

Study UK Campaign Evaluation

2022-23



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Welcome message from Study UK Director

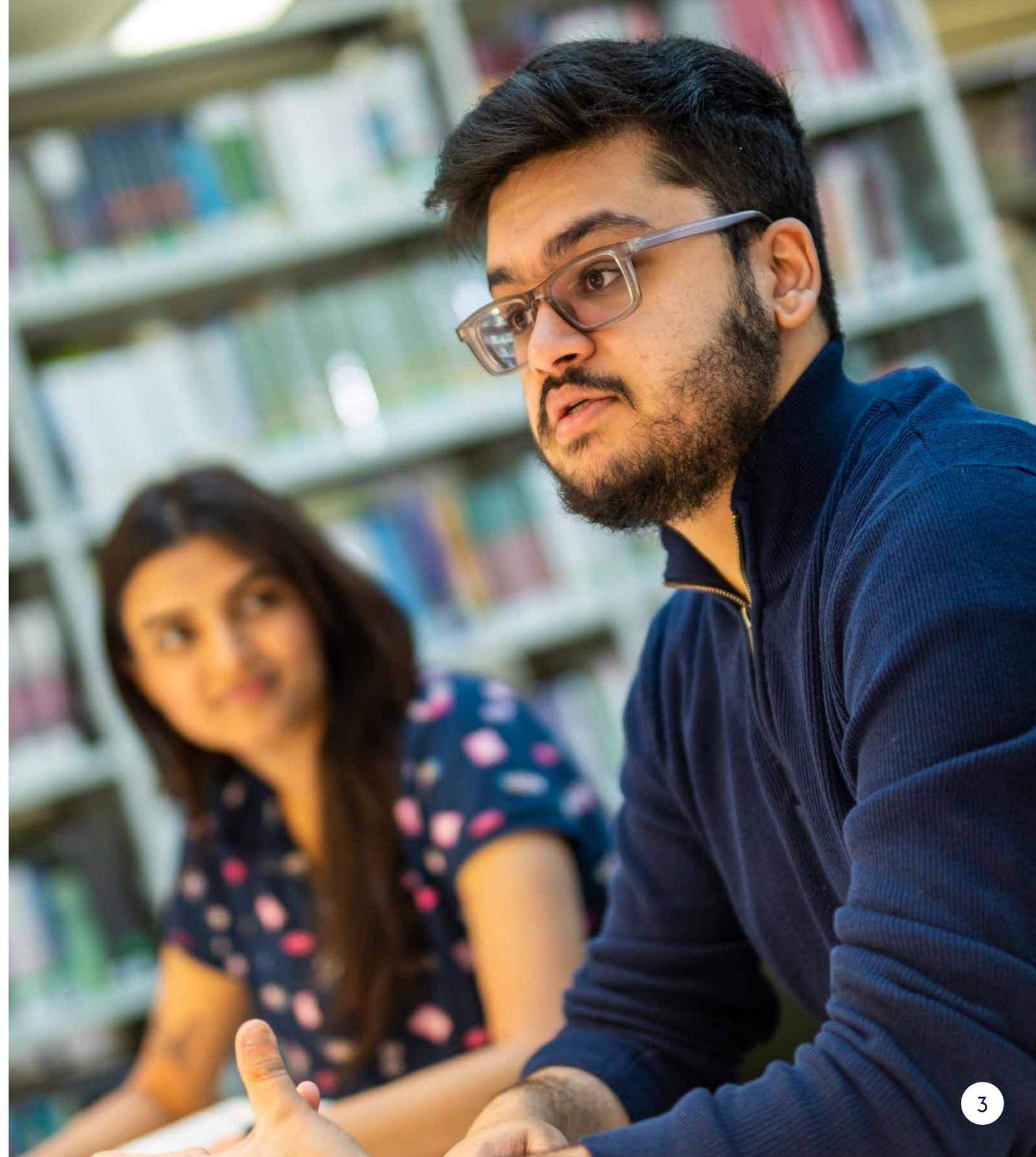
2022–23 was a challenging and exceptional year for Study UK – dominated by the introduction of the new website and the alignment of the campaign branding to the GREAT Campaign. However, as you will see in this campaign evaluation, we continued to deliver against our key themes and support our audience through their student journey.

The campaign has continued to perform incredibly well, with over 6.3 million unique visitors to our new website, and 534k+ click throughs to university websites.

However, there is still more that we can do, and in 2023–24, we will continue to develop practical guidance and support for international students, ensuring that they will be prepared as much as possible for their UK education.

I would like to thank the UK Higher Education sector for their support in the campaign and of course our colleagues across the world for their unrelenting efforts. I would also like to thank the GREAT Campaign for the support which has been so vital especially during the 2022–23 financial year.

Elizabeth Tresnan
Study UK Director



About the campaign

What is Study UK?

Launched in 2016, Study UK is the only national level campaign that promotes the UK as a first-class study destination all over the world.

The campaign is delivered by the British Council, in partnership with the UK government's GREAT Campaign, which encourages people to visit, invest and study in the UK.



Study UK 2022–23

Budget	£6.975 million - £3.975 million GREAT campaign and £3 million British Council.
Strategic objective	Position the UK as the preferred study destination among international audiences.
Audience	Prospective undergraduate and postgraduate students and their influencers, including parents, agents and counsellors.
Geographical coverage	Global, with media concentration in key markets: China, France, Germany, India, Indonesia, Malaysia, Nigeria, Pakistan and the USA.
Audience	Prospective undergraduate and postgraduate students and their influencers, including parents, agents and counsellors.
Themes	Employability and career prospects; academic excellence and quality of teaching; great student experience.
Campaigns	Awareness and consideration - I'm on my way; GREAT Scholarships; Study UK Alumni Awards.
Success	Study UK has generated a total of £548 million ROI for the UK from student enrolments in the academic year 2022–23.
Implementation	Combination of centrally-delivered interventions including digital marketing, supported by countrylevel engagement activity – student fairs, webinars.

How we measure Study UK

The student journey can be complex and multifaceted, with students turning to a variety of information sources at each stage of the decision-making process.

Although our annual research demonstrates that the Study UK campaign plays a significant role in influencing the decisions of many newly-enrolled international students, it is important to recognise that the campaign is among many influences that can impact the choice to study in the UK.

In line with this understanding, our campaign evaluation methodology incorporates a range of digital campaign and primary research metrics, including:

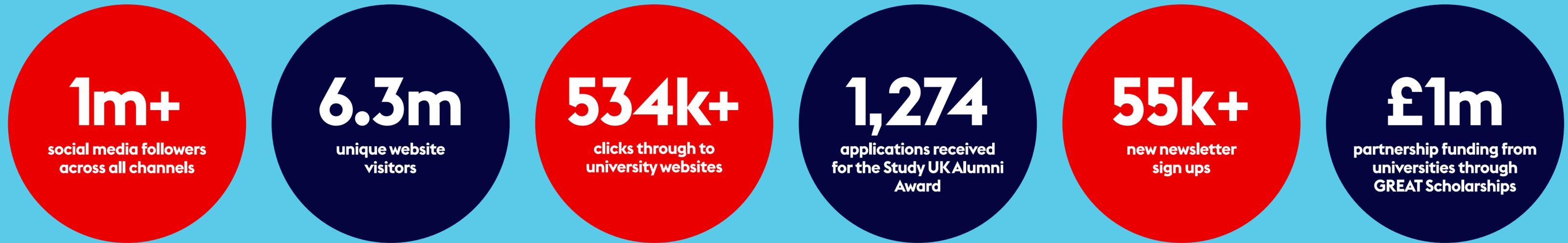
- digital performance and engagement
- clicks driven to UK higher education institutions and course search functions
- campaign tracking and brand recognition among the target audience
- student enrolments attributable to the campaign, and the associated economic impact for the UK over the lifetime of their studies.

Study UK's annual survey of newly-enrolled international students assesses the campaign's impact and demonstrates that new students each year are influenced by the investments made in multiple financial years.

We also measure engagement and performance of programmes such as GREAT Scholarships, Study UK Alumni Awards and MOOC campaigns, in addition to our in-country activity.



Headline results 2022-23



We've worked with 150 universities in 2022-23

Scotland

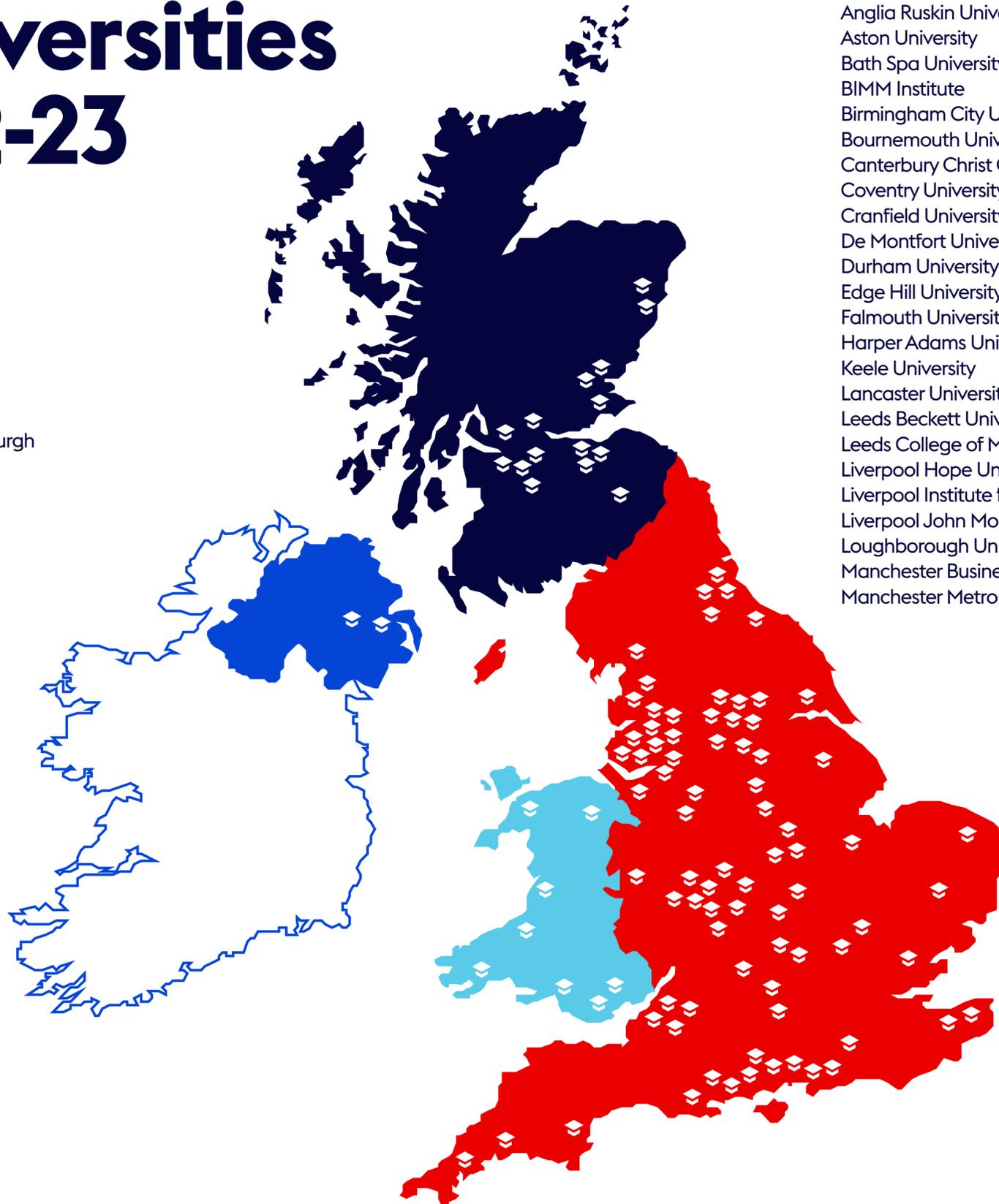
Abertay University
Edinburgh Napier University
Glasgow Caledonian University
Glasgow School of Art
Heriot-Watt University
Queen Margaret University, Edinburgh
The Robert Gordon University
The University of Edinburgh
The University of Glasgow
University of Aberdeen
University of Dundee
University of St Andrews
University of Strathclyde
University of Stirling

