



**SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING**

Post-event report for

Education UK exhibition - India

7 February – Chennai

9 February – Bangalore

11 February – Pune

13 February 2015 - Kochi and Coimbatore

Introduction

The British Council India concluded its second leg of Education UK exhibitions from 7 to 13 February 2015 in the cities of Chennai, Bangalore, Pune, Kochi and Coimbatore. The exhibition attracted a total of 4645 visitors across the five exhibition cities.

The Education UK exhibitions are conducted to showcase the wide range of study opportunities available in the UK, a glimpse of student life in the UK and the post study career prospects that exist globally.

The exhibitions provide UK institutions a platform for recruitment and also help UK institutions to develop and strengthen links with local education providers.

The exhibitions in the cities of Chennai, Bangalore and Pune have been running for last few years though the cities of Kochi and Coimbatore were reintroduced after a gap of 3 years, the last exhibition in these cities was held in year 2012.

75 UK institutions participated at the exhibitions with over 100 delegates. Seminars were organised on popular subjects like Engineering, MBA Biotechnology, Law, Art and Design courses across Chennai, Bangalore and Pune exhibitions.

The exhibition was preceded by an All India briefing in Chennai which provided the delegates an overview of the India education market, marketing plans for the year and an update on exhibition logistics. The evening concluded with networking dinner reception with local education contacts.

The overall student registration data shows that India is more of a postgraduate market, nearly 45% student enquires are received for PG courses.

The most popular subject areas are Business and Management, Engineering and IT/Computers.

The report provides an insight on the visitor profile, subject areas of interest, enquiry trends and the marketing activities that were undertaken to promote the exhibitions. The findings of this report will help UK institutions consolidate recruitment opportunities in India.

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Highlights

Summary of the exhibition logistics and number of attendees

Venue	Le Royal Meridien , Chennai - 07 February 2015
Opening hours	14:00-19:00
Number of attendees	1642

Venue	Vivanta by Taj, Bangalore - 09 February 2015
Opening hours	14:00-19:00
Number of attendees	1003

Venue	Le Meridien Pune - 11 February 2015
Opening hours	14:00-19:00
Number of attendees	1120

Venue	Crowne Plaza , Kochi - 13 February 2015
Opening hours	13:00-18:00
Number of attendees	479

Venue	Vivanta by Taj, Coimbatore - 13 February 2015
Opening hours	13:00-18:00
Number of attendees	401

Comparison of visitor numbers from last year's exhibition...

	2014 (4 Cities)	2015 (5 Cities)
1 day exhibition	5020	4244

A number of successful seminars were held on the following topics:

Chennai

SEMINAR TOPIC	No. of attendees
Engineering & IT courses	142
MBA or MSc which is better	133
Biotechnology	129
Student visas	120
IELTS	77

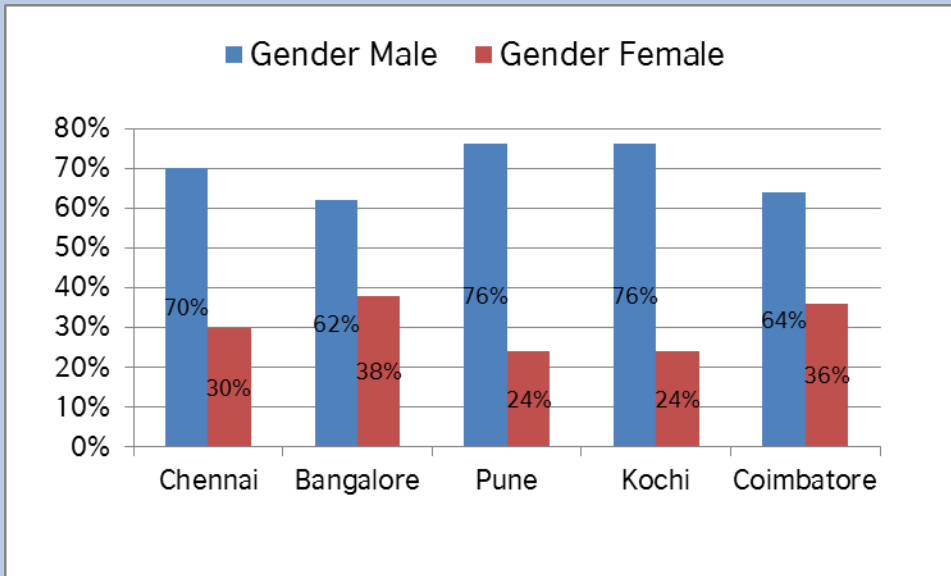
Bangalore

SEMINAR TOPIC	No. of attendees
Engineering & IT courses	33
Law	25
Art & design	35
Student visas	54
IELTS	42

