

Post-event report for

Study UK: Discover You Exhibition India, February 2018

Bangalore: 2 February, Vivanta by Taj
Chennai: 4 February, Taj Coromandel
Kochi: 6 February, The Gateway Hotel
Pune: 6 February, Sheraton Grand Pune Bund Garden Hotel
Delhi: 6 February, British Council
Mumbai: 11 February, Sunville Banquets

Introduction

Study UK: Discover You exhibitions are held each year in November and February in India to showcase the wide range of study opportunities available in the UK, a glimpse of student life in the UK and career prospects of a UK qualification.

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

The February leg of the 2018 exhibition was held from 2 to 11 February; travelling to Bangalore, Chennai, Kochi, Pune, Delhi and Mumbai. The exhibition attracted 5219 visitors across all six cities.

The footfall at this year's exhibition recorded a increase of 15% in number of attendees.

The exhibition in Mumbai saw a massive 86% increase in spite of university exams being conducted in the city colleges. Mumbai was followed by Delhi with a growth of 65% over last year's numbers.

The exhibition briefing and pre-exhibition reception was successfully delivered in Bangalore, a day before the start of the exhibitions. The evening was graced by over 120 guests that included delegates from over 50 UK universities, and 20 local institutional contacts and 15 education consultants. During the reception, the increase in the Tier 4 student visa numbers for Indian students was also announced

Officers from UK Visas and Immigration (UKVI) were present at each exhibition and delivered seminars in Bangalore, Chennai and Pune. The UKVI officer addressed first hand queries and spoke to various students at the dedicated UKVI stall at the exhibition cities. Student visa queries are sensitive and requires responses from experts which is why we aim to connect students with visa officers through the exhibition platform.

Additionally there was representation from IELTS and Chevening Scholarship teams across all exhibition cities. The exhibition also showcased the exciting Mix the City offer where visitors could prepare their own music mixes using an interactive online platform.

At the February exhibitions, QR codes for institution prospectus were also displayed for interested students to scan and download the prospectuses of their choice at the event. We also showcased a video wall at each exhibition venue that displayed videos sent by UK institutions on a loop, thus providing a virtual tour of student life in the UK to all visitors. We also introduced subject specialist exhibition specific to Business Studies and MBA in Mumbai and Delhi.

This report will provide 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	Vivanta by Taj – Bangalore 2 February 2018
Opening hours	1400 to 1900 hours
Number of attendees	1263

Venue	Taj Coromandel – Chennai 4 February 2018
Opening hours	1400 to 1900 hours
Number of attendees	1145

Venue	The Gateway Hotel - Kochi 6 February 2018
Opening hours	1300 to 1800 hours
Number of attendees	511

Venue	Sheraton Grand Pune Bund Garden Hotel - Pune 8 February 2018
Opening hours	1400 to 1900 hours
Number of attendees	1119

Venue	British Council - Delhi 10 February 2018		Venue	Sunville Banquets - Mumbai 11 February 2018
Opening hours	1300 to 1800 hours		Opening hours	1100 to 1600 hours
Number of attendees	775		Number of attendees	406

Comparison of visitor numbers from last year's exhibition

2017	2018
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A number of seminars were held on various specialised topics, the numbers of attendees for each seminar are listed as below

VENUE	SEMINAR TOPIC	No of attendees
Bangalore Vivanta by Taj	Engineering Studies in the UK	7
	New Careers in Big Data and The Internet of Things	12
	Student visas	31
	Studying and living in the UK (including scholarships)	35
	IELTS	32