Northern Ireland

Queen's University Belfast
Ulster University

Wales

Aberystwyth University
Bangor University
Cardiff Metropolitan University
Cardiff University
Swansea University
University of South Wales
University of Wales
Wrexham Glyndŵr University



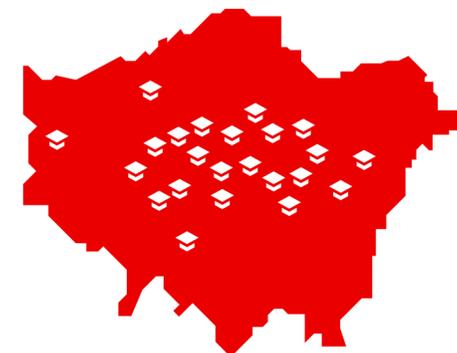
England

AECC University College
Anglia Ruskin University
Aston University
Bath Spa University
BIMM Institute
Birmingham City University
Bournemouth University
Canterbury Christ Church University
Coventry University
Cranfield University
De Montfort University
Durham University
Edge Hill University
Falmouth University
Harper Adams University
Keele University
Lancaster University
Leeds Beckett University
Leeds College of Music
Liverpool Hope University
Liverpool Institute for Performing Arts
Liverpool John Moores University
Loughborough University
Manchester Business School
Manchester Metropolitan University

Newcastle University
Norwich University College of the Arts
Nottingham Trent University
Oxford Brookes University
Royal Agricultural University
Sheffield Hallam University
Staffordshire University
Teesside University
The Arts University Bournemouth
The University of Bath
The University of Birmingham
The University of Bolton
The University of Bradford
The University of Brighton
The University of Bristol
The University of Cambridge
The University of Central Lancashire (UCLAN)
The University of East Anglia
The University of Essex
The University of Exeter
The University of Huddersfield
The University of Hull
The University of Kent
The University of Lancaster
The University of Law
The University of Leeds
The University of Leicester
The University of Lincoln

The University of Liverpool
The University of Manchester
The University of Northampton
The University of Oxford
The University of Portsmouth
The University of Reading
The University of Salford
The University of Sheffield
The University of Southampton
The University of Sunderland
The University of Surrey
The University of Sussex
The University of Warwick
The University of Wolverhampton
The University of York
University for the Creative Arts
University College Birmingham
University of Bedfordshire
University of Chester
University of Cumbria
University of Derby
University of Hertfordshire
University of Northumbria
University of Nottingham
University of Plymouth
University of the West of England
University of Winchester
York St John University

London



Architectural Association
School of Architecture
Bayes Business School
Birkbeck, University of London
BPP University
Brunel University London
City, University of London
Goldsmiths, University of London
Hult International Business School
Institute of Education,
University of London
Imperial College London
King's College London
Kingston University
London Metropolitan University
London School of Economics
and Political Science
London South Bank University
Middlesex University
Queen Mary University of London
Ravensbourne
University London
Regent's University London
Royal Academy of Music
University of Roehampton

Social

We collaborated with **13 universities** on **Instagram takeovers** and **Facebook Live events**

76 universities were represented on our **social channels**

We profiled students from **22 countries** on our channels

We featured **26 universities** in **40 blog posts**

Content

We worked with seven universities on **Study UK photography shoots**

Four universities provided **photography and video footage** for the campaign

Students from **17 universities** featured in the **2022-23 advertising campaign, 'I'm on my way'**

17 universities downloaded campaign promotional assets

Podcasts

We launched a series of 'takeover' branded episodes with **four podcasters**

The podcasts targeted audiences in two markets – the USA and Germany, one of them in German language.

Four UK HEIs were represented with episodes focusing on **two current international students and two alumni.**

As of **June 2023**, the episodes have been listened to over **246,000 times.**

Scholarships

We partnered with **49 universities** to offer **203 GREAT Scholarships**

We partnered with **14 universities** to offer **21 GREAT Scholarships for justice and law**

We partnered with **11 universities** to offer **20 GREAT Scholarships for climate change**

Alumni

77 universities were represented through **Alumni Awards finalists and winners**

We shortlisted and profiled in content and events **57 universities Alumni finalists and winners**

We consulted **19 universities Alumni advisory representatives**

Events

We collaborated with **34 universities** to deliver **ten GREAT Scholarships webinars**

We hosted **two GREAT scholars events**, one online and one in person at the **Kia Oval Cricket Ground** in London, **welcoming almost 160 scholars** and **13 universities representatives in person**

150 universities contributed to our research survey

New for 2022–23



Supporting the decision-making journey

A consultation period with the higher education sector and audience research indicated a need for an update of our website design and content.

The audience research told us that the website needed to provide:

- more information on institutional scholarships and funding
- a course search function with specific course information
- more student stories
- better signposting to key sections – ‘scholarships’ and ‘course search’.

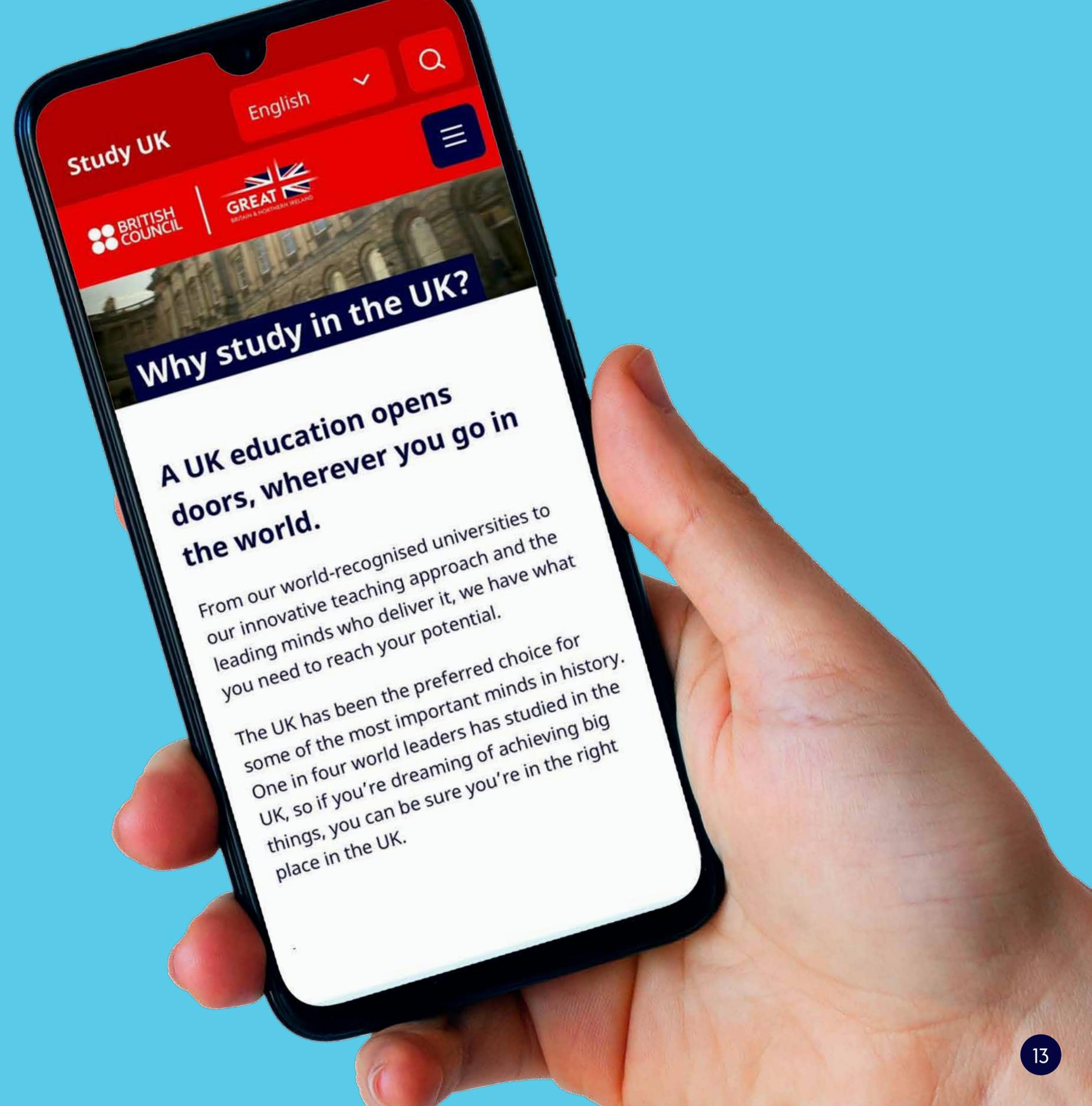
Launch of the new website

In July 2022, Study UK introduced a new website with a course finder to support the decision-making of prospective international students considering studying in the UK.

The website, designed by TPX Impact and built in-house with our digital team, features a variety of multi-media content showcasing the best UK higher education has to offer. New features such as auto-play hero videos and rich-media carousels, bring to life the campaign's extensive, high-impact student-generated content.

The new site also features a comprehensive course and scholarship search provided by IDP Connect, which helps prospective students to refine their options when researching study destinations and enables them to make direct enquiries with institutions.

The new website maintains the Study UK campaign name and core messaging and reflects Study UK's updated brand identity which aligns with the central GREAT Campaign. As such, it features both the British Council and GREAT partnership logos and GREAT brand colours.