Pune

SEMINAR TOPIC	No. of attendees
IT & Engineering courses	148
Law	41
MBA in the UK	94
Student visas	92
IELTS	71

Visitor Profile from registration data:



Occupation of the visitor					
	Chennai	Bangalore	Pune	Kochi	Coimbatore
Student	77%	73%	81%	53%	79%
Professional	15%	19%	14%	30%	13%
Parent	4%	3%	4%	8%	4%
Academic	1%	1%	1%	5%	2%
Other	3%	4%	1%	5%	2%

Level of study					
	Chennai	Bangalore	Pune	Kochi	Coimbatore
Vocational and technical (e.g. NVQ, BTEC, VQ)	2%	2%	6%	4.60%	3%
Pre-university academic (e.g. A-Levels, IB)	1%	2%	4%	1.53%	3%
Undergraduate	14%	19%	17%	14.11%	15%
Postgraduate	50%	52%	38%	40.18%	49%
Postgraduate MBA	14%	11%	25%	19.33%	13%
Learn English	5%	1%	3%	3.07%	3%
Boarding School	1%	1%	0%	0%	0%
Short Course(s) (e.g. Summer course)	5%	4%	4%	4.29%	5%
Professional Award/Employment related qualifications (e.g. ACCA etc.)	8%	7%	4%	12.88%	9%

Sources of funds					
	Chennai	Bangalore	Pune	Kochi	Coimbatore
Self / Family / Relatives / Friends	70%	74%	75%	60%	63%
Company / Organisation	2%	2%	1%	1%	3%
Scholarship	24%	19%	11%	27%	17%
Others	5%	5%	12%	13%	18%

Subject of study					
	Chennai	Bangalore	Pune	Kochi	Coimbatore
Agriculture and related subjects	2%	1%	3%	0%	4%
Applied and Pure Sciences	4%	6%	4%	3%	4%
Architecture, Building and Planning	1%	1%	1%	1%	2%
Business and Administrative Studies	10%	11%	10%	18%	14%
Computer and Mathematical Science	7%	5%	6%	5%	5%
Creative Arts and Design	4%	6%	4%	3%	3%
Education and Training	2%	2%	2%	3%	4%
Engineering and Technology	28%	15%	24%	20%	27%
Health and Medicine	6%	5%	4%	7%	9%
Humanities	3%	4%	4%	3%	2%
Law	3%	8%	6%	4%	4%
MBA	21%	28%	28%	20%	20%
Hair, Beauty and Personal Care	1%	0%	0%	0%	0%
Social Studies and Communications	6%	5%	3%	7%	2%
Travel, Tourism and Hospitality	2%	3%	2%	5%	2%

The top three subject areas that were enquired at the exhibitions are marked in yellow

Country of study					
	Chennai	Bangalore	Pune	Kochi	Coimbatore
UK	26%	27%	33%	29%	13%
USA	16%	13%	18%	12%	24%
Australia	13%	12%	9%	15%	10%
Canada	9%	9%	10%	13%	8%
Germany	7%	8%	9%	6%	8%
France	4%	5%	3%	4%	6%
Singapore	7%	6%	4%	4%	3%

An average analysis of the gender of visitors show that 70% visitors were male while 30% were female.

Highest numbers of queries for Undergraduate courses were received in Bangalore and Pune with 14 and 16% respectively.

Highest number of queries for scholarships were received at the Bangalore and Kochi exhibitions.

Marketing

The Education UK exhibitions were promoted widely to create awareness and generate interest for prospective students to attend the exhibitions.

