

British Council Japan UK Scholarships Campaign 2017/18

Promote your scholarships to prospective students in Japan

The British Council Japan would like to invite UK institutions to participate in our **UK Scholarships Campaign** to promote their scholarship offers for Japanese students in 2017/18. The campaign will combine widespread promotion through online marketing channels (both British Council and external) and a pamphlet to be distributed at student-facing events including the British Council Japan's flagship Study UK Exhibitions. This campaign, which is the first of its kind to be run in Japan, provides an excellent opportunity for UK institutions to promote their scholarships and showcase their strengths to prospective students.

Background

While interest in studying abroad is growing in Japan, cost is becoming an increasingly important factor in student decision-making. In a British Council survey¹ of prospective students in Japan, cost was cited by 41% of respondents as the major obstacle to studying abroad. In the same survey, financial support was cited as the number one incentive to encourage the pursuit of study abroad. Meanwhile, enquiries from students seeking information in Japanese on scholarship opportunities offered by UK institutions have increased markedly at British Council events in recent years. This campaign therefore aims to meet the needs of this growing audience by introducing scholarship opportunities via a handy and informative pamphlet and widespread digital promotion.

Campaign Details

Eligibility

The campaign aims to introduce scholarships offered by UK institutions **at all levels** from English language schools and boarding schools to further education colleges and universities. UK institutions that meet the British Council Services for International Education Marketing Criteria are eligible to participate <https://siem.britishcouncil.org/eligibility-criteria>

¹ *Japan: Debunking the "inward-looking" myth (British Council report, November 2014)*

Marketing Plan

The campaign will promote scholarships offered by UK institutions via the below channels:

1. Campaign pamphlet (hard copy)
2. Digital marketing campaign

1. Campaign Pamphlet

- Dimensions: A4 (210mm x 297mm)
- Language: Japanese
- Total pages: 4-6 depending on number of participating institutions
- Print run: 2,500 copies
- Shelf life: 1 year (October 2017 – September 2018)
- Contents
 - An introduction to funding your studies
 - Profiles of participating institutions and their scholarship(s). Institutions will be grouped into English language schools, boarding schools and further/higher education institutions. Each profile will consist of 150 words, one image and the institution logo. The British Council will provide a template for institutions to complete their profiles.

Distribution (2,500 copies)

Hard copies will be distributed at the below British Council and external study abroad events from October 2017 to September 2018.

- British Council Study UK Exhibitions (October 2017 and March 2018)
- In-house study abroad seminars at the British Council, Tokyo
- External study abroad events organised by universities and schools throughout Japan
- British Council front of house display
- Direct posting to Japanese universities and local study abroad agents upon request

2. Digital Marketing Campaign

The digital version of the pamphlet will be promoted through the below British Council and external media platforms:

- Paid Facebook posts targeting those interested in studying in the UK
- British Council corporate e-flyer (11,000 subscribers), and social media accounts
- Featured articles in monthly e-newsletter to prospective study abroad students (2,600 subscribers)
- Japan official IELTS Facebook page (5,200 likes) and IELTS Japan official blog (average monthly unique users: 2,000)
- British Council IHE e-newsletter (1,200 subscribers)
- British Council Teaching Centre monthly e-newsletter (3,100 subscribers)
- Direct emails to institutions throughout Japan. Institutions will be encouraged to share the link to the guide with their students and post on their websites.

In addition to the above, each participating institution will be featured once in a series of **targeted**

mailshots to prospective students registered to the British Council Japan database. Each mailshot will introduce up to 3 participating institutions.

Participation fee

	Scholarship Profile Space (150 words, one image and institution logo)
Higher Education Institutions	450 GBP*
English language schools Independent/boardings schools FE Colleges	350 GBP*

**Exclusive of applicable VAT*

Production schedule

- Deadline for booking space: 11 July 2017
- Deadline for text submission: 28 July 2017
- Publication: late September 2017

Applications

• Applications will be accepted on a first come first served basis. To reserve a space, please complete the application form below and email a scanned copy to:

JP_BC-SIEM@britishcouncil.org by **11th July 2017**.

Contact

If you have any enquiries about this opportunity please write to:

Hal Parker
Projects Manager (Education)
British Council Japan
Email: JP_BC-SIEM@britishcouncil.org
Tel: +81 3 3235 8025

UK Scholarships Campaign 2017/18: Booking Form

Please send completed forms as a scanned PDF file to: JP_BC-SIEM@britishcouncil.org

Submission deadline: 11th July 2017

Name of institution	
Authorised person	
Tel:	email:
<input type="checkbox"/> Please check this box if your institution meets the British Council Services for International Education Marketing criteria https://siem.britishcouncil.org/eligibility-criteria	
<p>Declaration</p> <p><i>I confirm that the above named organisation would like to partake in advertising in the British Council Japan's UK Scholarships Campaign 2017/18. I am aware of the fee stated below and understand that if this application is accepted the terms and conditions listed below will form a binding contract between this organisation and the British Council.</i></p> <p>_____ (signature of applicant) _____ (date)</p>	

Advertising space - please tick the appropriate box in the table

	Scholarship Profile Space (150 words, one image and institution logo)
Higher Education Institutions	<input type="checkbox"/> 450 GBP*
English language schools Independent/boardings schools FE Colleges	<input type="checkbox"/> 350 GBP*

*All prices exclusive of applicable VAT

Terms and Conditions

Eligibility

All participating institutions must meet the British Council Services for International Education Marketing Criteria <https://siem.britishcouncil.org/eligibility-criteria>

Selection

Applications will be accepted on a first-come first-served basis. Scholarship profiles will be listed in

alphabetical order by institution in the relevant section of the pamphlet.

Acceptance

Campaign delivery is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance (or rejection with reasons for the rejection) once sufficient numbers have been received.

Payment schedule

The British Council will invoice all institutions for the participation fee in November 2017.

Cancellation Policy

The below cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of notice of withdrawal.

- 50 per cent of the full participation fee for withdrawals received on or after **14th July 2017**.
- 100 per cent of the full participation fee for withdrawals received on or after **28th July 2017**.

Notice of withdrawal must be supplied in writing by email to JP_BC-SIEM@britishcouncil.org