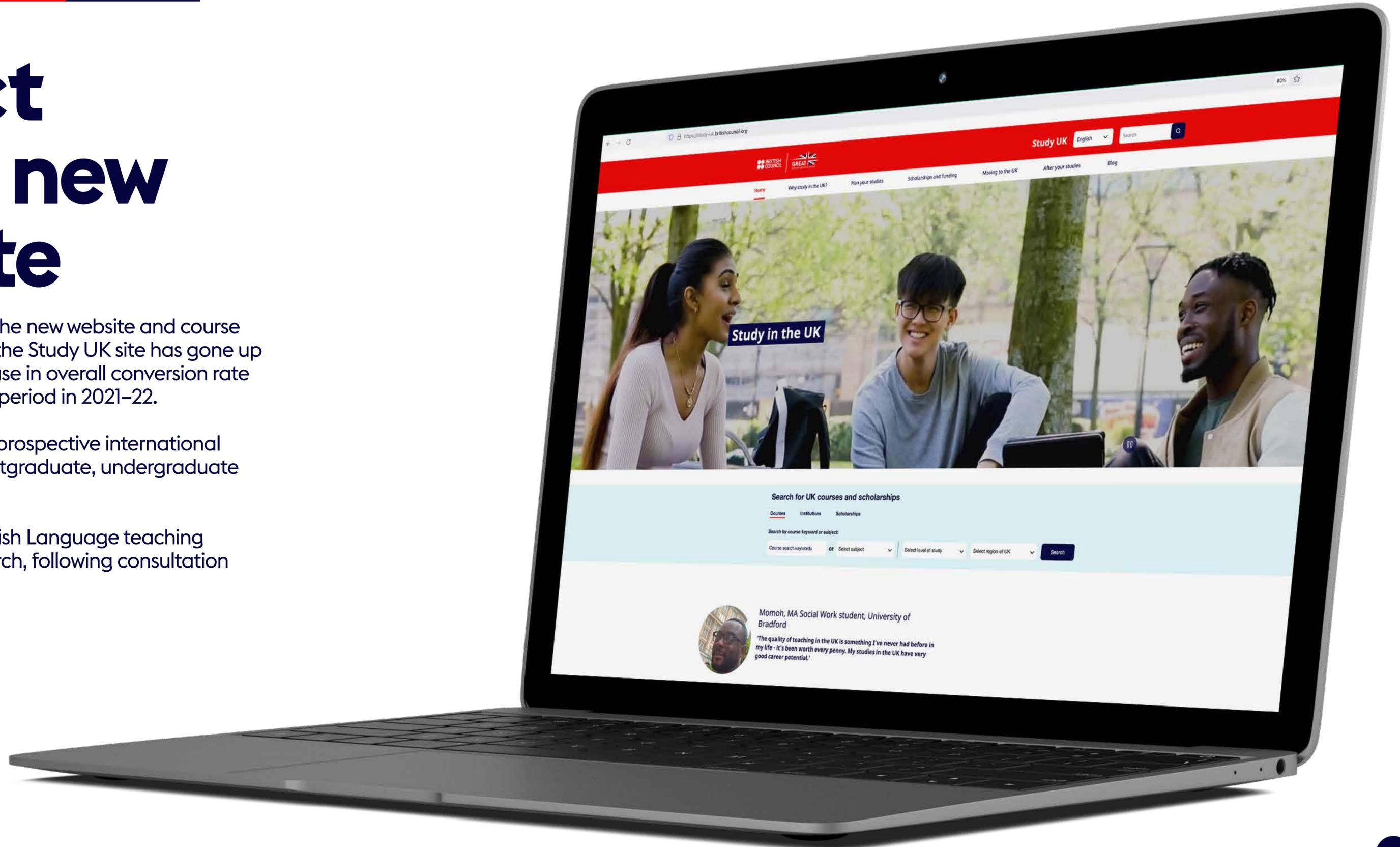


Impact of the new website

Since the introduction of the new website and course finder, engagement with the Study UK site has gone up significantly – 44% increase in overall conversion rate compared with the same period in 2021–22.

The course search allows prospective international students to search for postgraduate, undergraduate and pathway courses.

We have also added English Language teaching courses to the course search, following consultation with English UK.





Diversifying our key markets to include the USA

In 2022–23, we introduced the USA to further diversify the reach of the campaign, following the introduction of Nigeria in 2021–22.

The USA is the fourth largest student recruitment market for students for the UK, behind China, India and Nigeria (source: HESA), and experienced growth each year between 2015–16 and 2018–19. Enrolments of students from the USA fell as a result of the pandemic but have since returned to pre-pandemic levels, reaching 29,425 students in 2021–22.

Before the pandemic, the UK was the top destination for USA students. However, since the pandemic the UK has dropped its lead, now sharing the top spot with Spain and Italy (source: IIE).

The cost of higher education in the USA has grown dramatically in the last 20 years, making UK education much more attractive, particularly to students who are looking to study out of state or privately. Our strategy, therefore, is to run recruitment advertising with a focus on digital channels to reach and convert audiences in a cost-effective way.



Scotland-wide scholars' event

On Tuesday 28 March 2023, over 170 international scholars gathered at the University of Glasgow's Hunterian Museum to celebrate international study in the UK.

Key speakers highlighted the valuable contribution international scholars make in Scotland, with representation from scholarships such as GREAT Scholarships, Chevening, Marshall, Commonwealth and Women in STEM, as well as Scotland's own Saltire Scholarships.

Representatives from Scottish universities, The Foreign, Commonwealth and Development Office and our event partner hosts – Universities Scotland, Scottish Universities Inclusion Group (SUIG) and the Scottish government – were in attendance.

Digital campaign activity

Annual awareness and consideration campaign: 'I'm on my way'

Aim

- Promote the UK to prospective international students as a first-choice study destination

Audience

- Prospective undergraduate and postgraduate students
- Parents of prospective undergraduate students

Geographical coverage

- China, France, Germany, India, Indonesia, Malaysia, Nigeria, Pakistan and the USA

Media KPIs

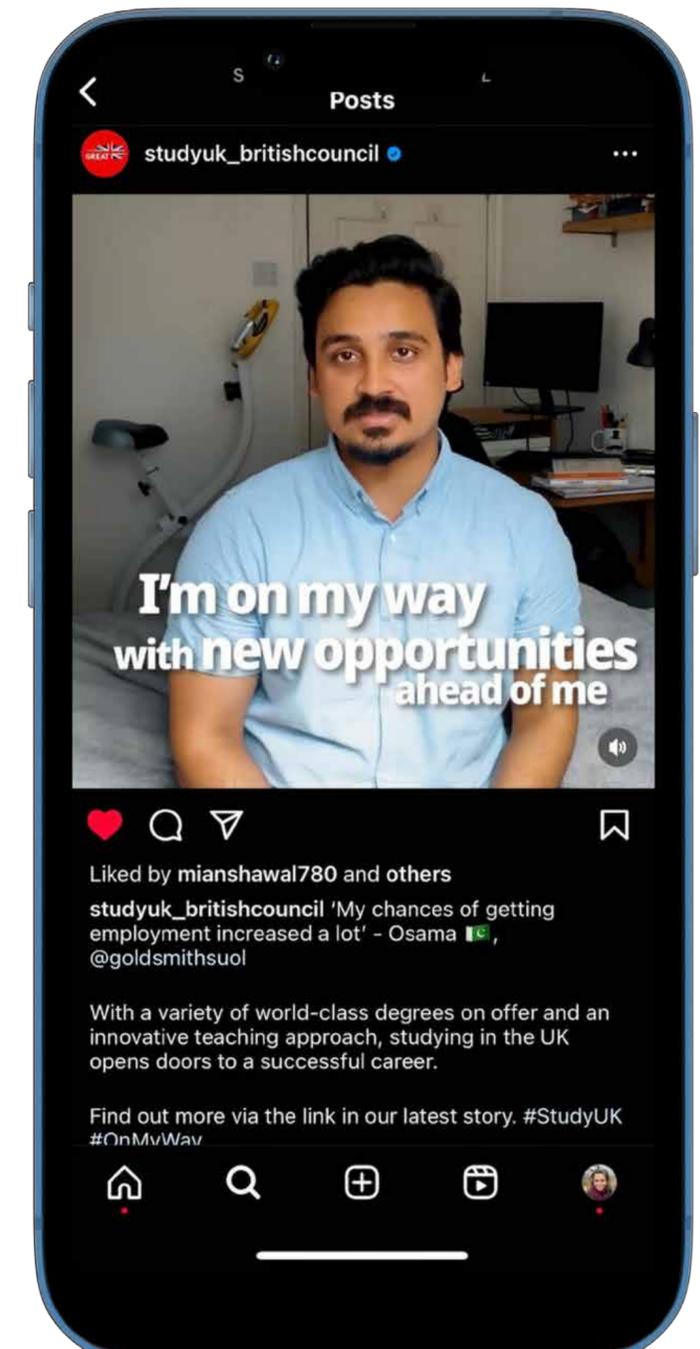
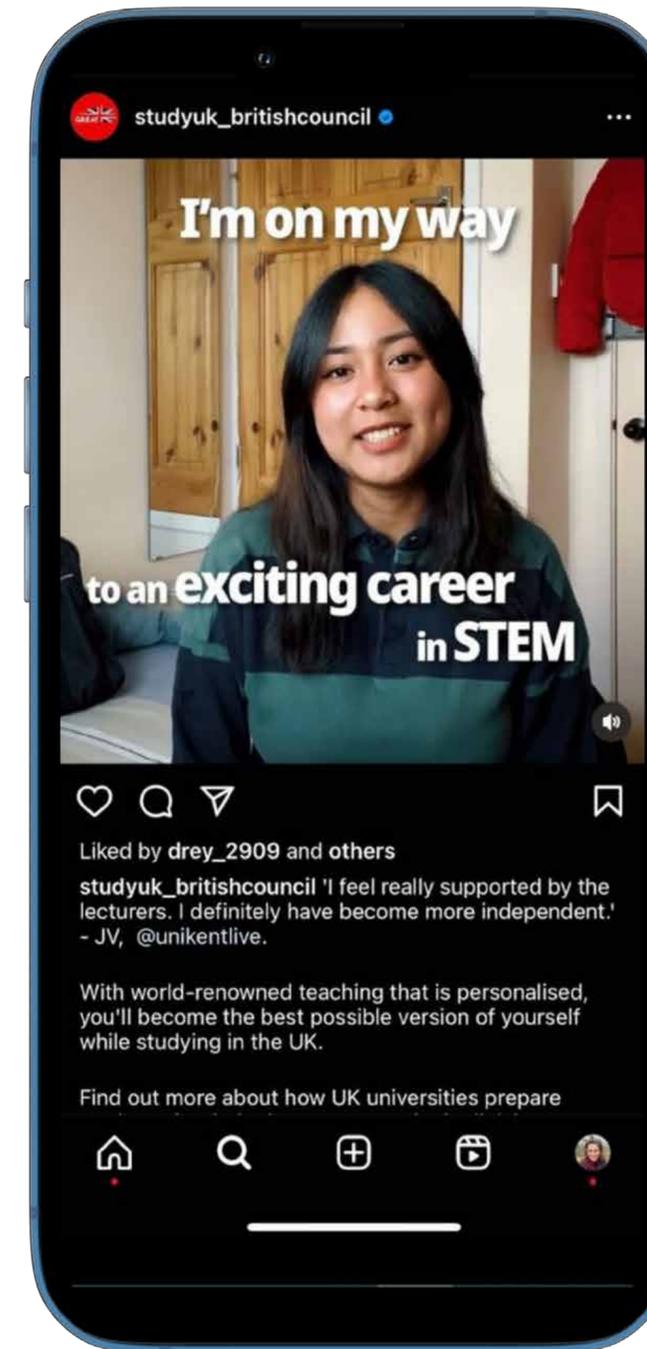
- Drive traffic to the UK Higher Education sector
- Encourage subscription to our newsletter
- Increase consideration of the UK as a study destination amongst those exposed to the campaign

'I'm on my way' campaign concept

This was the second year of our user-generated campaign, 'I'm on my way'.