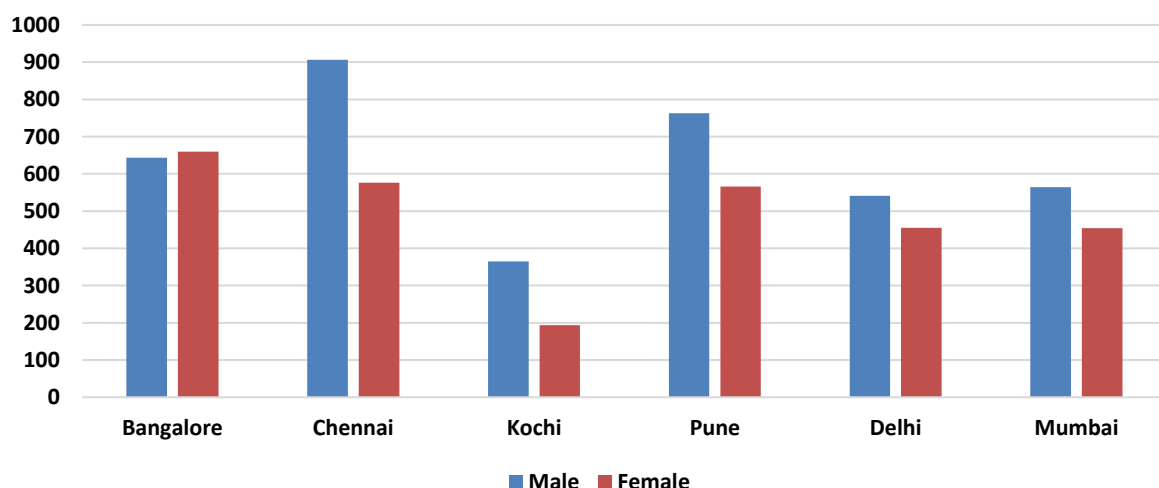
VENUE	SEMINAR TOPIC	No of attendees
Chennai Taj Coromandel	Engineering Studies in the UK	20
	New Careers in Big Data and The Internet of Things	10
	MBA studying and working, your pathway to success	12
	Student visas	25
	Global Health and Social Medicine	31
	IELTS	45

VENUE	SEMINAR TOPIC	No of attendees
Pune Sheraton Grand	Career development and managing your career	30
	What a MBA degree can do for you?	48
	Student visas	42
	Studying and living in the UK (including scholarships)	62
	IELTS	50

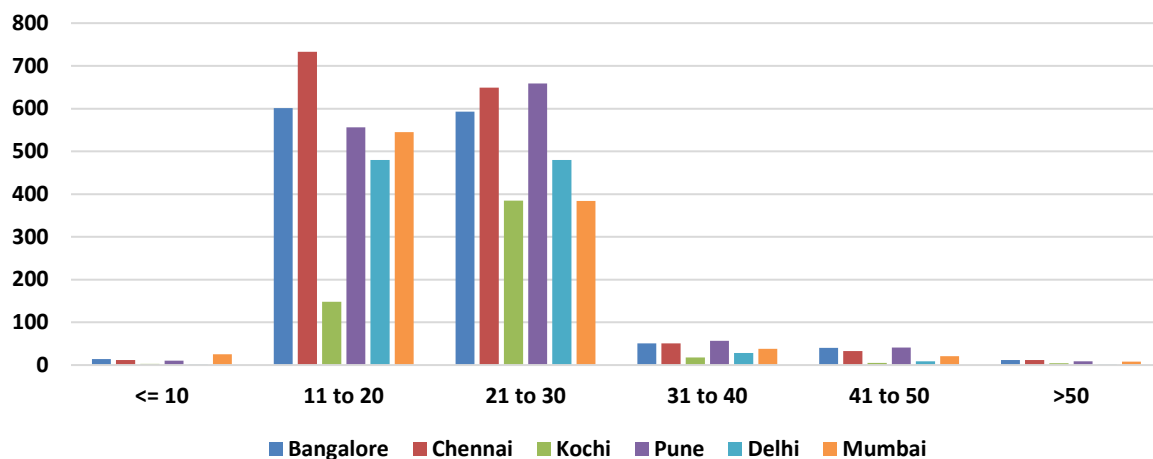
Key highlights and analysis from the visitor registration data:

- At the exhibitions there were more male visitors than female, except for Banaglore where the female visitors outnumbered the male ones.
- Maximum registrants to the exhibition were in the age range of 11 to 20 years, unlike the trend observed in November 2017, where the maximum registrants were in the age group of 21 to 30 years. This could be an indication of an increased demand for undergraduate courses.
- In terms of visitor profile by current occupation – 87% visitors at the Delhi exhibitions were ‘students’ followed by 82 % visitors in Mumbai, 81.8% in Pune and 81.4% in Kochi.
- Exhibitions in Chennai, Kochi, Bangalore and Mumbai recorded over 13% visitors as ‘working professionals’ followed by 12.9% visitors’ in Pune and 10% in Delhi.
- In Kochi, 50.5% visitors were looking for PG courses followed by Chennai at 49.08% and Bangalore at 46.5%. Delhi had the highest enquiries for MBA courses with 34.5% visitors enquiring about the same.
- Business and Administrative studies continued to remain popular subjects across all exhibition cities, with an increased interest observed in enquiries for the subjects areas of ‘Engineering and Technology’ and ‘MBA’ courses.
- Kochi had the highest enquiries for scholarships with 34% visitors enquiring for the same followed by Pune with 28%
- Most of the visitor to the exhibition got to know about the event from their ‘friends and relatives’ followed by ‘promotions done on internet’ followed by ‘information sent by the British Council’ and Newspaper adverts’. Word of mouth has become a more powerful tool than newspaper adverts and is a relatively new trend observed in this year’s exhibition. Digital and social media also continue to be popular.

