

## **Promote your school in the UK Boarding Schools Marketing Campaign Japan 2020**

UK boarding schools are invited to join the British Council Japan's **UK Boarding Schools Marketing Campaign 2020**.

With interest in boarding schools continuing to grow in Japan, this campaign represents an excellent opportunity to raise profile and reach key influencers including parents, agents, and school counsellors.

### **Benefits of participating**

- **Reach a growing market**  
Interest in overseas boarding schools has grown markedly in recent years and student numbers have increased for the UK as well as major competitor markets.
- **Raise brand awareness among key influencers** including parents, agents and school counsellors
- **Association with the British Council**  
The British Council has a long-established reputation in Japan for the provision of trustworthy and reliable information on study opportunities in the UK.
- **A cost-effective method of reaching a wide audience through multiple channels**  
The campaign utilizes online and print channels making this a cost-effective way of building brand awareness among target audiences and maximizing the exposure of your school without having to travel to Japan.

### **Market Background**

Strong interest in Japan in UK boarding schools is reflected in the latest Independent Schools Council (ISC) Census published in April 2019, as well as Tier 4 Child Visa issuances for 2018.

#### **ISC Census 2019** *(all figures as of January 2019)*

- 11% increase in total number of **Japanese pupils whose parents live overseas**: 437 (vs 392 in 2018, and up from 313 in 2014)
- Total number of **new Japanese pupils whose parents live overseas**: 152 (vs 156 in 2018, and up from 126 in 2014)
- **Total number of Japanese pupils** (parents living either in/outside of the UK): 1,040 (vs 1,068 in 2018, and up from 668 in 2014).

**2018 Tier 4 Child Visa Issuances**: 283 (vs 289 in 2017, and up from 245 in 2015)

Interest in overseas boarding school education is being driven by increased awareness in Japanese society of the importance of gaining study abroad experience from a young age, growing interest in active learning and critical thinking, government funding support for study abroad through the Tobitate scholarships programme, and strong demands from industry for graduates with 'global skills' (broadly speaking this refers to intercultural competence/understanding and strong English language skills).

## Campaign Format

This is an integrated campaign featuring print promotion through the UK Boarding Schools Guidebook 2020 and digital promotion via Study UK online channels. The below options are available:

Option	Details	Price
1	- Profile page* in UK Boarding Schools Guidebook 2020 - Boosted post (100 words, 1 image) on Study UK Facebook page - Institution profile (50 words, 1 image) in Study UK mailshot (up to 4 schools introduced per mailshot)	<input type="checkbox"/> <b>£800</b> **150 GBP discount offered for schools that participated in the 2019 campaign**
2	- Profile page* in UK Boarding Schools Guidebook 2020 + <u>one-page advertisement</u> ** (back cover) - Boosted post (100 words, 1 image) on Study UK Facebook page - Institution profile (50 words, 1 image) in Study UK mailshot (up to 4 schools introduced per mailshot)	<input type="checkbox"/> <b>£1,200</b>
3	- Profile page* in UK Boarding Schools Guidebook 2020 + <u>one-page advertisement</u> ** (inside front cover) - Boosted post (100 words, 1 image) on Study UK Facebook page - Institution profile (50 words, 1 image) in Study UK mailshot (up to 4 schools introduced per mailshot)	<input type="checkbox"/> <b>£1,100</b>
4	- Profile page* in UK Boarding Schools Guidebook 2020 + <u>one-page advertisement</u> ** (inside back cover) - Boosted post (100 words, 1 image) on Study UK Facebook page - Institution profile (50 words, 1 image) in Study UK mailshot (up to 4 schools introduced per mailshot)	<input type="checkbox"/> <b>£1,000</b>

### \*Profile page will consist of:

- General information (school name, logo, contact details, gender profile, student number, school fees etc.)
- Brief information on the institution (up to 150 words)
- Up to three photographs (the British Council will select 1-3 images that best fit the space)

Institutions will be asked to complete a profile template, the contents of which will be translated into Japanese by the British Council. The British Council reserves the right to edit the content should the profile exceed the word count.

**\*\*Advertisement artwork to be provided by the institution.**

### About the UK Boarding Schools Guidebook 2020

- Dimensions: W182mm x H257mm
- Language: Japanese
- Total pages: approximately 32, full colour
- Print run: 2,000 copies
- Shelf life: 1 year (from late-February/early March 2020)
- Contents:
  - An introduction to UK boarding schools highlighting strengths and attractions (article prepared by the British Council)
  - Message from the British Ambassador to Japan
  - A map of the UK to show the location of the participating schools (prepared by the British Council)
  - Profiles of participating UK boarding schools

<https://education-services.britishcouncil.org>

## Distribution

### Printed Version (2,000 copies)

- British Council Japan student-facing events including our flagship Study UK Fairs
- British Council Japan agent-facing events
- Postage to local study abroad agents on request
- British Council front of house display
- Outreach organized by schools / local authorities