Updated campaign assets were created featuring nine international students who were studying across the UK. They told their own stories in their own words, speaking about the benefits of their UK education and how their studies were helping them 'on their way' to the future they want.

Footage was self-shot, directed remotely by our production team.



Channel overview

A variety of channels were utilised to reach our audience at various stages of their decision-making journey. These included:



Channel innovations

Advertising on Douyin and TikTok

These channels were introduced to the campaign due to their popularity with Gen Z and proved to be effective for both brand and traffic driving objectives across markets.

Branded 'takeover' podcast episodes

In response to the growing popularity of podcasts, we launched a series of branded episodes with four existing podcasters to tap into large existing listener-bases.

Four UK universities were represented, with episodes featuring two international students and two UK alumni. We achieved over **246,000** listens across the episodes, which continues to grow.



Overall campaign results

	April 2021 – March 2022	April 2022 – March 2023	YOY change
Unique visitors to site	4,689,120	6,396,849	+36%
Newsletter sign ups	52,599	54,985	+4%
Clicks to universities	230,861	534,543	+131%
University leads	N/A	32,483	N/A
Campaign actions	129,315,644	325,333,639	+151%
Ad clicks	5,687,601	16,059,949	+182%

Social media

Social media

In 2022-23, we increased total followers across our social media channels to over 1 million, up 25% on 2021-22.

In 2022-23 we:

- profiled 76 UK universities across our social media content
- shared stories of students from 22 countries
- hosted 13 Instagram takeovers and Facebook Live events.

Our channels: Facebook, TikTok, Instagram, Twitter, YouTube, LinkedIn and Spotify.





Wales week

We collaborated with Universities Wales to deliver a social media campaign in March 2023 that showcased the amazing student experience in Wales.

Eight international students captured footage of themselves doing a variety of activities across the nation. Content ranged from blog features to tweets, interactive quizzes to student testimonials, videos showing international students experiencing what Wales has to offer, to an Instagram takeover by Swansea University.

Campaign results to date **12.7m impressions, 2.6m engagements, 2m video views, 60.9k link clicks.**

Study UK blog

The Study UK blog is the home of real-life, personal stories from current international students and alumni. Through individual stories, the blog profiles the diversity of the UK and the benefits of a UK education.

In 2022–23, we published 40 blogs, including:

- stories written by current 26 students and 11 alumni from 14 countries
- stories highlighting UK cities, advice on student wellbeing, budgeting, finding accommodation and tips from current students for incoming students.

In 2022–23, the blog has seen over 237k unique visits and profiled 26 universities. The average time spent on blog articles was up 32% on 2021–22.



GREAT Scholarships

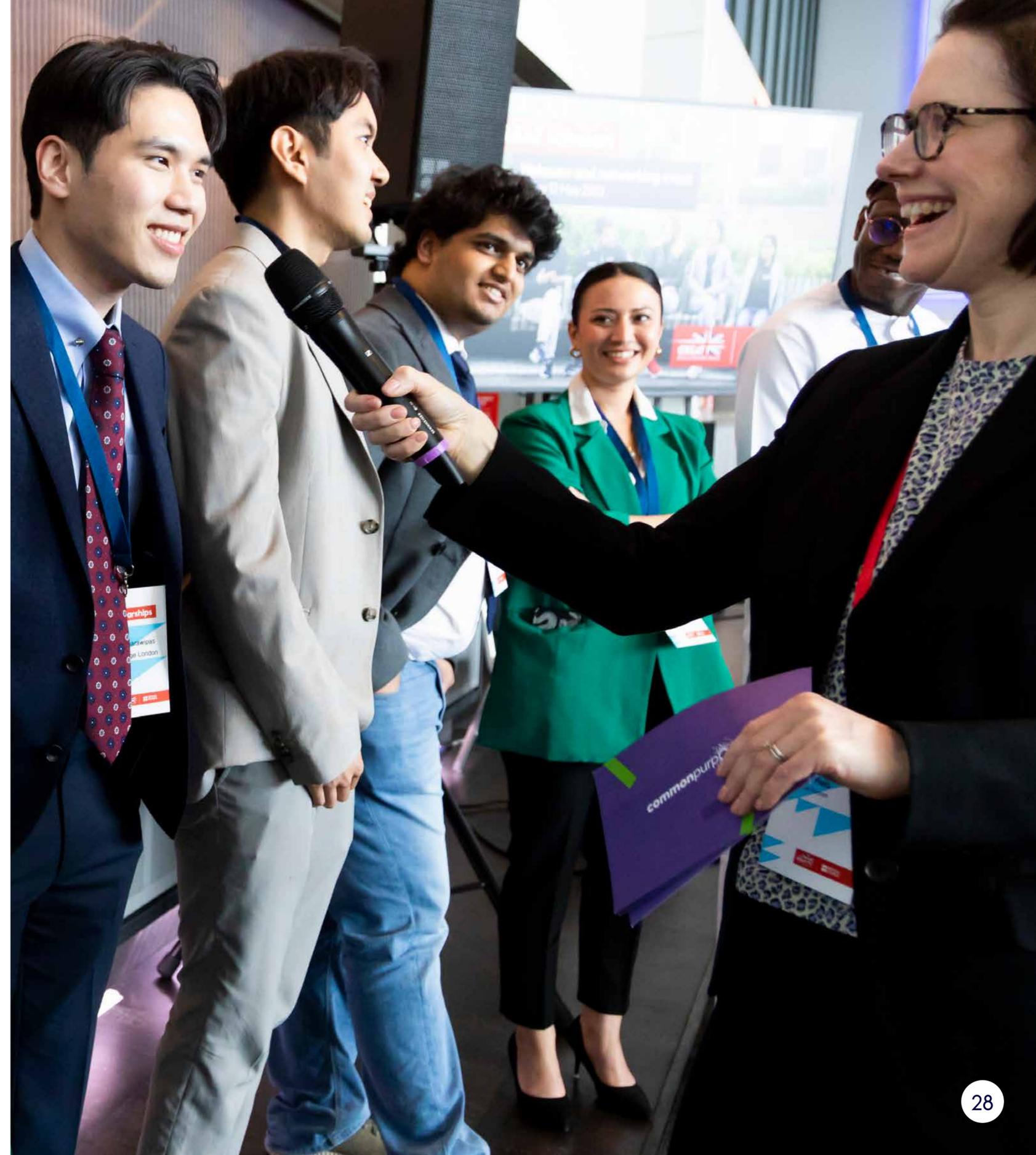
GREAT Scholarships

GREAT Scholarships are jointly funded by the UK government's GREAT Campaign, British Council and participating UK universities.

In 2022–23, we partnered with:

- 49 universities to offer 203 GREAT Scholarships
- 14 universities to offer 21 GREAT Scholarships for justice and law
- 11 universities to offer 20 GREAT Scholarships for climate change.

The scholarships provide a great opportunity for UK universities to raise their profiles and increase exposure in the scholarship markets.



Who do we partner with?



GREAT Scholarships results

£1,000,000 partnership funding secured from UK universities.

2022–23 digital campaign:

The scholarships are promoted through our social media channels and paid search campaign which generated the following results:

- drove over 4.4 million clicks to our GREAT Scholarships pages
- generated over 321,000 clicks to university websites
- on search, Pakistan drove the most traffic to site, while Bangladesh achieved the highest click through rate
- on social media, India drove the most traffic to site, while Kenya achieved the highest click through rate.



Scholar engagement

Providing networking and engagement opportunities is a key part of the GREAT Scholarships programme. We want the scholars to feel part of a network that grows and shares experiences.

- in May 2022, 160 GREAT scholars were welcomed to the Kia Oval Cricket Ground in London. The event celebrated the class of 2021 and offered networking opportunities for scholars
- an online event took place in November to welcome the 2022 cohort of scholars
- in November 2022, we also co-hosted a three-day study tour for GREAT law and justice scholars with Sheffield Hallam University through the Helena Kennedy Centre for International Justice. The scholars attended workshops on key international justice issues and visited the National Justice Museum in Nottingham, where they had the opportunity to learn about the evolution of law and justice in the United Kingdom and discussed how law translates into real-life practice.





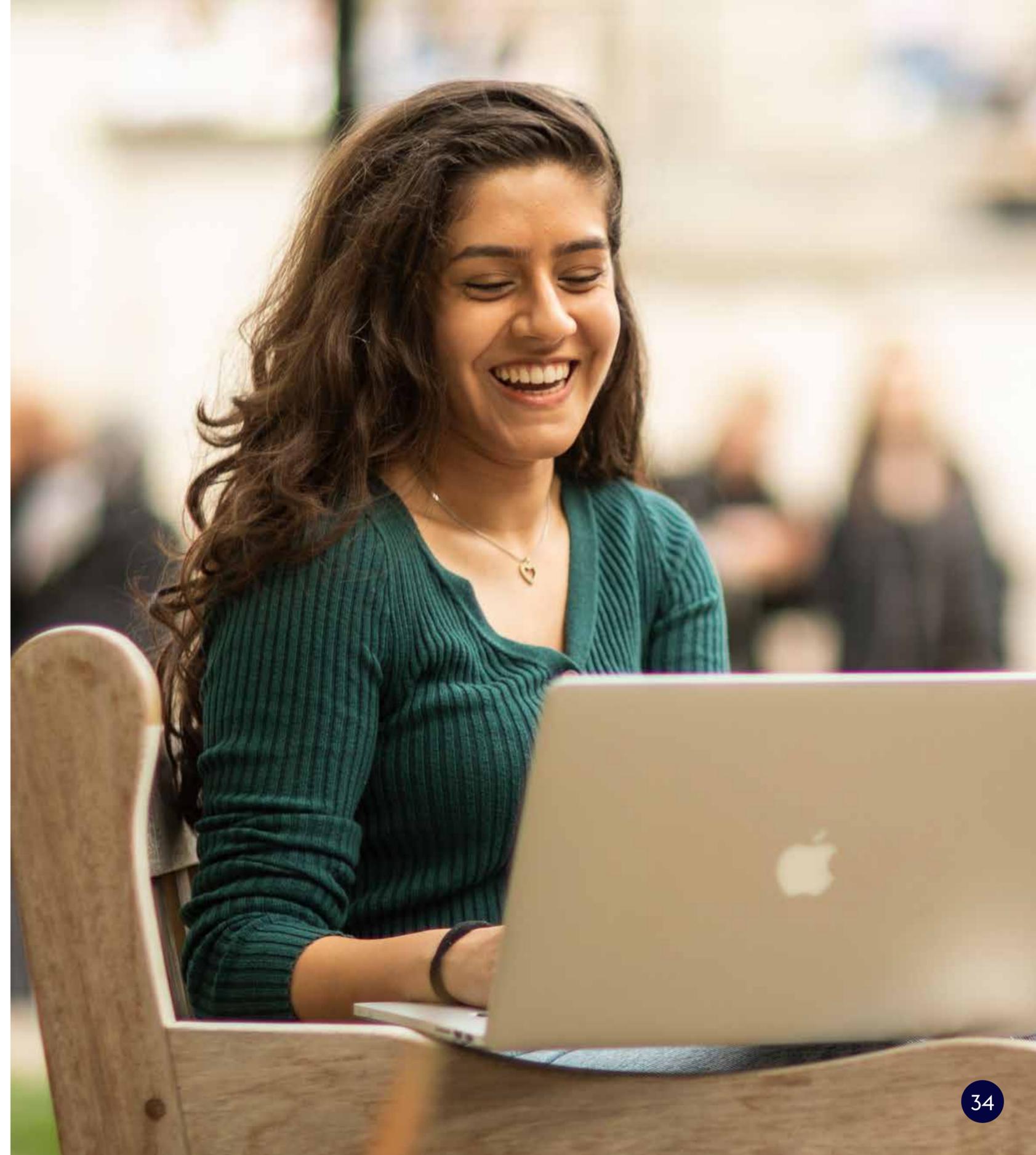
‘It’s not just about the money. The money was a lot for us but the esteem and the prestige that came with it was also a big thing. When you tell someone you are a GREAT scholar, the impact is huge.’

