



STUDY UK CAMPAIGN

IES CONFERENCE
6 DECEMBER 2018

STUDY UK
DISCOVER YOU



STUDY UK

IN A NUTSHELL...

- ◆ National campaign to promote UK higher education to international markets
- ◆ Targeting undergraduate and postgraduate prospects, plus parents and influencers
- ◆ Education strand of Government's GREAT campaign
- ◆ Insight-led – audience research – allowing us to adjust and refine at all stages of the customer journey
- ◆ Digital marketing; MOOCs; events; in-country engagement; recruitment fairs; alumni programme; branded scholarships
- ◆ Therefore multiple activities and interventions so that our campaign is

ALWAYS ON

STUDY UK

OUR VISION

- ◆ Students worldwide from both more and less economically developed countries recognise that a UK education will give them the best platform to transform their lives, communities and countries

CAMPAIGN PROPOSITION

- ◆ The experience, qualifications, knowledge and confidence gained by studying in the UK will inspire you to define and pursue your own path

CAMPAIGN JOURNEY

- ◆ Introduce potential students to UK Higher Education
- ◆ Encourage consideration through deeper engagement
- ◆ Convert into leads through the university finder and newsletter

CAMPAIGN ACTIVITY 2018–19

- ◆ Digital advertising campaign to global audiences
- ◆ Regional marketing campaign across all six priority countries; digital advertising event and scholarships
- ◆ Facebook Live and Instagram takeovers by HE institutions
- ◆ Testimonial and student-generated content
- ◆ Alumni Awards: national events and global awards
- ◆ Massive open online courses for; agents and counsellors, parents and students

CAMPAIGN SUCCESSES TO DATE



£309m

Benefits to the UK economy

65

Countries using the Study UK brand



100m

Reached through press and media coverage of the Alumni Awards

2.9m

Unique visitors to Study UK site in 2017–18

75k+

New learners enrolled to HEI MOOCs on FutureLearn in 2017–18



6,700

Education advisers and agents enrolled on the Study UK MOOC

164

Countries registered for Academic Readiness MOOC

SINCE 10 SEPTEMBER 2018: PROGRESS SO FAR



1.6m
Unique visitors
to Study UK site

1,200
Alumni Awards entries
from 100+ countries,
representing 80 per cent
UK HEIs



44k
New learners enrolled
to HEI MOOCs on
FutureLearn



8,000
Learners used the
academic readiness
MOOC from 174 countries

11k
Click-throughs from the
Study UK university finder

STUDY UK



studyuk_britishcouncil • Following

studyuk_britishcouncil There are only three more days to apply for the 2019 Study UK Alumni Awards, so if you recently studied at a UK university, don't miss out on this incredible opportunity to boost your profile on the global stage. You'll also get a chance to win a trip back to the UK to enhance your professional networks. For more info and how to apply, visit the link in our bio.

studyuk_britishcouncil #StudyUK #DiscoverYou #UKAlumniAwards



951 views

NOVEMBER 8

Add a comment...

Study UK - British Council
Sponsored ·

Home to world-recognised universities and inspirational study experiences, a UK qualification opens doors and minds. Find your path in the UK.

WORLD-CLASS TEACHING

World-class teaching
Home to top-ranked ...

Learn More

World-wi recogniti UK degree

More than **300** languages are spoken across the UK.

#INTERNATIONALSTUDENTS DAY
1 IN 4 COUNTRIES



STUDY UK ACROSS THE WORLD



- ◆ Over 100 events worldwide
- ◆ 65 countries
- ◆ 20 languages
- ◆ Catalogue of assets

Study UK Exhibition
February 2018

Suntec Singapore Convention
and Exhibition Centre

AVAILABLE MASSIVE OPEN ONLINE COURSES (MOOCs)



PREPARE TO STUDY AND LIVE IN THE UK

- ◆ Giving students the opportunity to familiarise themselves with the ways of teaching and learning in the UK
- ◆ Delivered in partnership with FutureLearn