### Online Version

An on-line version of the guidebook will be available on the British Council Japan website in easy-to-view PDF format for one year. The link will be advertised widely through:

- Study UK e-newsletters
- The British Council corporate e-flyer, Facebook and Twitter accounts
- The British Chamber of Commerce in Japan weekly newsletter
- Other external channels provided by partners

## Reference Material

- 2019/20 edition: [https://www.britishcouncil.jp/sites/default/files/boarding\\_school\\_guide\\_2019-2020.pdf](https://www.britishcouncil.jp/sites/default/files/boarding_school_guide_2019-2020.pdf)

## Sample Profiles from previous editions

### St Lawrence College

学校の住所: College Road, Ramsgate, Kent CT11 7AE  
Eメールアドレス: admissions@slcuk.com  
電話番号: +44 1843 572931  
ウェブサイト: www.slcuk.com



設立年	1879年	学校のタイプ	共学校
寮生・通学生の受入	通学生	寮生 (平日のみ寮に寄宿)	寮生 (週末も含めて毎日寮に寄宿)
生徒数	650名	受入年齢	3~18歳(寮生は7~18歳)
教員一人当たり生徒数	8名		
取得できる資格	GCSE	Aレベル	サマースクール
留学生数	177名	日本人留学生数	2名
1年間あたりの費用(寮生の場合)	£26,055~£34,645	1年間あたりの費用(通学生の場合)	£7,470~£18,495
入学要件	近隣の学業成績表、試験、面接 (スカイプ面接可)		
生徒の学業成績	2017年、GCSEでは85%の生徒がA*~C、64%がA*~B、34%がA*~Aの成績を収め、Aレベルでは53%の生徒がA*~B、30%がA*~Aの成績を収めました。多様な生徒が学ぶ学校としては大変目覚ましい成果を挙げ、成績上位3分の1の生徒全員がAレベル3科目以上でA*~Bを取得しています。特に数学や科学の分野で強みがあります。		
特別な学習ニーズへの対応	あり (軽度~中程度の学習障害を持つ生徒対象。詳細: www.slcuk.com/senior-home/academic/learning-support)		

#### 学校紹介

45エーカー (約18万㎡) の広々とした素晴らしい敷地に建つ安全で温かい学校で、美しい伝統的な建造物と新しい現代建築を兼ね備えています。生徒一人ひとりに必要な配慮と関心を向けると同時に、すばらしい機会と施設を提供するのに適切な規模の学校です。教育水準は高く、さまざまなGCSEおよびAレベル科目を履修することができます。生徒は極めて高い割合でオックスフォード大学やケンブリッジ大学を含む第一志望の大学に合格しています。当校は、コミュニティ意識が強く手厚い生徒指導が受けられる、活気に満ちた学校です。生徒の国籍はバラエティ豊かで、寮生活は学校生活の中心になっています。生徒用にさまざまな放課後および週末のアクティビティを用意しています。最近では大規模な投資プログラムにより素晴らしい寮施設を設立し、すべての部屋がトイレ・シャワー付きになりました。2018年9月には、新しいサイエンス・アート・デザインテクノロジーセンターがオープンします。



28

### Woodbridge School

学校の住所: Burkhitt Road, Woodbridge Suffolk IP12 4JH  
Eメールアドレス: admissions@woodbridgeschool.org.uk  
電話番号: +44 1394 615041  
ウェブサイト: www.woodbridgeschool.org.uk



設立年	1557年	学校のタイプ	共学校
寮生・通学生の受入	通学生	寮生 (平日のみ寮に寄宿)	寮生 (週末も含めて毎日寮に寄宿)
生徒数	800名	受入年齢	4~18歳
教員一人当たり生徒数	4~20名		
取得できる資格	GCSE	Aレベル	サマースクール
留学生数	80名	日本人留学生数	3名
1年間あたりの費用(寮生の場合)	£29,985	1年間あたりの費用(通学生の場合)	£16,020
入学要件	ウェブサイトをご確認ください: www.woodbridgeschool.org.uk/senior-school/senior-apply		
生徒の学業成績	2017年GCSEの結果 33%がA*を取得、6名の生徒が10以上のA*を取得しました。50%以上の生徒が8科目でAの成績を、95.3%が英語と数学で少なくともC以上の成績を収めました。12科目でA*、さらに応用数学でAを取得した生徒や、11科目でA*を取得した生徒もいます。 2017年Aレベルの結果 83.8%がA*~C、98.4%がA*~Eの成績を収めました。40%の生徒が3科目でAを取得、24%が少なくとも1科目でA*またはAを取得したほか、6科目でA*またはAの成績を収めた生徒もいます。		
特別な学習ニーズへの対応	あり (詳細はお問い合わせください)		