Nikita, 2022-23 GREAT justice and law scholar

Online courses

Massive open online courses (MOOCs)

- 'Prepare to Study in the UK' supported international students to prepare for their UK education and cultural experience prior to arrival. 8,569 learners in 2022-23
- 'Preparing for Work' supported final year students, recent graduates and alumni transition from studies into employments and helped them with career development. 3,914 learners in 2022-23
- 'A Guide for Education Agents' provided international education agents and recruitment professionals with the tools to promote the UK as a study destination. 4,773 learners in 2022-23.



Study UK Alumni Awards



Study UK Alumni Awards

The Study UK Alumni Awards recognise the outstanding achievements made by international UK alumni and celebrate UK higher education, including the impact it has on successful individuals and those around them. Award winners will be an inspiration to future generations of students considering a UK education.

The Study UK Alumni Awards honour UK university alumni within 15 years of their studies at a UK university, who have made a significant contribution to the societies, professions and countries they now live in.

Applicants are shortlisted by a judging panel and celebrated at global and national levels, through events and promotional activity.

2022-23:

- number of applicants: 1,247
- applicants represent 129 UK universities and 98 countries worldwide
- number of universities represented by winners and finalists: 77.

Study UK Alumni Awards social campaign: results

39m

impressions

Last year:
23.1m (+69%)

11m

engagements

Last year:
8.5m (+30%)

10.2m

video views

Last year:
6m (+33%)

5.9m

ThruPlays

Last year:
3.2m (+86%)

734.8k

link clicks

Last year:
716k (+3%)

Study UK Alumni Awards 2022-23

17 Study UK Alumni Awards ceremonies took place in 2022-23

across: Armenia, Bangladesh, Egypt, Greece, India, Jordan, Kazakhstan, Nigeria, Pakistan, Saudi Arabia, Singapore, South Korea, Thailand, Turkey*, USA, Uzbekistan and Vietnam.

77 universities were represented by award finalists and winners.

Due to the earthquake in Turkey and Syria, the Study UK Alumni Awards ceremony took place in Turkey in June 2023, for the 2022-23 financial year.



‘None of this would have been possible without the brilliant work that you do – your Alumni Awards were an amazing opportunity for us to connect with award winner Rohit, and develop a brilliant relationship, which will benefit so many other students.’

Josie Love, Alumni Manager, University of Southampton

In-country activity

In-country overview

Study UK's in country activity has been essential to the success of the campaign.

Our country teams have reinforced the global campaign and brought it to life through:

- Study UK fairs, exhibitions and roadshows
- delivery of 'Why study in the UK?' webinars for prospective students
- pre departure briefings for incoming international students
- engagement with alumni through events and webinars.

Our teams used channels such as owned social media and local press and media to ensure key messages about UK higher education were disseminated in country.



East Asia

East Asia highlights

72m

reach

389k

engagement

120

face-to-face and
virtual events

827k

reach - face-to-
face and virtual
events

Objective: promote UK as a study destination for students in East Asia

Platforms: social media, print, radio, PR, events (virtual and face-to-face)

Key countries: China, Malaysia and Indonesia

In 2022-23 in East Asia, we:

- amplified reach and engagement through **two digital campaigns**
- **planned activities using a content calendar** with regional and local content i.e., events, student testimonials, scholarships, courses/subjects, alumni stories etc
- **devised regional plans to efficiently execute events and campaigns**, for example student info sessions, pre-departure briefings, brand awareness and scholarship campaigns
- **engaged alumni as Study UK brand advocates**, for example through creating video assets to help showcase stories, experiences and achievements of UK alumni who in-turn act as our brand advocates and influencers.



China highlights

In 2022–23 in China, we:

- explored **new social channels** – Little Red Book, Zhihu (shared the same target audiences)
- developed **multiple platforms** for engagement with target audiences during pandemic restrictions – information sharing online sessions with education influencers, blended pre-departure briefings and job fairs
- **diversified the content of digital campaigns** to include representatives from the UK e.g., speakers and influencer
- Study UK exhibition in Beijing, Guangzhou, Chengdu and Shanghai, reaching over **27k visitors** and over **2k media mentions**.

Campaign results in China

In 2022–23, in China we:

- increased our followers on China Study UK channels to **567k with 61m campaign impressions**
- delivered **100+** in-person and virtual events, including Study UK Alumni job fairs in Beijing, Shanghai and Guangzhou
- reached **2.1m+ event attendees**
- 125 WeChat and Weibo influencer spots
- published six advertorials, showcasing studying in the UK
- partnered with more than **80 UK universities.**



South Asia

South Asia highlights



Objective: promote UK as a study destination for students in South Asia

Platforms: social media, print, radio, PR, events (virtual and face-to-face), other digital education platforms

Key countries: India and Pakistan plus Bangladesh, Sri Lanka and Nepal

In 2022-23 in South Asia, we:

- amplified reach and engagement through **digital campaigns**
- **planned activities using a content calendar** for South Asia with regional and local content i.e., events, student testimonials, scholarships, courses/subjects, alumni stories etc
- explored **paid marketing on new platforms** like Podcasts (Spotify, Gaana), Quora, Twitter, YouTube etc
- **devised regional plans to efficiently execute events and campaigns, for example student info sessions, pre-departure briefings, brand awareness and scholarship campaigns**
- **engaged alumni as Study UK brand advocates, for example through creating video assets** to help showcase stories, experiences and achievements of UK alumni who in-turn act as our brand advocates and influencers.



Engagement work in India

In 2022–23, the Study UK team in India delivered a variety of activities to ensure that it engages on many levels with the target audience:

- **GREAT talks** – a lecture series of celebrated UK professionals, artists, scientists, academics and science communicators. We delivered lectures in eight cities partnering with 16 Indian educational institutions and engaging with 1,337 students and nearly 100 faculties and principals
- **outreach programme** including running studying and living in the UK sessions for our target audience
- **virtual events** – we delivered five events, including, information sessions and pre-departure briefings. The team in India also delivered three Facebook live sessions, reaching an audience of over 57,000 students.

Study UK Alumni Awards in India

Our Study UK Alumni Awards recognise successful alumni who have made outstanding achievements and contributions to their professions, society and country, as a result of the skills and qualifications obtained through their UK education, is a priority for the campaign in India.

In March 2023, the Study UK Alumni Awards ceremony took place in Kolkata. This day-long event, with keynote speeches and a panel discussion, was attended by **180+ alumni**.

The event was promoted across local social media, reaching an audience of over 56k.





Inspiring the next generation in India

Study UK, the British Council, the Government of Telangana and University of Glasgow collaborated to provide a residential, short-term certificate course in the UK for students from the state, under the **Scholarships for Outstanding Undergraduate Talent (SCOUT)** programme.

The programme generated 60+ media stories with a 215m reach.

‘Our aim is to provide a platform to students where they gain global exposure and a networking opportunity while enhancing their skills and knowledge in a globally renowned university.’

In addition, we are pleased to note that all the 15 students receiving this merit-based scholarship are young women. We wish them great success in the future.’

Janaka Pushpanathan, Director South India, British Council

Study UK Alumni Awards

Dr Sarah Qureshi
Cranfield University

Science and
Sustainability

Sarah Qureshi

Celebrating UK Alumni in Pakistan

The Study UK Alumni Awards ceremony is a highlight of the calendar in Pakistan. This year the ceremony took place in Lahore on 11 March 2023 and was attended by more than 140 UK alumni, from a cross-section of society. Muhammad Baligh ur Rehman, Governor of Punjab, Government of Pakistan was the principal guest.

The event celebrated the finalists and category winners:

- Science and Sustainability winner: Dr. Sarah Qureshi, CEO and co-founder of Aero Engine Craft, Cranfield University-CEO
- Business and Innovation winner: Yaruq Nadeem, entrepreneur and start-up businessman, Imperial College London
- Culture and Creativity winner: Dawood Shah, Advisor and Director for the Culture Department at the Government of Balochistan, University of Westminster
- Social Action winner: Munir Sewani, a teacher and human rights advocate, The Open University.

Nigeria

Nigeria highlights

1,959

face-to-face
engagements

5k+

live interactions via virtual
platforms such as Microsoft
Teams, Facebook and
Twitter

105k+

engagement on our
alumni showcase video
on social media

22k

direct engagement with 22
UK universities through the
exhibition fairs, visits and
agents workshop

Ten major Study UK activities were delivered in Nigeria, leading to impactful engagement in key market segments across the country, including:

- **Pre-departure briefing and information session (October 2022):** 499 UK university offer holders and those with plans to study in the UK attended this hybrid event to get information on how to prepare for their UK study trip and UK study in general
- **Agents and counsellors capacity building workshop (May 2022 and March 2023):** A session, delivered in collaboration with BUIA and UKVI. In May, 439 attended virtually and in March, we had face-to-face engagement with 210 attendees including agents, counsellors and UK university representatives
- **GREAT Scholarships webinars (December 2022):** In collaboration with Ghana, four virtual information sessions were hosted in collaboration with 12 participating UK universities. The videos now have more than 4,000 views on Facebook.



Study UK Alumni Awards ceremony

Nigeria held its Study UK Alumni Awards ceremony in Lagos on 3 February 2023 for the first time in five years. The ceremony was hosted by Marniee Nottingham, Director Examinations, British Council Nigeria, and was attended by 120 participants. The event was a wonderful celebration of Nigerian culture and UK education.

The ceremony celebrated the finalists and category winners:

- Science and Sustainability winner: Muktar Gadanya, a Professor of Public Health at Bayero University and Aminu Kano Teaching Hospital, London School of Hygiene and Tropical Medicine
- Culture and Creativity winner: Isah Matankari, a performing artist and founder of Creative Culture, Aston University
- Social Action winner: Oluwaseun Ayodeji Osowobi, Founder of Stand To End Rape (STER), Swansea University
- Business and Innovation winner: Abubakar Sadiq Falalu, founder of FalGates, University of Nottingham.