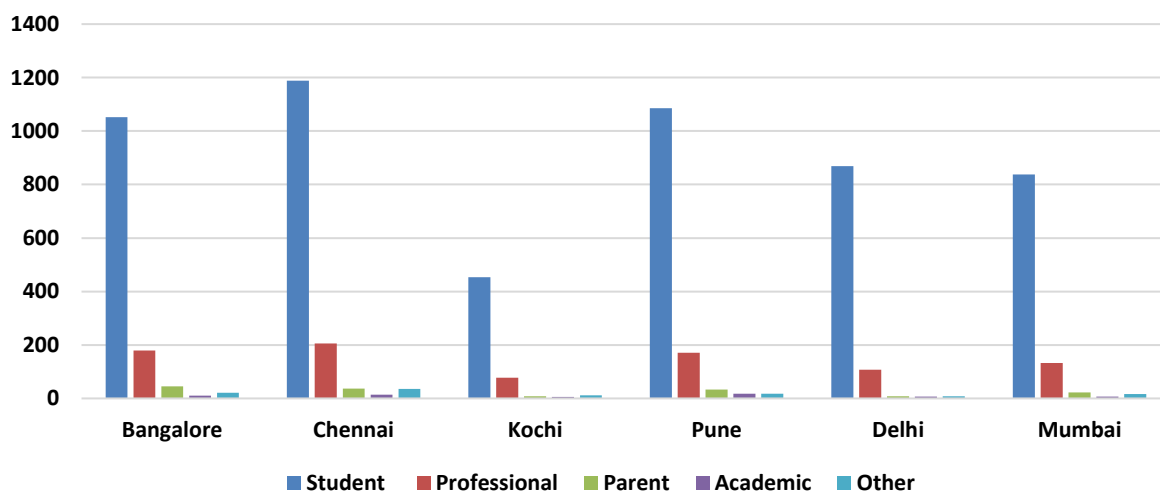
February 2018 - Exhibition registrants by gender



February 2018 - Registrants by Age



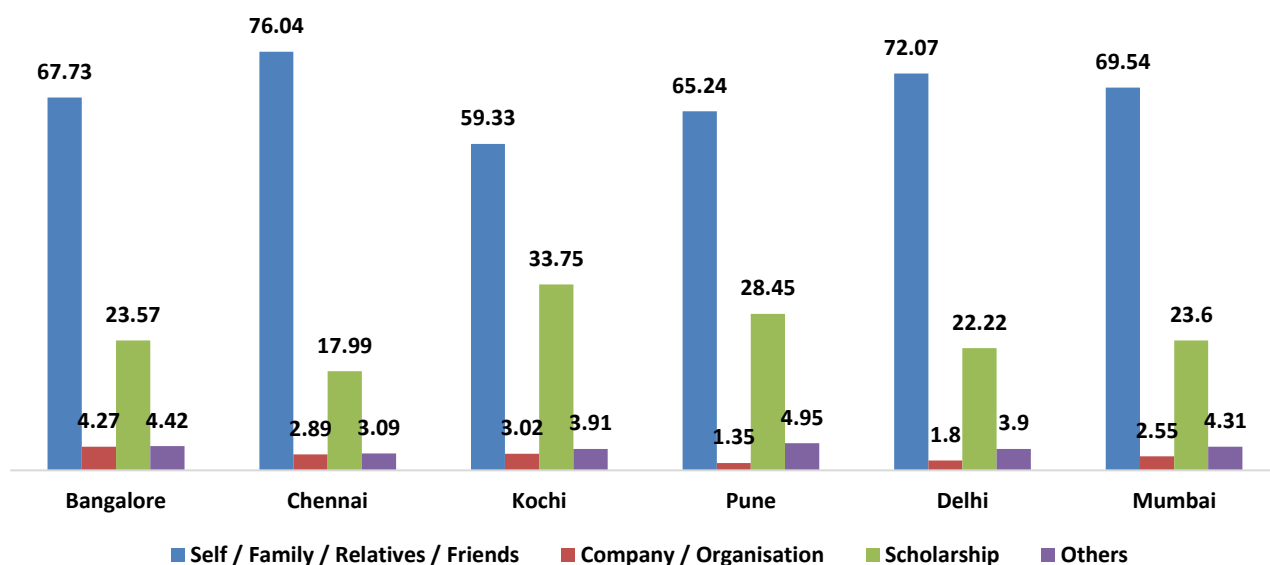
February 2018 - Registrants by Occupation



