

The British Council Vietnam is delighted to invite UK institutions to promote your scholarships for Vietnamese students in the “**Education UK Scholarship Promotion Package 2016**”. Participating in the package, UK institutions have great opportunities to reach to a wider target audience through multiple promotional channels offered - both in publication and online marketing.

In Vietnam, scholarship is a key deciding factor in students’ decision making process when choosing to study in the UK. The “Education UK scholarship promotion package” provides a good opportunity for UK institutions to use scholarship programmes as an important marketing method to recruit Vietnamese students for Jan and Sep 2017 intakes.

The package combines advertising both in publication and online marketing channels. **Especially, two external popular scholarship promotion platforms have been added into this year’s offers which, together with British Council’s digital and social media channels, will bring participating UK institutions a value added package and ensure a greater and wider impact for the campaign.**

## Education UK scholarship promotion package

### I. Promotion channels:

Scholarship programmes of participating UK institutions will be promoted in two following promotion channels:

- Booklet ‘Financial plan for study in the UK’
- Online marketing channels:
  - British Council Vietnam communication channels, including: Education UK website; Monthly Education UK E-newsletter and Facebook page “UK in my eyes”
  - External scholarship promotion platform: Ybox, Scholarship planet

#### 1. Booklet “Financial plan for study in the UK”

The booklet “Financial plan for your study in the UK” is a publication of the British Council in 2016, working in collaboration with a media partner – *The Pupils’ Flower* magazine – the leading magazine for Vietnamese students. The booklet focuses on essential financial issues relating to living and studying in the UK. In the booklet, UK institutions’ scholarship offers will be featured in the scholarship section as financial supports available from UK institutions. **5,000** copies of the booklet will be printed and distributed at all Education UK events from September 2016 to March 2017.

Each participating UK institution will have ONE scholarship information sheet in the Scholarship Section of the booklet.

Details of the booklet are:

- Size: 14.8x21 cm (WxL)
- Language: Vietnamese
- Printing type: in 4 colours
- Number of page: approximately 100 pages
- Quantity of publications: **5,000** copies
- Distribution period: From September 2016 to March 2017
- Main contents:
  - Why should you study in the UK
  - Affordable tuition fees for all levels of study in the UK
  - Reasonable living cost in the UK
  - Cost of studying at different cities/ regions in the UK
  - Alumni's tips about saving costs while studying the UK
  - Financial supports and scholarships from UK institutions
  - Advice on winning a scholarship
  - Working in the UK
- Distribution channels:

The booklets will be distributed at British Council education events and marketing activities from September 2016 to March 2017 as follows:

- Education UK Exhibition October 2016 in Hanoi, HCMC and Danang
- Education UK Exhibition March 2017 in Hanoi, HCM and Haiphong
- UK institutional presentations and other institutional marketing events throughout the year
- Outreach activities (UK Alumni Smart Talks, lecture tour...) organised by the British Council at local universities, high schools and educational organizations
- Front-of-house display areas at British Council Offices in Hanoi and Ho Chi Minh City
- Education UK agents in Hanoi, Ho Chi Minh, Hai Phong and Danang

### **Information about The Pupils' Flower Magazine:**

*The Pupils' Flower Magazine has a circulation of 100,000 copies per issue, and a Facebook page with 659,000 members. Being a leading media agency, the Magazine has been collaborated with the British Council Vietnam for many years in promoting Education UK to students. The booklet "Financial plan for study in the UK" will be designed, edited and promoted by the Magazine, which promises to make the booklet an exciting and "looking-for" publication for Vietnamese teenagers.*

### **2. Online marketing channels:**

Scholarship information of participating UK institutions will be promoted in following online marketing channels throughout the 7-month promotion period.

Participating UK institutions can request to have the scholarship information updated and revised as soon as there're any updates. The update and revision will be made on online channels only.

#### **British Council communication channels:**

- A sub-page of the [scholarship section - Education UK Vietnam website](#) from September 2016 to March 2017; the average traffic rate of the Education UK Vietnam website is **6,000+ visits** per month;
- One of the monthly Education UK E-newsletter, sent to a database of **7,500** prospective students;
- Posts on the [Facebook page "UK in my eyes"](#) – managed by the British Council Vietnam with **82,000+** followers.

### External scholarship promotion platforms:

- Scholarship programmes will be promoted in 2 advertorials posted in the two most popular scholarship promotion platforms [Ybox](#) and [Scholarship planet](#) from September 2016 to March 2017.

#### **Information about Scholarship Planet:** <http://scholarshipplanet.info/>

*Scholarship Planet is one the most popular forum for Vietnamese students who wish to commence their study abroad. Content shared in the platform covers scholarship information, study abroad guidance, tips for preparing study/scholarship application and exam preparation. Some important statistics of the platform:*

- Visitors to page: >40,000 users/month
- Pageview: >130,000 pageviews/month
- Facebook (<https://www.facebook.com/scholarshipplanet>): 150,000 members

#### **Information about Ybox:** [www.ybox.vn](http://www.ybox.vn)

*YBOX or Youth box is a platform for students and young professionals which covers many topics and articles about overseas study opportunities, scholarships, career orientation, , competitions, recruitment, tips for success, student life.*

- Visitors to page: 54,344 users/month
- Pageview: 452,806 pageviews/month
- Facebook (<https://www.facebook.com/ybox.vn>): 72,333 members

### III. Advertising fee

Advertising fees: **GBP750** (20% UK VAT is exclusive)

**Discount:** We offer a 10% discount for institutions who participated in the package in 2015 and wanted to continue the package in 2016.

#### **Cancellation**

Cancellation fees will be charged for withdrawal from the promotion package, as of the date of receiving Notice of Withdrawal via email:

- At 50 per cent of the full fee for withdrawals received between 15 and 31 August 2016
- At 100 per cent of the full fee for withdrawals received after on and after 1 September 2016.

### IV. Application and input requirement

The scholarship promotion package is offered for **15 UK institutions** who have a specific scholarship programme for Vietnamese students. The total scholarship value should be no less than GBP2,000.

Deadline of application: **15 July 2016**. Advertising opportunities will be offered on first come, first serve basis.

After UK institutions' applications have been confirmed, they will be required to submit their institution profile and details of scholarships to be included in the 'Financial plan for your study in the UK' by 10 August 2016. A content form for required information will be provided.

#### **Contact details:**

If you are interested in participating in the "Education UK scholarship promotion package", please fill in the application forms and return it to:

Ms. Phuong Pham  
Education Marketing Manager  
BC-SIEM Vietnam  
Email: [phuong.pham@britishcouncil.org.vn](mailto:phuong.pham@britishcouncil.org.vn)