Advertising in print media was done over a period of one month in 50 unique newspapers with more than 70 adverts released. Details of city wise print media plan and outdoor promotion is available in annexure on page no 24

The online engagement plan was diversified into 'content led' and 'engagement led' marketing. Content led marketing acted as foundation for engagement with prospective audiences and it included sharing of participating university details, student testimonials that were recorded during the November Education UK exhibitions.

Details of the online/digital engagement promotion:

The online audiences were engaged via FaceBook and Twitter contests that emphasised on the legacy and history of UK education. There were constant updates shared on Google Hangout and Twitter for those audiences that were interested in UK education but could not come for the exhibition though a digital question and answer series.

How the overall campaign worked:

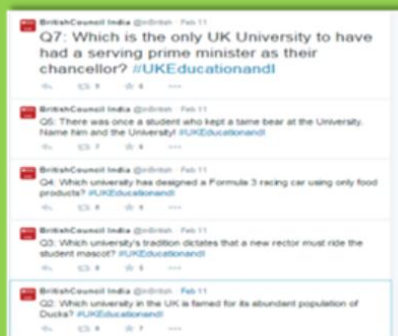
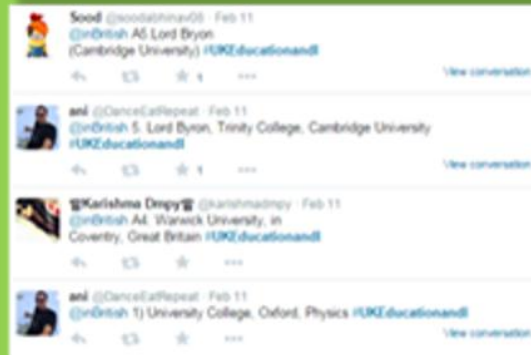
British Council social platforms



Total Clicks – 13,222
Total Impressions – 289,295

Contest on Twitter

The contest was run to celebrate the rich history of the UK education and to create a buzz about the February exhibitions.



42 Twitter users tweeted about the contest, and the hashtag #UKEducationAndI was mentioned 470 times during the contest.

Promotions done via the British Council Twitter handle picked up questions from students regarding education in the UK, and along side the posts highlighted main features of the event.



Below are the highlights of the event promoted through social posts and student pop up videos. The videos were promoted in four exhibition venues.



The video was viewed 15,163 times.

Google advertising

Promotion on Google network was done through 'Geo targeted banners' and 'search text results'. This promotion was carried out across four exhibition cities and resulted in 11, 944 clicks.



Facebook advertising: On Facebook target audiences were reached through 'Geo targeted stamp ads' and 'Newsfeed adverts'. A copy of the advert is provided below: Want to study in the UK?



Attend British Council Education UK Exhibition & meet university representatives. Register. Result: The ads received a total of 20,155 clicks and were served more than 5,000,000 times to the relevant target group on Facebook

OVER ALL RESULTS OF THE CAMPAIGN:

City	Impressions	Clicks
Chennai	2,930,205	12,492
Pune	3,406,198	13,545
Bangalore	2,440,595	12,366
Coimbatore	1,471,705	8,922

Print:

Outdoor:



Sources of information about the exhibition for local students:

Sources of information					
	Chennai	Bangalore	Pune	Kochi	Coimbatore
Newspapers	28%	16%	38%	40%	35%
Internet	7%	10%	4%	9%	10%
British Council	17%	17%	34%	13%	12%
Radio, TV	3%	4%	2%	3%	1%
Email	1%	2%	0%	2%	5%
Poster	5%	12%	4%	7%	5%
Friend and relative	13%	10%	7%	6%	17%
Fliers	3%	1%	3%	5%	3%
Student's association	3%	3%	2%	0%	0%
Newsletter	0%	0%	0%	1%	0%
University, Teacher	11%	14%	2%	3%	2%
Embassy and consulate	0%	0%	0%	0%	0%
Others	9%	11%	3%	13%	9%

Budget

Nearly 63% of the exhibition budget was spent on advertising the exhibition amounting to nearly £80,000