#### 学校紹介

当校では高い学業成績達成のための教育を行うことに重点を置いています。革新的な指導・学習アプローチ、優れた課外活動、卓越した生活ケア、そして生徒一人一人の成長に特に力を入れることにより、この目標を達成しています。変化の激しい世界で生徒が成功するために必要となる技能、特性や個性を身に付けられるよう、当校では指導しています。当校のGCSEとAレベルの成績は素晴らしい、当校の教育の中心となっています。それと同時に、困難から立ち直る力、他者と協力する能力、問題解決能力など、生徒の基本的な人格形成にも力を注いでいます。当校の課外活動は、芸術、音楽、連合将校養成隊 (CCF: Combined Cadet Force)、スポーツなど、多岐にわたります。生徒は課外活動に積極的に参加し、活躍することを期待されます。演劇や音楽の分野は特に優れており、全国的にも高く評価されています。



29



## Schedule

- Deadline for booking space: 29<sup>th</sup> Nov 2019
- Deadline for promotional text/images: 6<sup>th</sup> Dec 2019
- Guidebook publication: Late Feb/early Mar 2020
- Digital promotion (boosted Facebook posts / mailshots): Apr/May 2020

## How to book

Please complete the attached booking form and send to [hal.parker@britishcouncil.or.jp](mailto:hal.parker@britishcouncil.or.jp) by **29<sup>th</sup> November 2019.**

Applications will be accepted on a first-come first-served basis.

## Contact

Hal Parker  
Education Services Manager  
British Council Japan  
Email: [hal.parker@britishcouncil.or.jp](mailto:hal.parker@britishcouncil.or.jp)  
Tel: +81 3 3235 8025

# UK Boarding Schools Marketing Campaign Japan 2020: Booking Form

Please send completed forms as a scanned PDF file to: [hal.parker@britishcouncil.or.jp](mailto:hal.parker@britishcouncil.or.jp)

**Submission deadline: 29<sup>th</sup> November 2019**

<b>Name of institution</b>	
<b>Authorised person</b>	
<b>Email address</b>	
<input type="checkbox"/> Please check this box if your institution meets the British Council Services for International Education Marketing criteria <a href="https://siem.britishcouncil.org/eligibility-criteria">https://siem.britishcouncil.org/eligibility-criteria</a>	
<p><b>Declaration</b>  <i>I confirm that the above named organisation would like to partake in advertising in the British Council Japan's "UK Boarding Schools Marketing Campaign 2020". 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>	

## Participation Options - please tick the appropriate box in the table

Option	Details	Price
1	- Profile page* in UK Boarding Schools Guidebook 2020 - Boosted post (100 words, 1 image) on Study UK Facebook page - Institution profile (50 words, 1 image) in Study UK mailshot (up to 4 schools introduced per mailshot)	<input type="checkbox"/> <b>£800</b> **150 GBP discount offered for schools that participated in the 2019 campaign**
2	- Profile page* in UK Boarding Schools Guidebook 2020 + <u>one-page advertisement</u> ** (back cover) - Boosted post (100 words, 1 image) on Study UK Facebook page - Institution profile (50 words, 1 image) in Study UK mailshot (up to 4 schools introduced per mailshot)	<input type="checkbox"/> <b>£1,200</b>
3	- Profile page* in UK Boarding Schools Guidebook 2020 + <u>one-page advertisement</u> ** (inside front cover) - Boosted post (100 words, 1 image) on Study UK Facebook page - Institution profile (50 words, 1 image) in Study UK mailshot (up to 4 schools introduced per mailshot)	<input type="checkbox"/> <b>£1,100</b>
4	- Profile page* in UK Boarding Schools Guidebook 2020 + <u>one-page advertisement</u> ** (inside back cover) - Boosted post (100 words, 1 image) on Study UK Facebook page - Institution profile (50 words, 1 image) in Study UK mailshot (up to 4 schools introduced per mailshot)	<input type="checkbox"/> <b>£1,000</b>

<https://education-services.britishcouncil.org>

### **\*Profile page will consist of:**

- General information (school name, logo, contact details, gender profile, student number, school fees etc.)
- Brief information on the institution (up to 150 words)
- Up to three photographs (the British Council will select 1-3 images that best fit the space)

Institutions will be asked to complete a profile template, the contents of which will be translated into Japanese by the British Council. The British Council reserves the right to edit the content should the profile exceed the word count.

### **\*\*Advertisement artwork to be provided by the institution.**

## **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. Guidebook profiles will be listed in alphabetical order by institution.

### **Acceptance**

Delivery of the campaign 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 March 2020.

### **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 **7<sup>th</sup> January 2020**.
- 100 per cent of the full participation fee for withdrawals received on or after **14<sup>th</sup> January 2020**.

Notice of withdrawal must be supplied in writing by email to [hal.parker@britishcouncil.or.jp](mailto:hal.parker@britishcouncil.or.jp)