The USA

Engagement events

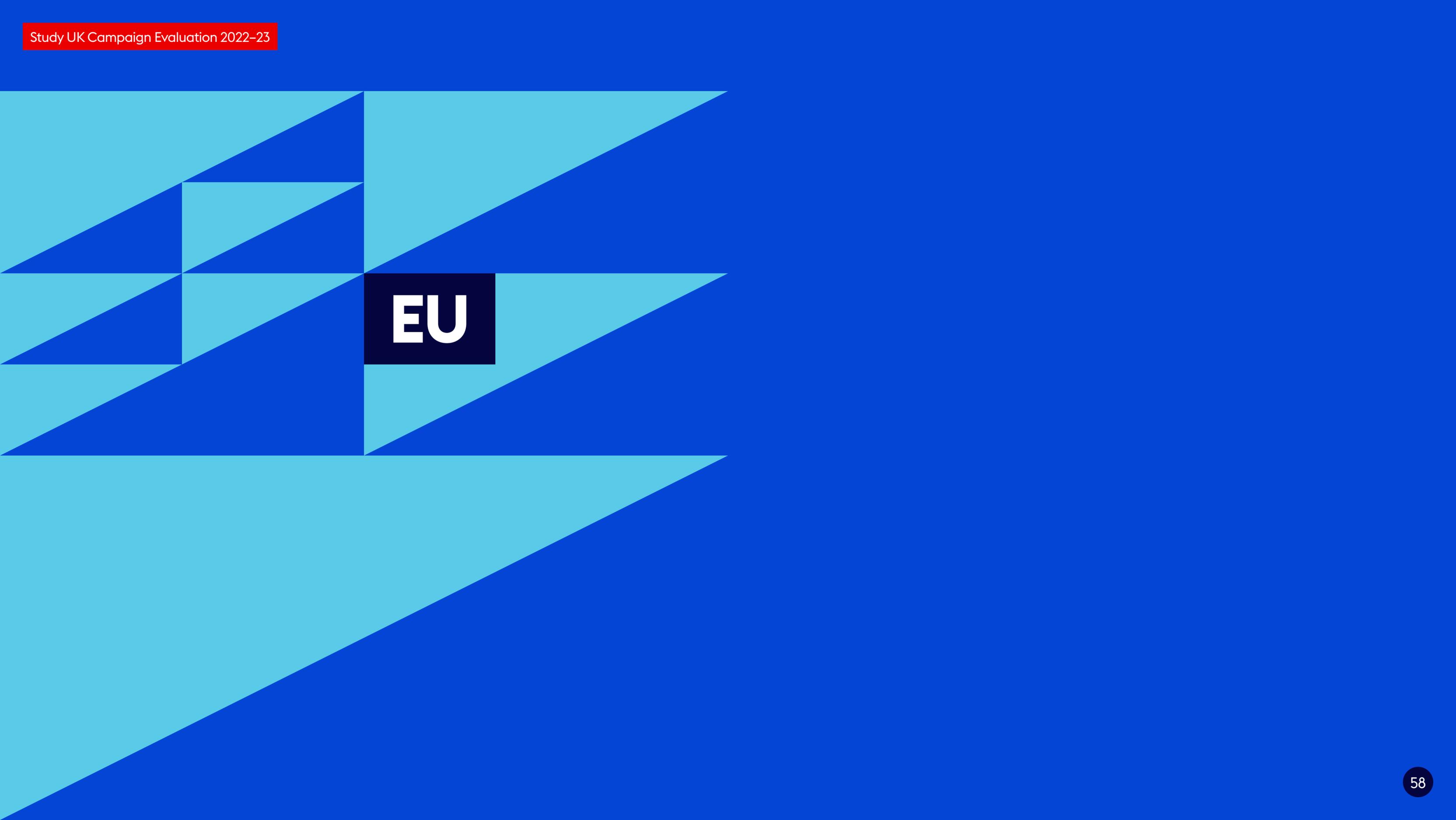
In 2022–23, we delivered five major Study UK engagement events in the USA:

- **Orlando National College Fair** (September 2022): our audience was primarily junior and senior high school students, with many still on the decision-making process of selecting a study subject
- **Study UK reception, Houston** (September 2022): introduction to the Study UK campaign to High School and College Admission professionals. We collaborated with representatives from Study in Wales, Northern Ireland, and UKVI
- **NACAC National Conference, Houston** (September 2022): counsellors and educational consultants visited the Study UK booth in the Expo Hall
- **Seattle National College Fair** (November 2022): across the two-day event, we distributed resources specifically created for the US audience about studying in the UK
- **Buffalo National College Fair** (March 2023): over 4,500 students attended the event, exploring undergraduate opportunities.



Study UK Alumni Awards

- we received 45 applications from the USA for the Study UK Alumni Awards
- a total of 20 applications were shortlisted, scoring a balanced quantity of five candidates per category. From those shortlisted, 11 were male and nine females
- the age range of shortlisted candidates was 22-58 and the average age of participants was 38 years old
- the USA ceremony, to celebrate finalists and award category winners, took place on 17 February 2022 at the North Star Hall in the British Embassy in Washington, DC.

The image features a dark blue background with a large, light blue geometric pattern on the left side. This pattern consists of several overlapping squares and triangles, creating a grid-like structure. In the center of this pattern, the letters 'EU' are displayed in a bold, white, sans-serif font. The 'E' and 'U' are positioned side-by-side, with the 'U' being slightly taller than the 'E'. The overall design is clean and modern, with a strong emphasis on geometric shapes and color contrast.

EU



Student engagement in Germany

Germany has been a key market for a couple of years on the campaign but 2022–23 marked the first year of on-the-ground activities.

In 2022–23 we:

- attendance at the LMU's (Ludwig-Maximilians-Universität) 'study in the UK' day in Munich with **30 UK universities** present. The event welcomed 800 students
- engagement with **over 650 students** plus schools at higher education fairs and other events, highlighting the key reasons for German students to choose the UK as a study destination
- **sharing of information and guidance** – production and distribution of parents and education advisers guide (500 copies), tailored to the German audience.

Reaching the audience in France

Colleagues in France have showcased studying in the UK at face-to-face events and online presentations.

In 2022-23, in France Study UK:

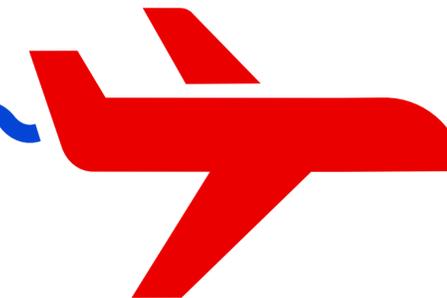
- Study UK was present at four national education fairs with more than 2,000 in attendance
- attracted considerable interest at the Delta Music and Youth Festival in Marseille, which welcomed 150,00 visitors over three days
- hosted three online and face-to-face presentations
- worked on two videos with a micro-influencer reaching 6000 views in total
- published and promoted two videos from our British Council Entente Cordiale scholars reaching 150 views.



Insights and learning



Study UK and the student journey



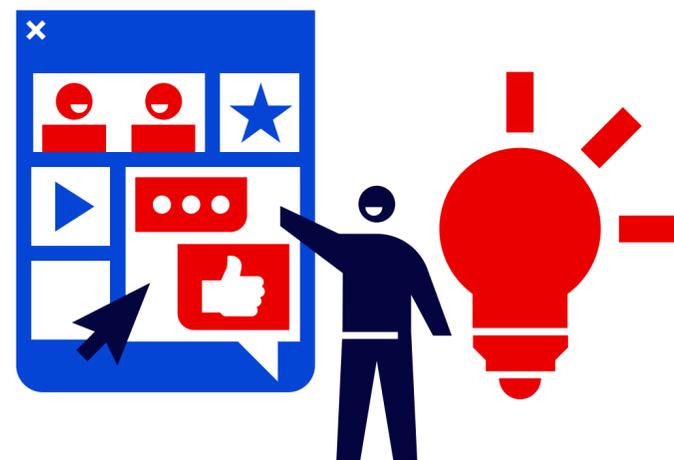
1. Explore possibilities

Students at this stage are:

- considering studying abroad (UK vs. other countries)
- looking for inspiration
- seeking evidence of why the UK is the best choice for their future.

Study UK runs:

- awareness and consideration campaigns ('I'm on my way')
- content that profiles key pull factors of the UK (employability, academic excellence and student experience)
- 'Why study in the UK?' webinars and events
- participation in education fairs and exhibitions
- free taster courses from a range of UK universities.



2. Filter and finalise

Students at this stage are:

- exploring the practicalities of studying in the UK
- looking for information on courses
- seeking practical guidance about application processes and the cost of studying.

Study UK runs:

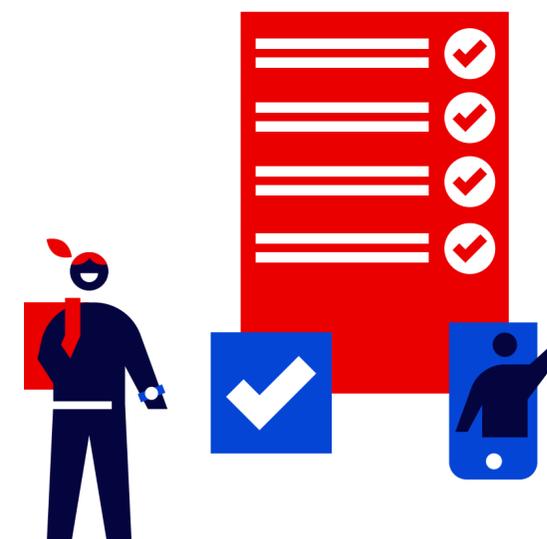
- a suite of content about subjects you can study in the UK
- information across digital channels about universities, courses, costs, scholarships etc.
- the GREAT Scholarships campaign.

3. Apply and accept

Students at this stage are:

- applying to their chosen institutions
- looking for support in navigating the application process, scholarship applications, writing personal statements etc.

Study UK directs students to HEIs for this stage, but also provides a suite of video and written content about universities and scholarship applications.



4. Prepare to live

Students at this stage are:

- preparing for studies and life in the UK
- looking for information on applying for a visa, searching for accommodation
- seeking reassurance about travelling to the UK, settling in and navigating their first week.

Study UK runs:

- a free online course for offer holders
- pre-departure briefing events (global and regional)
- a range of campaign content about preparing for studies
- #ReadyForYou social media campaign.



Newly-enrolled international students

Who did we speak to?

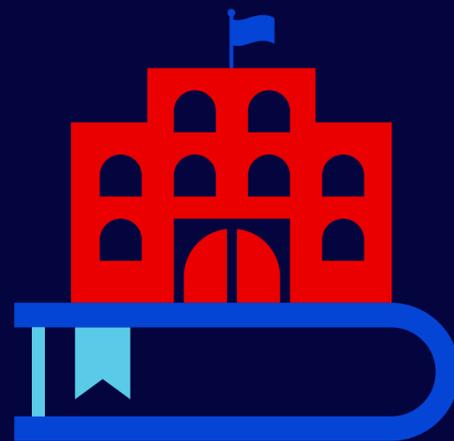
Red Brick Research conducted an online survey on behalf of Study UK in November 2022 – April 2023.

We achieved a sample of 7,616 **newly enrolled international students** in their first year of study at UK universities:



Arriving in the UK from a total of 150 different countries around the world (8% EU, 92% Non-EU)

Compared to 145 countries in 2021-22.