Visitor's Feedback

February 2015 - Visitor Feedback analysis (in %)							
		Chennai	Bangalore	Coimbatore	Kochi	Pune	Average
1	Did you get all the information you were seeking						
	Yes	94	92	86	87	91	90
	No	6	6	14	11	9	9
	Blank	0	1	1	2	0	1
2	Will you be making an application to UK now						
	Yes	54	62	47	47	48	52
	No	41	31	48	45	52	43
	Blank	5	7	5	8	0	5
3	The extent to which you agree or disagree with each of the following statements						
A	The Exhibition met my expectations						
	Strongly Agree	31	25	24	26	29	27
	Agree	59	66	59	50	64	60
	Neither	5	5	10	12	5	7
	Disagree	2	2	3	7	1	3
	Strongly disagree	0	0	2	2	1	1
	Blank	3	1	3	3	0	2
B	Overall, the exhibition was a high quality event						
	Strongly Agree	35	30	32	31	39	33
	Agree	54	58	53	54	54	55
	Neither	6	6	7	8	6	7
	Disagree	2	0	2	3	1	2
	Strongly disagree	0	0	1	1	0	0
	Blank	3	5	6	5	0	4
C	I have acquired knowledge about UK education from attending the exhibition						
	Strongly Agree	29	29	25	29	32	29
	Agree	59	58	58	54	58	57
	Neither	8	6	7	8	8	7
	Disagree	1	1	1	1	2	1
	Strongly disagree	0	0	2	1	0	1
	Blank	3	5	7	6	0	4
4	As a result of this event, have any of the following increased at all?						
A	Your understanding of what the UK has to offer as a place to study?						
	0 (not at all)	1	0	1	1	0	1
	1	0	0	1	1	1	1
	2	2	1	2	4	0	2
	3	4	2	5	3	2	3
	4	7	5	5	5	5	5
	5	16	12	15	16	13	14
	6	15	11	12	12	13	13
	7	15	21	12	12	20	16
	8	21	23	14	19	24	20
	9	6	8	10	12	10	9
	10 (increased very much)	10	12	15	13	12	12
	Blank	3	3	10	4	0	4

B Your perception of the attractiveness of the UK as a place to study?							
0 (not at all)	0	0	0	0	0	0	0
1	0	2	0	2	1	1	
2	1	2	1	3	0	1	
3	3	1	4	1	2	2	
4	5	4	5	4	4	4	
5	11	5	7	14	11	10	
6	15	15	13	10	14	13	
7	16	22	15	15	16	17	
8	18	18	14	17	21	18	
9	14	15	12	16	18	15	
10 (increased very much)	12	11	18	14	12	13	
Blank	5	5	12	4	0	5	
C Your intention to study/have your child study in the UK?							
0 (not at all)	3	2	2	1	1	2	
1	2	2	2	2	1	2	
2	1	0	2	1	1	1	
3	2	0	2	3	2	2	
4	3	5	5	3	5	4	
5	10	7	7	12	11	9	
6	13	10	11	14	11	12	
7	12	20	9	12	12	13	
8	14	19	15	16	18	16	
9	12	12	12	13	17	13	
10 (increased very much)	16	13	17	14	14	15	
Blank	11	10	18	10	7	11	
5 Rate the quality of service/s you have received							
Excellent	27	30	32	28	41	32	
Good	56	56	51	51	52	53	
Average	14	11	9	14	7	11	
Bad	0	1	0	1	1	1	
Very Bad	0	0	1	1	0	0	
Blank	3	2	8	6	0	4	
6 Have you taken part in any of the following activities organised by the British Council in the last 12 months?							
Education UK exhibition	18	18	17	11	12	15	
IELTS	15	12	17	7	12	13	
Education UK Briefing	6	2	2	2	3	3	
No	53	63	53	71	70	62	
Others	3	0	3	2	3	2	
Blank	9	8	12	8	0	7	
7 Recommend British Council to family/friends							
0 (very unlikely)	0	0	1	1	0	0	
1	1	1	0	0	0	0	

2	1	1	1	1	2	1
3	3	1	3	5	2	3
4	6	3	6	3	4	4
5	10	5	8	9	9	8
6	6	8	7	7	7	7
7	10	12	9	18	11	12
8	20	25	12	18	22	19
9	12	12	12	10	18	13
10 (very likely)	19	25	27	23	27	24
Blank	12	8	14	7	0	8

