

DIGITAL MARKETING CAMPAIGNS

MALAYSIA, INDONESIA AND SINGAPORE

This proposal is prepared for UK institutions wishing to raise their profile in Malaysia, Indonesia and Singapore through digital advertising. All campaigns proposed are designed to provide UK institutions better value-for-money through packaged buys, leveraging on British Council's preferred rates and/or British Council's databases.

Why work with us?

- Campaigns are designed to have targeted and focused impact
- Flexibility in designing and messaging to ensure we are responding to market needs.
- Make the most of the British Council's reputation by appearing on British Council owned platforms
- Multiple platform engagement campaign to reach wider audiences.
- Increased traffic to your website will generate interest in and increase awareness of the institution.

Promotional Options

MALAYSIA - Social Media (Facebook), email marketing (eDM) and print ad

Package Includes:

- 1 individual paid boosting on Study UK Facebook with an estimated reach of 20k – 60k
- 1 **joint** direct mailer to targeted subscribers in our database (2 institutions max per mailshot)
- Links from the British Council website to your preferred landing page
- One **joint** press ad (provided that material deadlines are met)

INDONESIA - Social Media (Facebook) and email marketing (eDM)

Package Includes:

- 1 paid boosting on Study UK Facebook with an estimated reach of 20k – 60k
- 1 direct mailer to targeted subscribers in our database
- Links from the British Council website to your preferred landing page

SINGAPORE - Social Media (Facebook) and email marketing (eDM)**Package Includes:**

- 1 paid boosting on Study UK Facebook with an estimated reach of 20k – 60k
- 1 joint direct mailer to targeted subscribers in our database

Costs

| CAMPAIGN | OBJECTIVES | COST** |
|---|--|--|
| 1. Study UK: Late applications and Clearing campaign | <ul style="list-style-type: none"> • Campaign period: 23 July – 31 August (6 weeks) • To boost applications for the 2018/19 intake after the 30 June UCAS closing date • To generate applications for your institution's courses in Clearing • To generate interest and drive recruitment for the 2018/19 intake • To create and build awareness of your institution in the country • To promote the key strengths of your institution to prospective students | Malaysia - £850 Indonesia - £850 Singapore - £850 |
| 2. Study UK: Postgraduate and January 2019 intake campaign | <ul style="list-style-type: none"> • Campaign period: 22 October – 15 December (8 weeks) • To promote the postgraduate courses and/or courses available in January 2019 at your institution • To generate interest and drive recruitment for postgraduate studies • To generate leads for the 2019/20 intake in time for the UCAS January deadline • To create and build awareness of your institution in the country • To promote the key strengths of your institution to prospective students | Malaysia - £850 Indonesia - £850 Singapore - £850 |

Notes:

- ** All charges are subject to VAT where applicable. Institutions with charity status need to provide a VAT exemption certificate to be exempt from VAT charges for advertising services which are non-targeted.
- All campaigns are delivered in English without the need of translations.

Requirements

- All material and artwork requirements will be communicated to the client upon confirmation of the respective media buy.

How to apply

All institutions should complete our online application form at: <https://goo.gl/forms/To2FqUDYe8fFagk2>

Application deadline

Acceptances will be on a first-come-first-served basis. Each campaign will have its own deadline as below:

- Campaign 1: Study UK Clearing campaign – **Friday 20 July 2018**
- Campaign 2: Postgraduate and January 2019 intake campaign – **Friday 12 October 2018**

Cancellation policy

Cancellation fees will be charged for withdrawal from the event, as of the date of receipt of notice of withdrawal (by email or in writing):

- Campaign 1: At 100% of the full cost, for withdrawals received on or after **Friday 20 July 2018**
- Campaign 2: At 100% of the full cost, for withdrawals received on or after **Friday 12 October 2018**

Terms and conditions:

1. **Accredited Institutions**
All participating institutions must be accredited by a recognised UK authority or local partners of recognised UK institutions.
2. **Payment schedule**
Terms of payment are within thirty days of the invoice date. Invoices can be issued in MYR if required and currency conversion will be at British Council's prevailing book-keeping rate of the month.
3. **Terms for service**
All institution representatives must abide by the British Council Services for International Education Marketing terms for service: <http://siem.britishcouncil.org/terms-service>

Contact:

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