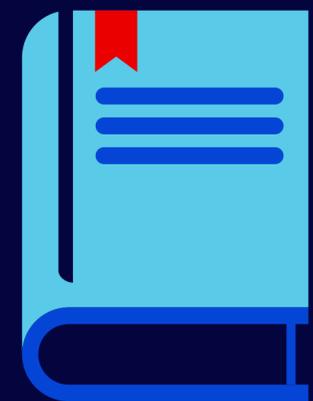


Studying at 150+ different institutions across the UK (37% Russell Group, 63% non-Russell Group)

Compared to 125+ in 2021-22.



Robust sample in England (6,777), Scotland (487) and Wales (255), and improved sample in Northern Ireland (97)



Studying a diverse mix of subjects at university (26% at the undergraduate level, 74% postgraduate)

Student motivations remain consistent with 2021-22

Student motivations and priorities when thinking about international study have changed little since last year, with **education quality, international recognition of the qualification and global employment prospects** still top-of-mind priorities. Two thirds of international students hope to remain in the UK when they complete their current studies, so opportunities to stay and work / pursue further study are still highly attractive in selling the UK as a study destination.

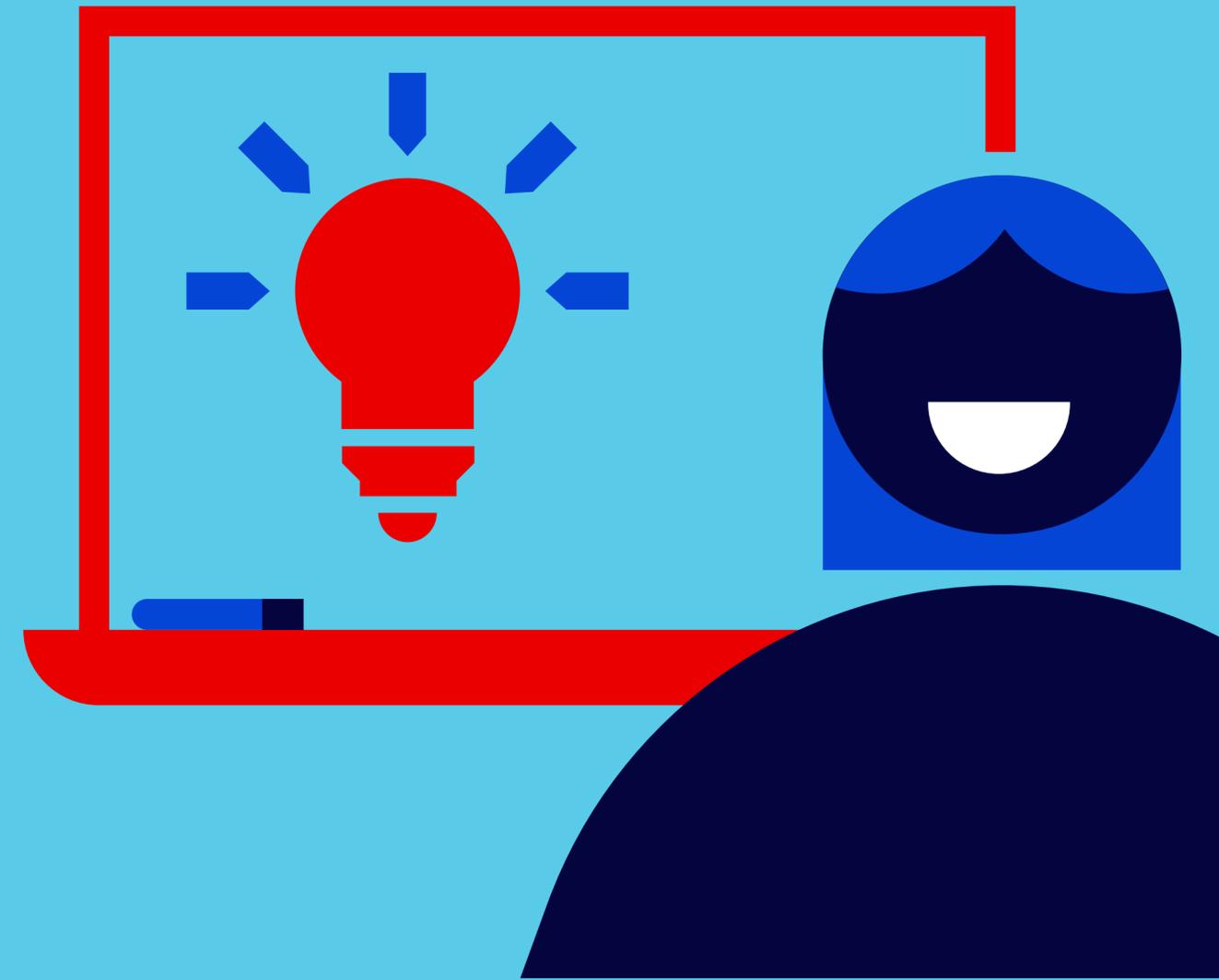
We continue to see that **EU and UG students** are more likely to prioritise the **immediate experience of studying in the UK** and the **logistics of making this possible** relative to their non-EU and PG counterparts.



Again, Study UK has most success with those focused on quality and their future prospects

As was the case last year, Study UK has achieved **greater success with non-EU and postgraduate markets**, and continues to resonate most keenly with those focused on **quality of education and where the qualification can take them in the future**; there may yet be work to do to better sell the experience of UK study itself.

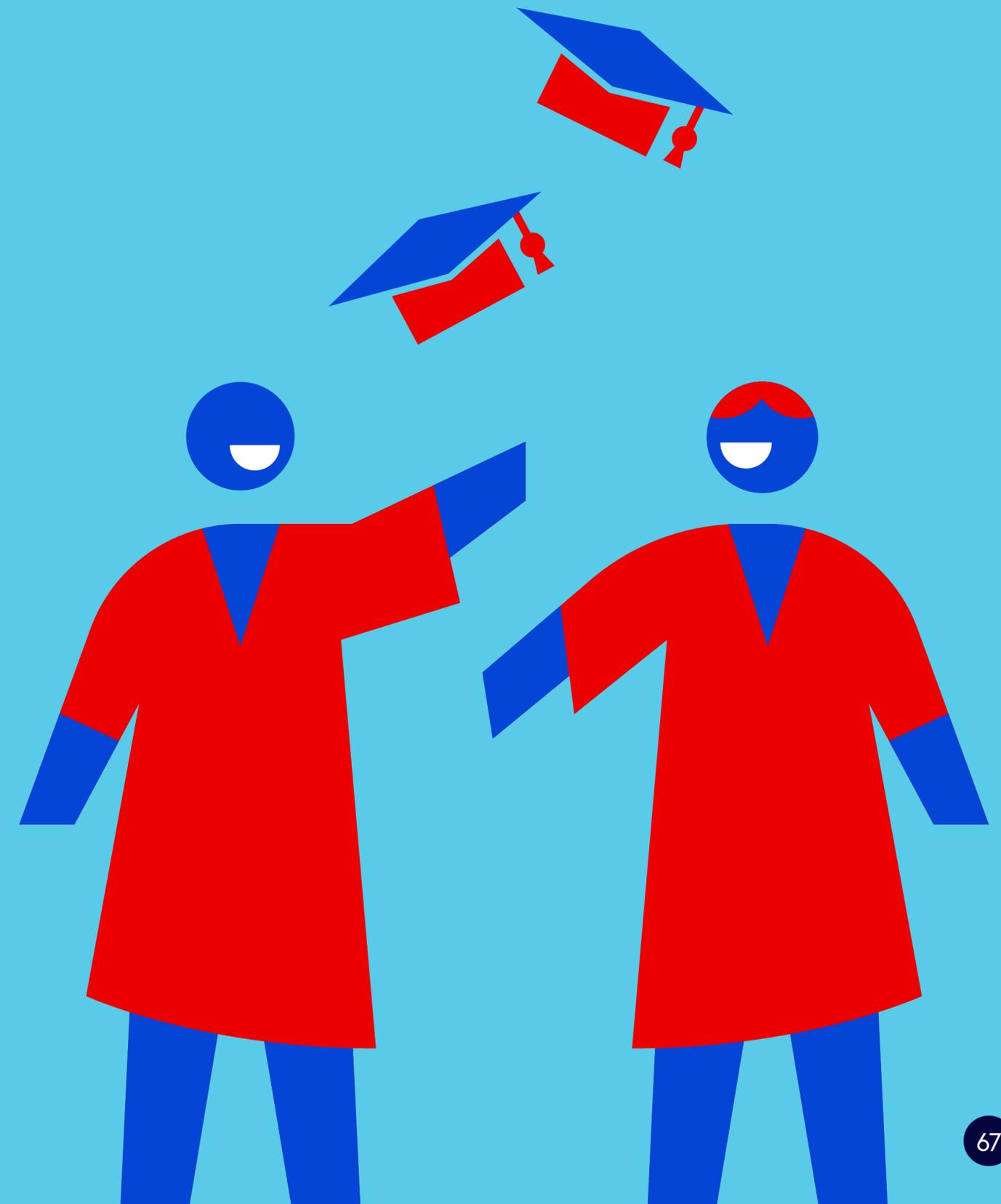
That said, we do see **slight improvements in Study UK's reach and influence on non-EU undergraduate students**, leading to an improved ROI relative to last year.



Study UK continues to play an important role in students' decision to study in the UK

Students continue to self-report that **Study UK played an important role in their decision to study in the UK**, with the majority of those who encountered it taking subsequent actions towards progressing their applications, and reporting that **Study UK gave them confidence the UK delivers on their core priorities.**

There is nonetheless **continued scope to strengthen positioning of the UK as 'above average' on core criteria** (e.g. teaching quality, careers prospects and student experience), and as an **accessible option** for students around the world.

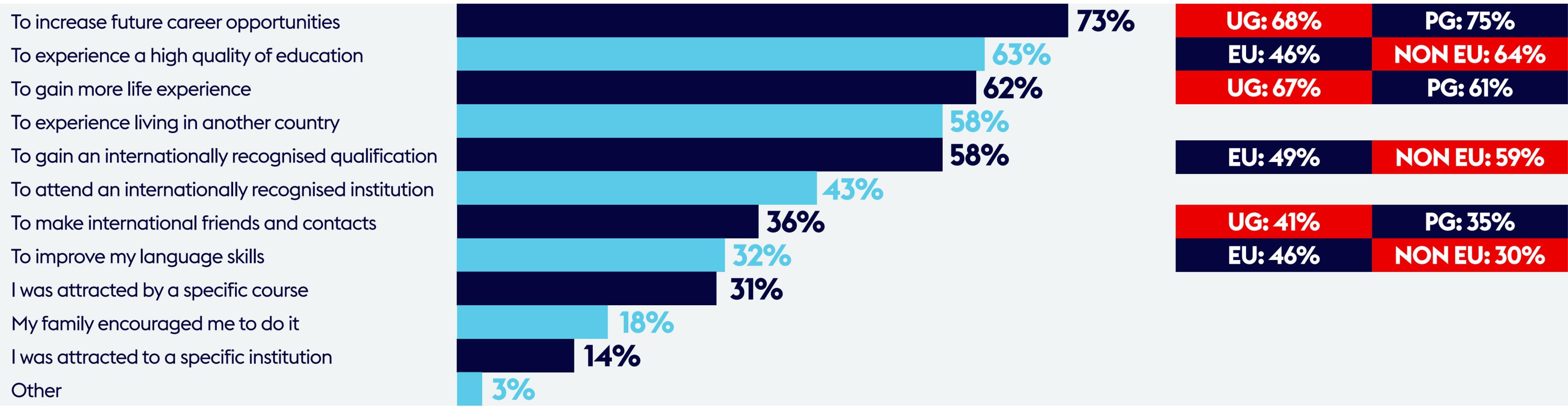


The decision to study in the UK

- Students are interested in educational, employability and experiential factors when it comes to deciding whether to study in the UK.
- Postgraduate students are more interested in increasing future career opportunities, while undergraduate students are more interested in gaining life experience.
- Non-EU students are primarily motivated by the prospect of a high-quality, internationally recognised qualification, while EU students show particular interest in developing their language skills.
- Students continue to consider the USA, Canada, and their home countries as the most popular alternatives to studying in the UK.
- Quality of education and post-graduation opportunities continue to set the UK apart in students' decision-making.