February 2018 - Exhibition registrants by Level of Study (in %)

	Vocational and technical	Pre-university academic	UG	PG	MBA	Learn English	Boarding School	Short Course	Professional/ Employment qualifications
Bangalore	2.16	2.5	20.08	46.51	17.19	1.3	0.4	5.28	4.25
Chennai	2.88	2.12	13.31	49.08	17.6	3.21	0.66	6.51	4.58
Kochi	2.86	1.87	12.2	50.56	15.69	2.86	0.87	6.1	6.97
Pune	2.94	2.4	14.62	46.21	18.66	2.74	0.8	7.19	4.39
Delhi	2.75	1.65	11.12	36.43	34.05	2.87	0.55	6.66	3.91

February 2018 - Registrants by Fund Source (in %)



February 2018 - Exhibition registrants by Subject Area (in %)

	Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
Agriculture and related subjects	2.19	1.24	1.88	1.57	1.03	2.37
Applied and Pure Sciences	5.94	4.53	5.12	3.67	2.35	4.62
Architecture, Building and Planning	2.47	2.77	2.19	3.71	1.15	3.52
Business and Administrative Studies	17.55	13.84	14.32	16.6	27.85	18.26
Computer and Mathematical Science	10.94	9.95	5.43	6.44	4.41	6.87
Creative Arts and Design	5.85	5.25	3.66	5.46	4.3	5.95
Education and Training	2.43	2.65	3.87	3.22	2.92	3.41
Engineering and Technology	11.27	20.62	14.42	13.83	5.39	9.42
Health and Medicine	4.42	7.9	4.39	4.38	1.03	4.56
Humanities	8.18	3.37	3.24	4.12	6.13	4.39
Law	3.9	3.17	13.79	8.46	4.07	3.12
MBA	14.46	16.33	15.78	17	28.25	20.85
Hair, Beauty and Personal Care	1.19	1	0.63	1.16	1.03	1.85
Social Studies and Communications	4.99	3.17	4.08	6.09	4.58	4.79
Travel, Tourism and Hospitality	3.9	3.65	6.58	4.21	5.5	5.95

Traditionally Business and Engineering courses have been popular amongst Indian students. However we have observed that the students enquiring for Computer and Mathematical Science and Creative arts and Design is also on the rise.

February 2018 - Exhibition registrants by top 10 preferred countries of study(in%)

	Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
Australia	11.7	10.59	10.98	10.32	11.83	11.23
Canada	12.59	12.41	13.35	10.11	12.11	11.86
France	5.16	4.87	4.97	5.95	5.98	6.01
Germany	9.07	9.51	9.28	10.47	7.38	8.19
Italy	2.82	2.5	3.12	3.23	3.05	2.66
Netherlands	3.08	3.31	3.98	3.31	2.43	2.25
New Zealand	4.17	3.85	6.01	4.31	4.81	4.3
Singapore	7.15	7.35	5.25	6.14	7.13	5.63
UK	22.23	22.79	21.44	23.23	20.72	22.87
US	12.86	13.82	12.35	14.44	14.93	14.17

The student visitors that attended the exhibitions chose the UK as the top country of priority for further education followed by other popular choices like the USA, Canada and Australia.

Germany and Singapore have also garnered an increase in interest from Indian students as per data from both November and February exhibitions.

February 2018 - Exhibition registrants by sources of information about the exhibition (in%)

	Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
Newspapers	13.81	13.49	12.39	12.94	3.62	13.86
Internet	19.82	19.13	23.28	24.03	22.71	20.58
British Council	15.83	16.93	12.39	15.09	22.46	17.18
Radio, TV	1.9	2.14	1.94	1.52	0.42	1.58
Email	4.18	4.63	3.28	4.31	2.19	2.32
Poster	1.96	1.13	0.75	1.2	0.34	1.08
Friend and relative	29.01	31.94	34.33	31.45	41.13	35.44
Fliers	0.7	0.17	0.45	0.19	0	0.58
Student's association	5.89	3.44	4.93	2.85	4.04	3.73
Newsletter	0.19	0.4	0.15	0.32	0.25	0.66
University, Teacher	4.75	4.68	3.28	4.31	1.09	1.08
Embassy and consulate	0.32	0.68	0.3	0.44	0.42	0.25
Others	1.65	1.24	2.54	1.33	1.35	1.66

Word of mouth, Internet promotion, British Council and Newspaper adverts were the most popular mediums of information for student visitors at the exhibition

Marketing

The Study UK : Discover You February exhibitions were promoted widely to create awareness and generate interest for prospective students to attend the exhibitions and ensure maximum participation from the right audiences.