Exhibitors Feedback

Exhibitors feedback analysis - Feb 2015 exhibition (in %)

	Chennai	Bangalore	Kochi	Coimbatore	Pune	Average
1 How would you rate the duration of the event						
Too long	3	10	6	0	8	5.4
Just right	90	83	83	100	92	89.6
Too short	0	5	0	0	0	1
Ideal duration	3	0	6	0	0	1.8
Blank	3	2	6	0	0	2.2
2 What were your objectives for coming						
Recruitment	18	19	22	6	18	16.6
Profile Raising	2	2	6	0	8	3.6
Both	78	72	69	94	75	77.6
Blank	2	7	3	0	0	2.4
3 Assessment of Visitors at your Stand						
Good number and good quality	50	35	61	57	63	53.2
Good quality only	5	20	22	7	15	13.8
Good number only	30	3	17	0	18	13.6
Disappointing	7	26	11	7	5	11.2
Blank	8	13	6	21	0	9.6

4	Assessment of the Exhibition in terms of Promotion of the Event						
	Very Good	25	17	39	29	23	26.6
	Good	47	50	39	36	62	46.8
	Satisfactory	13	19	17	7	15	14.2
	Unsatisfactory	2	0	0	0	0	0.4
	Blank	13	15	6	29	0	12.6
5	Assessment of the Exhibition in terms of Branding at the Event						
	Very Good	23	22	33	36	30	28.8667
	Good	52	48	50	36	65	50.2
	Satisfactory	12	29	8	7	5	12.2667
	Unsatisfactory	0	0	0	0	0	0
	Blank	13	15	6	21	0	11
6	Assessment of the Exhibition in terms of Overall Exhibition						
	Very Good	27	19	39	29	25	27.8
	Good	45	33	33	43	65	43.8
	Satisfactory	13	30	22	7	10	16.4
	Unsatisfactory	0	6	0	0	0	1.2
	Blank	15	13	6	21	0	11
7	Rate the support to your business needs from British Council before the event						
	Very Good	22	26	50	36	25	31.8
	Good	53	44	33	29	58	43.4
	Satisfactory	10	15	0	14	17	11.2
	Unsatisfactory	0	0	0	0	0	0
	Blank	15	15	17	21	0	13.6
8	Rate the support to your business needs from British Council during the event						
	Very Good	20	24	50	43	22	31.8
	Good	52	46	39	29	50	43.2
	Satisfactory	15	17	0	7	25	12.8
	Unsatisfactory	0	0	0	0	3	0.6
	Blank	13	13	11	21	0	11.6
9	Did the Exhibition meet your expectations						
	Agree Strongly	13	7	6	21	15	12.40
	Agree	68	56	78	50	75	65.40
	Disagree	8	20	11	7	10	11.20
	Strongly Disagree	0	2	0	0	0	0.40
	Neither agree or disagree	0	0	0	21	0	4.20
	Blank	10	15	6	6	0	7.40
10	Overall, the Exhibition was a high quality event						
	Agree Strongly	12	11	11	21	20	15.00
	Agree	63	54	72	21	75	57.00
	Disagree	8	17	11	29	5	14.00
	Strongly Disagree	0	2	0	7	0	1.80
	Neither agree or disagree	0	0	6	0	0	1.20
	Blank	17	17	0	21	0	11.00

11 Have acquired knowledge about the market from participating at the exhibition							
Agree Strongly	2	7	6	29	8	10.40	
Agree	42	61	83	43	65	58.80	
Disagree	5	13	6	7	15	9.20	
Strongly Disagree	10	0	0	0	12	4.40	
Neither agree or disagree	0	0	0	0	0	0.00	
Blank	42	19	6	21	0	17.60	
12 How was this exhibition compared to last year							
Much better	2	0	11	0	0	2.60	
Better	15	7	6	0	13	8.20	
Same	15	7	0	21	30	14.60	
Worse	7	17	6	0	10	7.91	
Much worse	0	0	0	0	0	0.00	
Didn't attend	43	50	72	43	47	51.00	
Blank	18	19	6	36	0	15.71	
13 Will your institution consider attending a similar event next year?							
Yes	55	44	56	36	55	49.20	
No	2	2	6	0	0	2.00	
Undecided	32	39	33	43	45	38.40	
Blank	12	15	6	21	0	10.80	

