túng, thậm chí là nản lòng'.
- Middle:** A video player showing a group of people playing music, with a caption 'Hãy một gia đình bản địa vui tình ngẫu hứng với những bản tình ca ngọt ngào của Dougie MacLean'.
- Bottom Left:** A featured article titled 'Chỉ tiêu khi học tập tại Anh' with a sub-headline 'Từ khi đặt chân đến nước Anh, bạn đã bắt đầu một cuộc sống mới. Bạn có biết'.
- Bottom Middle:** A featured article titled 'Bài học đầu tiên nước Anh dạy tôi'.
- Right Side:** A vertical column of web banner slots. The top banner is for the University of the West of England (UWE Bristol) with the text 'Find out more at www.uwe.ac.uk/international The University for the real world'. Below it is a banner for the University of Heart of London Westminster with the text 'STUDY WITH US IN CENTRAL LONDON'. At the bottom is a banner for the University of Kent with the text 'SCHOLARSHIPS AVAILABLE FIND OUT MORE'.

A red arrow points from the text 'web banner slots on homepage of ukinmyeyes.vn' to the banner area on the right.

Web banner slots on homepage of the website [ukinmyeyes.vn](http://www.ukinmyeyes.vn)

The screenshot shows the landing page for the University of Stirling on the website [ukinmyeyes.vn](http://www.ukinmyeyes.vn). The page features a large image of the University of Stirling building and a prominent red banner with the text 'Study in the UK and bring your ambitions to life'. The main content area includes the University of Stirling logo and name, followed by a section titled 'Giới thiệu trường: (About the Institution)'. The text describes the university's reputation and lists several achievements:

- Top 2.5% of global higher education institutions (QS World University Rankings, 2013)
- Accounting and Finance ranked equal 1st in Scotland and 5th in the UK in the most recent Research Assessment Exercise (RAE 2008)
- 1st in Scotland for Communications & Media (The Complete University Guide 2015, The Guardian University Guide, The Times and Sunday Times Good University Guide 2014)

Below the text is a video player showing a group of students. To the right of the main content area, there are several web banner slots, including one for the University of Heart of London Westminster with the text 'STUDY WITH US IN CENTRAL LONDON' and one for the University of Kent with the text 'SCHOLARSHIPS AVAILABLE FIND OUT MORE'. A red arrow points from the text 'Institution's landing page on the website' to the University of Stirling landing page.

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

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Khoá học: (Course) MSc Media & Communications Management (Vietnam)



As someone who has been working in the area for some time, I find the course particularly helpful for me to systemise the knowledge that I have learned from my various internal on-the-job training occasions. For those that have not had experience, I believe this course can help obtain a solid base of professional knowledge and build up a network with experts in this field via guest lectures by well-known media executives

0 Bình luận

[Read more](#)

Hieu Duc Nguyen

Khoá học: (Course) MSc Media & Communications Management (Vietnam)



The course blends an updated Western knowledge base with localised guest lectures by senior and high-profile professionals from Vietnam's media and communications industries. Their experience and knowledge is highly appreciated and they have proved to be great additional assets to the course.

0 Bình luận

[Read more](#)

Where Institution's alumni testimonials are shown on the website

Institution's alumni testimonials are shown on the website