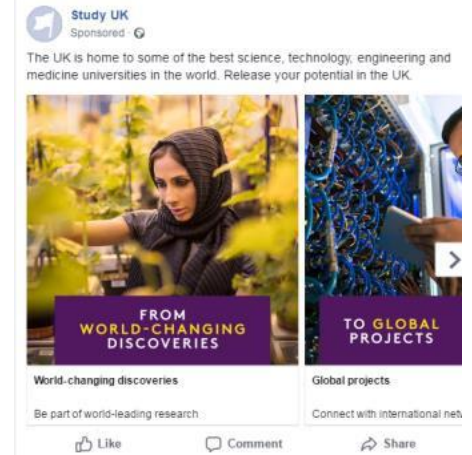
LEARN ONLINE WITH A UK UNIVERSITY

- ◆ A campaign promoting more than 250 online courses from 39 UK universities
- ◆ Delivered in partnership with FutureLearn

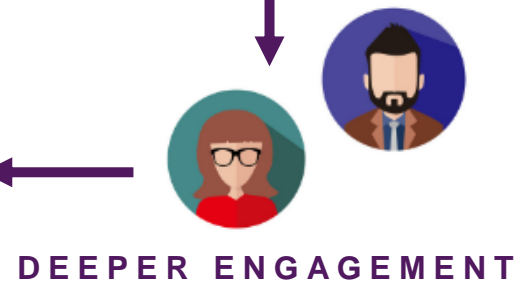
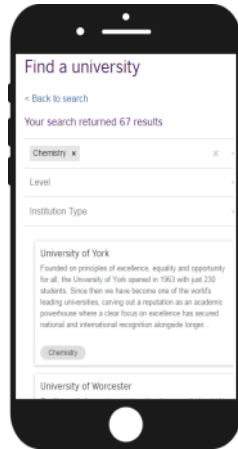
PHASING OF STUDY UK CAMPAIGN



AWARENESS



INTEREST



SOCIAL MEDIA

studyuk_britishcouncil [Follow](#)

457 posts 11.8k followers 233 following

Study UK: Discover You
Study in the UK and experience life-changing learning. Tag @studyuk_britishcouncil and #StudyUK to give us permission to repost. bit.ly/2Jcgotj

Asha de Vos Uni Takeo... Uni Takeo... Why the U... Uni Takeo... Uni Takeo... Global Wi...

POSTS TAGGED

THERE ARE 162 HIGHER EDUCATION INSTITUTIONS IN THE UK

#STUDYUKLIVE FEATURING FACEBOOK LIVE FRIDAY 30 NOVEMBER 2018 11:00 GMT

TOP TIPS by Jinnang Zang

https://www.instagram.com/studyuk_britishcouncil/?hl=en

UNIVERSITY FINDER SEARCH TOOL

- ◆ Search for universities by subjects, level and institution type
- ◆ Visit university profile
- ◆ Click directly to university site, send an email or telephone, all directly from the app
- ◆ In-depth data available on usage such as popular subjects, countries, and number of leads generated

BRITISH COUNCIL · STUDY UK · DISCOVER YOU GREAT BRITAIN & NORTHERN IRELAND

Discover your future Find a university UK study options Plan your stay

Find a university

Search by institution

Browse by

Subject

Level

Institution Type

Search

LOGO LOCKUP



- ◆ Three different versions of the campaign logo are available
- ◆ Choose the version that works best for you
- ◆ Support the campaign by using the logo lockups in your communications
- ◆ Access the campaign [logos](#)

CAMPAIGN ASSETS



- ◆ Available for use by all partners and institutions
- ◆ Register at the GREAT brand library to access Study UK assets:
<https://brand.great.gov.uk>
- ◆ Direct all queries about Study UK to:
GREATbrand@britishcouncil.org

ALUMNI AWARDS

OBJECTIVE

To find and celebrate the outstanding success stories of UK HEIs' top alumni, raising their profile

OPPORTUNITY

Discover and connect with outstanding UK HEI alumni: vital ambassadors of UK education.

Raise their profile, and the profile of UK HE, by showcasing their stories. Annual global press/media reach is more than 100m.