In Chennai 68% exhibitors, 56% in Bangalore, 78% in Kochi , 50% in Coimbatore and 75% in Pune 'agreed' that the exhibitions met their expectations

When exhibitors were asked "Will you be attending a similar exhibition next year?" In Chennai 55% Bangalore 44% and Pune 55% said YES

37% exhibitors mentioned that the All India briefing in Chennai was 'Good' while 17% mentioned that it was 'Very Good'

Feedback from exhibitors

- Happy to see huge mass of students this year then we have had in the past couple of years
- Definitely an upsurge, students are very focused and wants to study in UK and we are looking forward for quality education
- Excellent event as expected from the British council
- Quality of student is Good , good awareness of UK.
- The BC has carried out a very comprehensive promotion for the event.it is very important for all the institutions to market the positive aspects of studying in the UK to enhance UK brand in India
- Very helpful staff, Really enjoyed delivering the talk
- Very hot inside the venue
- Overall a disappointing fair although met some quality students'. I believe Monday is not a good day for the fair. but after 5 p.m. exhibition was quite better
- There are a lot or agent events which are attracting students for 2015 but we saw more students for future year
- Be more specific before events about food/catering arrangements and collect feedback at the end of the exhibition rather than halfway through which would be the best

List of Exhibitors (Alphabetical Order):

1	University of Aberdeen	37	University of Leeds
2	Aberystwyth University	38	Leeds Trinity University
3	University of the Arts London	39	Liverpool Hope University
4	Bangor University	40	Liverpool John Moores University
5	University of Bedfordshire	41	The University of Liverpool
6	Birmingham City University	42	University College London
7	University College Birmingham	43	Manchester Metropolitan University
8	The University of Birmingham	44	The University of Manchester
9	The University of Bolton	45	Middlesex University
10	Bournemouth University	46	Navitas UK
11	BPP University	47	Newcastle University
12	University of Bradford	48	The University Of Northampton
13	The University of Buckingham	49	Northumbria University
14	Cardiff University	50	Nottingham Trent University
15	University of Central Lancashire	51	The University of Nottingham
16	City University	52	University of Plymouth
17	Cranfield University	53	University of Portsmouth
18	University for the Creative Arts	54	Queen Mary, University of London
19	De Montfort University	55	Queen's University Belfast
20	University of Dundee	56	The University of Reading
21	The University of Edinburgh	57	Royal Agricultural University
22	Edinburgh Napier University	58	Royal Holloway, University of London
23	University of Exeter	59	University of Salford
24	Falmouth University	60	SOAS, University of London
25	UCFB	61	Sheffield Hallam University
26	The Glasgow School of Art	62	The University of Sheffield
27	University of Glasgow	63	Staffordshire University
28	Goldsmiths, University of London	64	University of Strathclyde
29	University of Greenwich	65	University of Stirling
30	Heriot-Watt University	66	University of Surrey
31	University of Hertfordshire	67	University of Sussex
32	Imperial College London	68	Swansea University
33	University of Kent	69	University of Warwick
34	King's College London	70	University of the West of England
35	Kingston University	71	University of Westminster
36	Leeds Beckett University	72	York St John University

Future steps

There are suggestions for both British Council and the UK institutions to work towards improving the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- At the previous year's exhibitions, most institutions had recommended that the Wi-Fi connection and lunch facility should be provided to delegates while snacks facility should be subsidised at all venues. We provided free Wi-Fi and lunch boxes at all five exhibition venues at both November 2014 and February 2015 exhibitions.
- This year the Bangalore exhibition was held on a Monday. Most exhibitors suggested that henceforth the Bangalore exhibition should be held a weekend preferably on a Sunday. Bangalore is an IT hub of India and a 'work from home' culture prevails in the city. Since this year the exhibition was held on a Monday, IT professionals were unable to attend the exhibition as they did not have permission to work from home on the first day of the week. Hence most prospective students/ professionals in the city missed the opportunity to attend the exhibition which resulted in a low footfall as compared to previous years exhibitions.
- Certain universities recommended to re-introduce subject/course matrix at each exhibition city in order to help students meet representative of the right university that matches the students' requirements. We shall reintroduce subject matrix at forthcoming exhibitions.