Promotion was done via print advertising and online engagement.

Print advertising: A total of 44 adverts were released across 30 newspapers (combination of main + supplement) across the six exhibition cities. Details of city wise print media plan and outdoor promotion is available in annexure on page no 17



Online Marketing

The exhibition digital promotion started from 15 January and was live till 12 February 2018.

The exhibitions were promoted through Facebook, Twitter, Google Display and Search adverts. This year's campaign was focused on lead generation and raising awareness. Exhibitions were promoted on Owned and Paid digital platforms.

November 2017 and February 2018 Comparison:

Month	Facebook Leads	Facebook CPL	SEM Clicks	SEM CPC
November	5,810	197	939	30
January - February	5,267	223	2,310	55

Highlights of the digital campaign and its reach:

- Over 7.1 million impressions received and nearly 0.14 million clicks
- Generic keywords such as 'British Council exhibition' and 'study in the UK' have performed best
- We generated maximum engagements from 60.3% men in the age group of 18-24
- Delhi followed by Mumbai have performed best in terms of reach. Delhi also outnumbered the rest of the locations by contributing 41% of the total clicks.

Search Engine Marketing (SEM) Overview

City	CLICKS	IMPRESSIONS	CTR	AVG. CPC
Bangalore	232	6582	3.52%	54.60
Chennai	111	3349	3.31%	42.37
Kochi	80	2662	3.01%	48.75
Pune	198	4254	4.65%	57.33
Delhi	923	24948	3.70%	56.04
Mumbai	766	18859	4.06%	56.7
Total	2310	60654	3.81%	55.30

Exhibitors' Feedback

	Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
(Input figures in percentage)						
How would you rate the duration of the event						
Too long	0	7	5	1	4	19
Just right	98	87	90	99	96	89
Too short	0	0	0	0	0	0
Blank	2	6	5	0	0	0
What were your objectives for coming						
Recruitment	17	29	16	10	37	33
Profile raising	0	7	5	6	3	5
Both	79	53	74	81	56	62
Blank	5	11	5	3	4	0
What is the assessment of the visitors to your desk						
Good number and good quality	64	58	79	68	45	24
Good quality only	26	13	0	16	23	29
Good number only	2	13	5	13	27	5
Disappointing	2	0	5	3	0	24
Blank	5	16	11	0	5	18
Please give your assessment of the exhibition in terms the below						
i. Promotion of the event						
Very Good	29	36	26	29	18	5
Good	50	51	58	45	54	43
Satisfactory	2	4	5	13	4	29
Unsatisfactory	0	0	0		0	10
Blank	19	9	11	13	23	13
ii. Branding at the event						
Very Good	38	40	32	29	27	0
Good	43	47	53	45	43	48
Satisfactory	0	7	5	10	6	38
Unsatisfactory	0	0	0	0	1	10
Blank	19	7	11	16	23	4
iii. Overall exhibition						
Very Good	40	40	26	26	14	0
Good	36	44	58	55	49	48
Satisfactory	5	7	0	0	17	29
Unsatisfactory	0	0	5	0	2	10
Blank	19	9	11	19	18	13

	Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
(Input figures in percentage)						
How would you rate the support to your business needs provided by the British Council						
i. Before the event						
Very Good	24	44	42	35	18	5
Good	38	40	47	35	47	67
Satisfactory	14	9	0	13	5	24
Unsatisfactory	2	0	0	3	7	4
Blank	21	7	11	14	23	0
ii. During the event						
Very Good	29	51	47	35	15	19
Good	40	40	42	45	47	43
Satisfactory	10	2	0	6	12	29
Unsatisfactory	0	0	0	0	3	5
Blank	21	7	11	14	23	4
Did the exhibition meet your expectations						
Agree strongly	26	27	16	26	15	0
Agree	45	56	58	48	49	33
Disagree	5	9	5	6	15	24
Strongly Disagree	5	0	5	0	0	33
Blank	19	9	16	0	3	0
Overall, the exhibition was a high quality event						
Agree strongly	31	24	21	23	30	0
Agree	45	62	63	52	45	43
Disagree	0	4	5	3	5	43
Strongly Disagree	0	0	0	0	3	0
Blank	24	9	11	22	17	14
I have acquired knowledge about the market from participating at the exhibition						
Agree strongly	19	20	16	26	13	0
Strongly	52	62	68	48	47	48
Disagree	7	7	5	6	20	38
Strongly Disagree	0	0	0	0	4	0
Blank	21	11	11	0	16	14

	Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
(Input figures in percentage)						
How was this exhibition compared to last year						
Much better	0	7	5	3	8	0
Better	21	4	16	6	21	14
Same	21	31	5	19	26	0
Worse	21	4	0	0	3	10
Much worse	5	0	0	0	0	0
Didn't attend	31	38	47	48	20	57
Blank	0	16	26	24	22	19
Would your institution consider attending a similar event next year						
Yes	57	76	63	61	42	10
No	0	0	5	0	6	19
Undecided	21	16	16	23	27	67
Blank	21	9	16	16	25	4

Some key highlights from exhibitors feedback:

- Most exhibitors felt that the exhibition duration was just right across all exhibition cities except in Mumbai, wherein 19% exhibitors felt that the exhibition was too long.
- The Kochi exhibition was successful for most institutions that participated. 84% delegates felt that the Kochi exhibition was a high quality event while 84% delegates have mentioned that they have acquired market knowledge and intelligence about the city by participating at the Kochi exhibition
- The feedback received for the Chennai exhibition reflects that 76% delegates would like to come back to the city to attend the exhibition next year

Generic comments by delegates:

- 'The exhibition in Delhi should be promoted as a general event. Should return to the original format' - University of Northampton (similar feedback for Mumbai as well)
- 'It was good to see change in interest in area to science subjects like Mathematics and Physics' – Queen Mary University of London
- 'There were lots of enquiries for 2020 etc. This could be a market change for which we need to re-assess messages' – University of Sheffield
- 'I thought it would be quiet in Kochi, but was pleasantly surprised' – University of Kent

Visitors' Feedback

		Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
(data in percentages)							
1	Did you get all the information you were seeking						
	Yes	92	91	91	63	84	89
	No	8	8	8	8	16	11
	Blank	0	1	1	29	0	0
2	Will you be making an application to the UK now						
	Yes	35	51	57	49	52	43
	No	39	45	40	20	44	56
	Blank	26	4	3	31	4	1
3	The Exhibition met my expectations						
	Strongly agree	24	28	30	28	37	23
	Agree	67	59	56	63	55	60
	Neither	6	11	9	9	4	15
	Disagree	2	1	1	0	3	2
	Strongly disagree	0	1	2	0	1	0
	Blank	1	1	2	0	0	0
4	Overall, the exhibition was a high quality event						
	Strongly agree	35	34	33	40	33	31
	Agree	56	57	50	51	56	55
	Neither	8	6	10	6	8	10
	Disagree	1	1	1	1	2	2
	Strongly disagree	0	2	1	0	1	1
	Blank	1	0	4	2	0	1
5	I have acquired knowledge about UK education from attending the exhibition						
	Strongly agree	42	37	40	36	38	31
	Agree	49	53	44	53	42	59
	Neither	6	7	9	8	14	8
	Disagree	2	0	0	0	1	1
	Strongly disagree	0	2	1	0	5	0
	Blank	2	0	5	3	0	1
6	Your understanding of what the UK has to offer as a place to study						
	0	1	0	1	1	0	1
	1	2	1	1	0	1	3
	2	0	0	1	1	2	5
	3	1	1	3	1	4	2
	4	2	2	5	3	3	1
	5	9	11	13	11	9	17
	6	10	9	11	10	15	21
	7	21	20	18	19	20	22
	8	27	26	22	27	27	11
	9	17	17	12	11	15	11
	10	10	10	10	15	8	6

		Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
7	Your perception of the attractiveness of the UK as a place to study						
	0	1	0	0	1	1	2
	1	2	0	2	0	0	1
	2	1	0	1	1	1	3
	3	2	1	2	2	1	4
	4	3	2	4	3	0	6
	5	8	7	10	7	14	7
	6	8	8	14	8	9	16
	7	14	17	17	16	24	24
	8	22	25	16	24	23	15
	9	22	18	17	21	12	15
	10	17	20	11	16	15	7
	Blank	1	2	4	1	0	0
8	How likely is it that you would recommend the British Council's Study UK Exhibition to a friend or colleague?						
	0	0	0	0	0	1	0
	1	1	1	0	0	1	1
	2	0	1	2	1	3	2
	3	1	1	1	0	1	1
	4	2	1	2	2	2	3
	5	4	6	11	4	1	5
	6	6	7	8	7	8	9
	7	10	14	13	11	28	11
	8	22	21	17	22	16	20
	9	23	16	16	21	14	18
	10	27	30	24	30	15	26
	Blank	2	3	6	2	0	4

		Bangalore	Chennai	Kochi	Pune	Delhi	Mumbai
(data in percentages)							
9	Did you attend any of the subject seminars						
	Yes	16	24	NA	30	NA	NA
	No	47	35	NA	64	NA	NA
	Blank	37	41	NA	6	NA	NA
10	Did you find the seminar useful						
	Extremely useful	6	6		10		
	Useful	5	11		9		
	Average	3	5		8		
	Bad	1	2		2		
	Very bad	0	0		1		
	Blank	37	41		6		
	Did not attend	47	35		64		
11	Did you attend the students visa seminar						
	Yes	29	59	NA	21	NA	NA
	No	31	32	NA	72	NA	NA
	Blank	40	9	NA	7	NA	NA
12	Did you find the seminar useful						
	Extremely useful	7	0		5		
	Useful	13	1		9		
	Average	6	1		4		
	Bad	1	7		2		
	Very bad	1	9		1		
	Blank	40	9		7		
	Did not attend	31	32		72		
13	Did you meet the officer at the UK Visas and Immigration stall?						
	Yes	33	31	32	36	71	45
	No	45	48	34	62	29	52
	Blank	22	21	33	2		3
14	Did you find the information you received useful						
	Extremely useful	8	8	7	10	43	17
	Useful	29	28	19	29	35	36
	Average	12	8	10	14	19	14
	Bad	2	0	0	0	3	0
	Very bad	1	1	64	1	0	0
	Blank	49	55	7	46	0	33

Appendix

List of Exhibitors (Alphabetical Order):

SI No	Name of the Institution	SI No	Name of the Institution
1	Abertay University	31	The University of Manchester
2	Aston University	32	The University Of Sheffield
3	Birbeck, University of London	33	UCL
4	Birmingham City University	34	Ulster University
5	BPP University	35	University for the Creative Arts
6	Buckinghamshire New University	36	University of Bath
7	Cardiff University	37	University of Bedfordshire
8	City, University of London	38	University of Birmingham
9	Cranfield University	39	University of Bradford
10	Goldsmiths, University of London	40	University of Bristol
11	Heriot Watt University (UK, Dubai, Malaysia)	41	University of Derby
12	Imperial College London	42	University of Essex
13	King's College London	43	University of Exeter
14	Kingsmead International School	44	University of Glasgow
15	Kingston University London	45	University of Kent
16	Lancaster University	46	University of Leeds
17	London Metropolitan University	47	University of Lincoln
18	Newcastle University	48	University of Northampton
19	Northumbria University, Newcastle	49	University of Nottingham
20	Oxford Brookes University	50	University of Reading
21	Queen Mary University of London	51	University of Southampton
22	Queen's University Belfast	52	University of Stirling, UK
23	Royal Holloway University of London	53	University of Strathclyde
24	Sheffield Hallam University	54	University of Surrey
25	SOAS University of London	55	University of Sussex
26	Swansea University	56	University of the Arts London
27	Teesside University	57	University of the West of Scotland
28	The Glasgow School of Art	58	University of Warwick
29	The Royal Agricultural University	59	University of Westminster
30	The University Of Hull	60	University of Wolverhampton

Advertising and promotion plan

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

Bangalore

Print advertising: 14 newspaper inserts for duration of 7 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Deccan Herald	Bangalore	English	160	2	26 and 28 Jan 2018
The Times of India	Bangalore	English	456	1	26 Jan 2018
Bangalore Mirror	Bangalore	English		3	28, 30 and 31 Jan 2018
The Hindu	Bangalore	English	114	2	29 and 31 Jan 2018
Vijaykarnataka	Bangalore	Kannada	296	3	29, 30 Jan and 1 Feb 2018
Vijayvani	Bangalore	Kannada	250	3	29, 30 Jan and 1 Feb 2018