WHAT YOU CAN DO

- ◆ Actively promote Alumni Award winners from your country
- ◆ Promote the 2019–20 Alumni Awards to your alumni and encourage them to apply (from summer 2019)
- ◆ If planning to host a national level event, work with British Embassy/High Commission on all aspects, including identifying sponsors



Ciarán presenting the Social Impact Award to Baby Ruth Villarama

Photo ©James Gifford Mead

ALUMNI ACTIVITY

WHAT YOU CAN DO

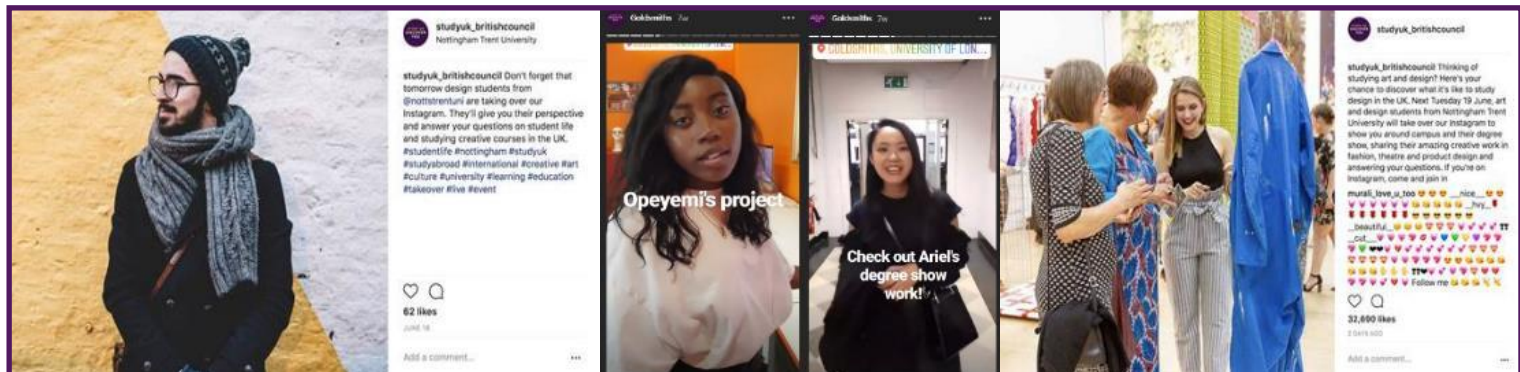
- ◆ Work with your institution's alumni office to take part in the Alumni Awards – promote, nominate, celebrate
- ◆ Register for alerts of alumni events in specific countries, via the IES events page website: <https://education-services.britishcouncil.org/events>
- ◆ Promote and share the Alumni Employability MOOC (from April 2019)



INSTAGRAM TAKEOVERS AND FACEBOOK LIVE SHOWS

FEATURE YOUR CONTENT

- ◆ Take over the Study UK Instagram channel for a day or
- ◆ Be featured in a Study UK Live session on Facebook
- ◆ Reach over 500,000 fans on Facebook and nearly 12,000 Instagram followers
- ◆ Paid boosting to potential students generates hundreds of thousands of engagements



NEW OPPORTUNITY – LINKEDIN

- ◆ LinkedIn Study UK showcase page recently launched
- ◆ Audience: postgraduate students and alumni
- ◆ Take part: contact maya.frost@britishcouncil.org

SHOWCASE YOUR CONTENT

- ◆ career development (programmes and support in your institution such as business incubators, networking etc.)
- ◆ Professional development while learning (internships, work placements)
- ◆ Research and developments across various fields (medical, engineering, sports etc.)

OVER TO YOU...

- ◆ How can we make the campaign work for you?
- ◆ What type of content should we be generating?
- ◆ How else would you like to get involved?
- ◆ What is the competition doing better? How do you get competitor information and how do you respond to it?
- ◆ What do you think worked well so far in the campaign?

CONSIDER THESE CURRENT CAMPAIGN CONCERNS

- ◆ STEM competition from other markets
- ◆ Post study work and graduate employability
- ◆ Student visas
- ◆ Brexit and the future of EU students in the UK

THANK YOU





STUDY UK
DISCOVER YOU



study-uk.britishcouncil.org
#StudyUK