UK Institutions

- Delegates are strongly advised to send the exhibition freight in advance to their respective agents or representatives working in India. Exhibition venues (hotels) do not accept bulk freight due to security reasons. We have observed this year with certain UK institutions that the freight was sent by the International offices without keeping the participating delegate informed of the proceedings and the status. This led to inconvenience and confusion for the participating delegate on the day of the exhibition. Hence requesting all institutions to keep your participating delegates informed of all freight movements.
- Delegates are advised to set a positive example of studying and living in the UK and counsel students about international exposure and global job opportunities that a UK degree would create for them respectively. One way of doing this could be having successful alumni on stands as brand ambassadors of the Institution; this will also create a positive image of the Institution and about global opportunities post completing education in the UK. Delegates are also advised to inform students visiting the exhibition about their career guidance services and other facilities available at the campus.
- Most exhibitors realised that a lot of agents organise 'world exhibitions' around the British Council exhibitions which results into dilution of the attendance at the Education UK exhibitions. Exhibitors also observed that too many exhibitions in a short span of time create confusion in the mind set of students.

In the past, the British Council tried to control this situation by tightening the Education UK exhibition schedules without providing a travel break; this was done so that agents could avoid holding 'world exhibitions' alongside the Education UK exhibitions. However this schedule proved to be too intensive for most exhibitors.

For the future, British Council recommends UK institutions to advise their agents to not organise 'world exhibitions' alongside the Education UK exhibitions. In fact the agents can support the British Council and market the Education UK exhibitions to its student database. This will enhance the brand value of UK, and it shall also ensure that numbers at the Education UK exhibition do not decline and remain consistent.

Appendix

Advertising and promotion plan

The below annexure provided details of the media plan executed to promote each exhibition.

Chennai:

Print advertising: 17 newspapers insert for duration of 19 days Details as follows:

Publication	Edition	Cir.in 000's
Hindu - Education Plus	Tamilnadu*	633
Dinamalar	Chennai	172
TOI - Chennai Times	Chennai	250
New Indian Express	Chennai	100
Puthiya Thalaimurai Kalvi	All	120
Hindu - Education Plus	NA/SA/Pondy*	42
Dinamani	Chennai	48
Puthiya Thalaimurai	All	378
TOI - Chennai Times	Chennai	250
Deccan Chronicle*	Chennai	275
Hindu - Education Plus*	Chennai	350
TOI - Education Times	Chennai	250
The Hindu - Main	NA/SA/Pondy	40
Daily Thanthi	Chennai	471
Dinakaran	Chennai	286
Times of India	Chennai	250
The Hindu - Main	Chennai	350

Radio: 3 radio stations for a week 45 spots per day

Other outdoor advertising:

- Theatre: in three leading cinemas
- Local television channel : SUN Tv for a period of two weeks
- Bus shelters for fifteen days
- Railways hoardings for a period of fifteen days
- Posters and flyers distribution to colleges in and around Chennai.
- Posters and flyers sent to agent offices
- Mobile van for publicity for 2 weeks in prominent college locations.

- Posters and flyers distributed to IELTS registered candidates
- Emailers sent to IELTS teaching centre students.
- Flyers distributed to IELTS teaching centre students.
- Drop down banner at British Council office.
- Branding at 3 popular malls for fifteen days.
- Flex printed and tied at prestigious colleges in and around Chennai
- Emailers sent to EDUK database.
- Promotion through front desk at British Council.
- Pocket calendar distribution through hotel restaurant.

Bangalore:

Print advertising: 17 newspapers insert for a period of 17 days

Publication	Edition	Cir.in 000's
Hindu Education Plus	*Chennai, *Coimbatore, Bangalore , *Kochi	646
DH – Education	Karnataka	175
Bangalore Times	Bangalore	325
PV Education (Shikshana)	Karnataka	260
New Indian Express	Bangalore	65
Bangalore Mirror	Bangalore	400
Vijay Karnataka	Bangalore	150
TOI - Education Times	Bangalore	506
Deccan Chronicle	*Chennai & Bangalore	490
Udayavani	Karnataka	425
NIE - City Express	Bangalore	50
Star of Mysore	Mysore	45
Vijaya Vani	Bangalore	235
Times of India	Bangalore	506
Times of India	Bangalore	506
Vijay Karnataka	Bangalore	150
The Hindu – Main	Chennai	350