Radio: Radio campaigning was done over 3 days with 2 channels covering 127 spots

Outdoor: Totem poles placed at Forum Mall for the Pavillions for three days
Totem poles placed at 1 MG Mall for one week

Other: 3 day promotional visits by British Council staff at 30 educational institutions and distribution of 150 posters, 500 flyers and 3160 emailers to database

Chennai

Print advertising: 5 newspaper inserts for a duration of 6 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
The Hindu- Main	Chennai	English	576	1	27 Jan 2018
The Times of India	Chennai	English	272	1	27 Jan 2018
The Hindu- Main	Chennai	English		1	30 Jan 2018
Dina Thanthi	Chennai	Tamil	453	1	31 Jan 2018
Dinamalar – TN	Chennai	Tamil	269	1	2 Feb 2018

Radio: Radio campaigning was done over 5 days with 2 channels covering 169 spots

Outdoor: (A week before the exhibition)
Theatre branding at Sathyam Cinemas
Totem poles placed before British Council office in Chennai

Totem poles at Phoenix Mall

Other: 3 day promotional visits by British Council staff at 15 educational institutions and distribution of 150 posters, 500 flyers and 2593 emailers to database

Kochi

Print advertising: 8 newspaper inserts for duration of 5 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
The Hindu	Kochi	English	67	1	28 Jan 2018
New Indian Express	Kochi	English	58	3	27 Jan 2018
Education Times	Kochi	English		1	30 Jan 2018
The Times of India	Kerala	English	58	1	31 Jan 2018
Malyalam Manorama	Kochi	Malyalam	360	1	2 Feb 2018
Mathrubhumi	Kochi	Malyalam	160	1	4 Feb 2018

Radio: Radio campaigning was done over 5 days with 2 channels covering 100 spots

Other: 3 day promotional visits by British Council staff at 15 educational institutions and distribution of 100 posters, 300 flyers and 900 emailers to database

Pune

Print advertising: 11 newspaper inserts for duration of 6 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Times of India	Pune	English	213	1	2 Feb 2018
Pune Mirror	Pune	English	TBC	1	4 Feb 2018
Pune Times	Pune	English	TBC	1	7 Feb 2018
Maharashtra Times	Pune	Marathi	TBC	1	7 Feb 2018
Education Times	Pune	English	TBC	1	5 Feb 2018
Loksatta Vruttant	Pune	Marathi	TBC	4	2, 3, 5 and 6 Feb 2018
Sakal	Pune	Marathi	600	2	6 and 7 Feb 2018

Radio: Radio Mirchi and Red FM (radio spot activity carried out over 4 days period on both the radio channels)

Other: 3 day promotional visits by British Council staff at 15 educational institutions and distribution of 400 posters, 10,000 flyers and 4550 emailers to database

Delhi

Print advertising: 1 newspaper insert in an English daily covering Delhi NCR, with a circulation of 8,00,000.

Radio: Two radio stations (activity carried out for a week with 10 spots per day)

Other: 3 day promotional visits by British Council staff at 15 educational institutions and distribution of 1,000 posters, 10,000 flyers and 7,000 emailers to database.

Mumbai

Print advertising: 5 newspaper inserts for duration of 6 days. Details as follows:

Publication	Edition	Language	Circulation (in '000)	No of insertions	Dates of Insertions
Times of India	Mumbai	English	843	1	8 Feb 2018
Mumbai Times	Mumbai	English	TBC	1	9 Feb 2018
Maharashtra Times	Mumbai	Marathi	TBC	1	7 Feb 2018
Education Times	Mumbai	English	800	1	5 Feb 2018
Mumbai Mirror	Mumbai	English	126	1	10 Feb 2018

Radio: Red FM (radio spot activity carried out over 4 days period)

Other: 3 day promotional visits by British Council staff at 16 educational institutions and distribution of 400 posters, 10,000 flyers and 2827 emailers to database

We also commissioned the services of a youth & influencer marketer agency to develop and implement a targeted campaign in January/ February 2018 to increase the footfall at each of the exhibitions.

As part of the campaign, we had a team of 113 campus ambassadors from across the country working on driving a targeted campaign across 20 to 25 colleges in their respective cities

This was a very specific campus outreach recruitment, and the general digital or print based marketing campaign ran separately from this.

Photographs taken at the exhibitions



Registration desk at the Pune exhibition

Visitors at the Study UK exhibition at Pune





Student seminar at the Study UK exhibition at Pune



Visitors enquiring about Study UK at exhibition venue in Kochi



Visitors queue up at the Study UK exhibition at Chennai



End of report