Radio: one week campaign on radio stations

Other outdoor advertising:

- Theatre for duration of two weeks
- Ten bus shelters for two weeks at prominent locations
- Four hoarding for two weeks at prominent locations.
- Flex printed and tied at prestigious colleges in and around Bangalore
- Posters and flyers distributed to IELTS registered candidates
- Posters and flyers distribution to colleges in and around Bangalore.
- Posters and flyers sent to agent offices
- Postal posters and flyers sent to top 100 institutions in Bangalore.
- Promotion through front desk at British Council.
- Pocket calendar distribution through hotel restaurant.

Pune:

Print advertising: 13 inserts over a period of 10 days

Publication	Edition	Circulation
Times of India	Pune	266000
Education Times	Pune	266000
Pune Times	Pune	266000
Sakal	Pune	549000
Pune Newslite	Pune	90000
Pune Vruttant	Pune	110000
Indian Express	pune	90000

Radio: advertised on two radio stations over a period of 7 days

Other Outdoor advertising:

- Mobile van promotion across 80 colleges
- College kiosk promotions
- Theatre screen slides across popular cinema multiplexes for a period of 2 weeks
- Posters and flyer distribution to 110 institutions including schools and colleges
- E-flyers sent to Pune library database, exhibition database, outreach database : 5493
- 400 physical posters sent
- Promotion in six local colleges
- Flyer distribution through road show in Pune
- Posters and flyers sent to agent offices

Coimbatore:

Print advertising: 12 newspapers inserts for a period of 12 days

Publication	Edition	Cir.in 000's
Hindu - Education Plus	Coimbatore	109
New Indian Express	Coimbatore	27
Times of India	Coimbatore	100
Dinamalar – Sunday	Coimbatore	202
The Hindu – Main	Coimbatore	109
Dinakaran	Coimbatore	170
Times of India	Coimbatore	100
Daily Thanthi	Coimbatore	147
Dinamani (combo with NIE)	Coimbatore	28
Dinamalar	Coimbatore	157
The Hindu – Main	Coimbatore	109
Daily Thanthi	Coimbatore	147

Radio: promoted on two radio stations for one week

Other Outdoor promotion:

- Bus shelter in prominent location for 2 weeks.
- Theatre screening for 15 days
- Pocket calendar distribution through hotel restaurant.
- Posters and flyers distribution to colleges in and around Coimbatore.
- Posters and flyers sent to agent offices
- Postal posters and flyers sent to 50 top rated colleges in Coimbatore.
- Posters and flyers distributed to IELTS registered candidates
- Flex printed and tied at prestigious colleges in and around Coimbatore

Kochi:

Print advertising: 17 inserts for a period of 12 days

Publication	Edition	Cir.in 000's
Hindu - Education Plus	Kerala	179
Malayala Manorama	Kochi	322
New Indian Express	Kerala	50
Mathrubhumi	Kochi	156
Malayala Manorama	Kochi	322
Hindu - Education Plus	Kochi*	80
New Indian Express	Kochi	25
The Hindu	Kochi	80
Kerala Kaumudi	Kochi	70
Madhyamam	Kochi	60
Mathrubhumi	Kochi	156
Times of India	Kerala	60
Deepika	Kochi	65
Rashtra Deepika (Evening daily)	Kochi	40
Mangalam	Kochi	90
Malayala Manorama	Kochi	322
Mathrubhumi	Kochi	156

Radio: for a period of one week on 2 radio stations

Other Outdoor promotion:

- Hoarding for 2 weeks at prominent locations.
- Pocket calendar distribution through hotel restaurant.
- Posters and flyers distribution to colleges in and around Kochi.
- Posters and flyers sent to agent offices
- Postal posters and flyers sent to 50 top rated colleges in Kochi
- Posters and flyers distributed to IELTS registered candidates
- Flex printed and tied at prestigious colleges in and around Kochi

Images taken at the exhibitions

www.britishcouncil.org/siem



End of Report