Both the education and the experience itself play important roles, with career prospects most important

What were your main motivations for studying abroad?



As well as the UK, international students continue to be most likely to also consider studying in the USA and Canada



USA

37%
in 2021-22

38%
in 2022-23



CANADA

37%
in 2021-22

38%
in 2022-23



HOME COUNTRY

26%
in 2021-22

23%
in 2022-23



UK only

23%
in 2021-22

23%
in 2022-23



New 2022-23 addition:
IRELAND

9%
considered

Ireland is an especially popular alternative option among students coming to the UK from Europe and the Americas, considered by 14% and 13% respectively. Australia and New Zealand are more popular alternatives for students coming from Asia, but are still less popular than the USA and Canada among this market.

Students say quality of education and opportunities post-graduation are the main reasons they chose to study in the UK



Quality and reputation of UK education and research

Students perceive UK education to be prestigious and internationally recognised, giving them more career opportunities and options than domestic study.

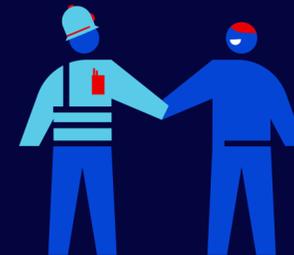
‘I was attracted to the UK because of the quality of research and education, and the learning environment.’



Strong graduating opportunities

Students feel there is significant opportunity in the UK, and many are particularly attracted to London. The two year graduate visa is particularly attractive to many students who want to start a career in the UK.

‘I was particularly attracted to the UK due to the Graduate Visa and post-study work opportunities.’



Relative safety and inclusivity in the UK

Students perceive the UK to be inclusive of international students and safe, either in relation to their home country, or in considering other study abroad locations—commonly, the USA.

‘The diverse culture of the UK and its safety regulations helped me pick this country for study.’



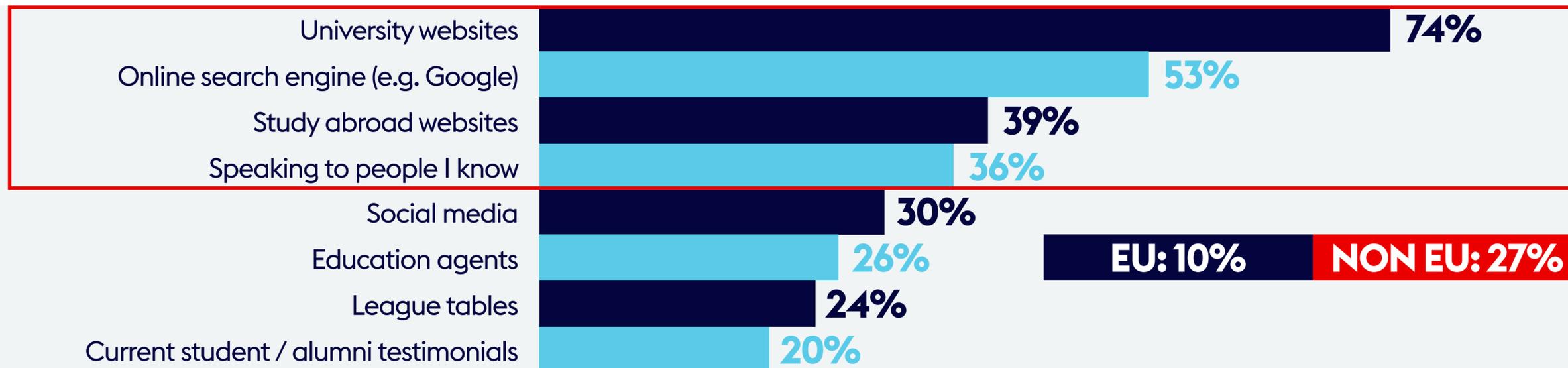
Length and affordability of courses

In many fields, students recognise that courses are shorter, and more affordable because of lower course fees, being out of full-time work for a shorter time, and a lesser cost of living in the UK compared to other desirable countries like the USA.

‘The law degree here is globally accepted and the length is three years rather than five years like everywhere else.’

On par with 2021-22, three-quarters of students use university websites during their research, with study abroad websites used by nearly two in five

Which of the following information sources did you use to research different study destinations / potential institutions? (Used by at least one in five)



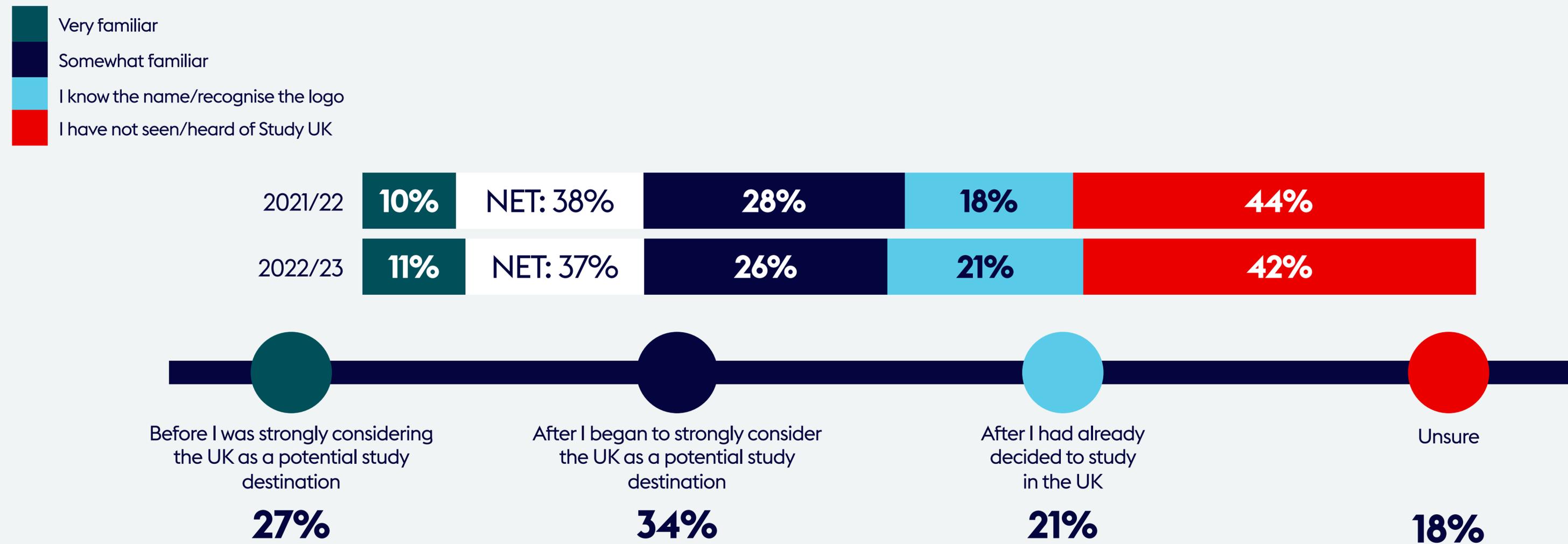
The top four sources of information have remained consistent in 2022-23

Awareness and engagement with Study UK

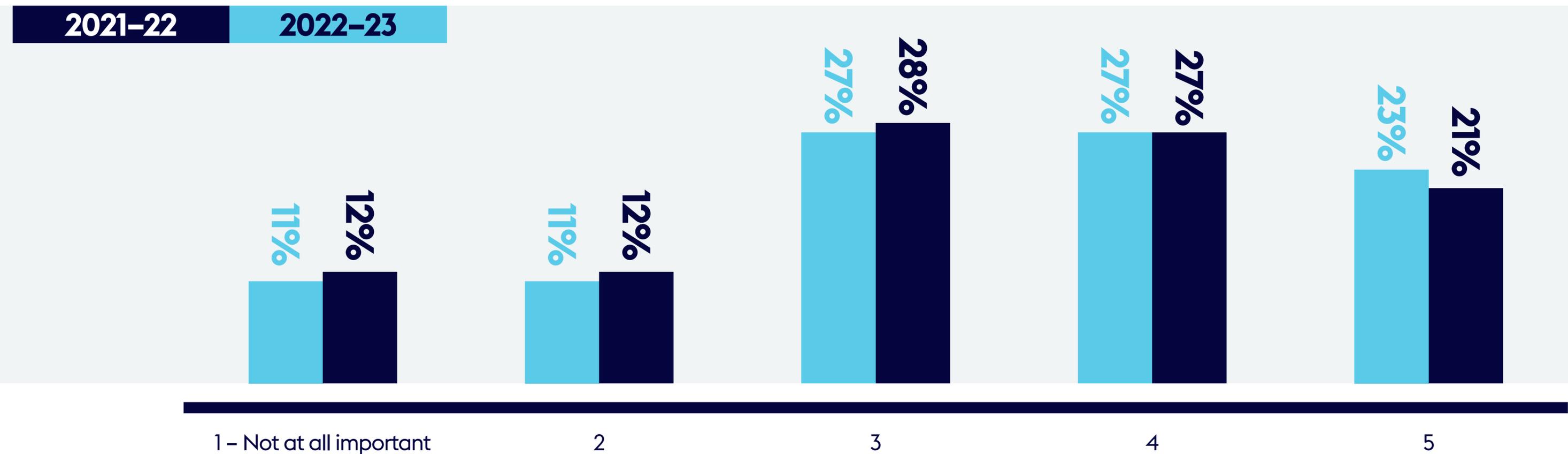
- We see a slight increase in the overall proportion of students who recognise Study UK this year, but broadly speaking familiarity is in-line with 2021–22.
- Students are also encountering Study UK at similar points in their decision-making to last year, with one in five only seeing Study UK once they've already decided to study in the UK. This presents an ongoing opportunity for Study UK to create earlier interventions with prospective students around the world.
- Students continue to engage with a Study UK in much the same ways as last year with the website the most common touchpoint.
- Instagram continues to be the most popular of Study UK's social media channels, followed by YouTube as Facebook sees a slight decline in popularity.

Familiarity with Study UK remains consistent with last year, as does when Study UK was first seen – there is still scope to reach students earlier

Which of the following BEST describes your level of familiarity with Study UK?



Of those who recognise Study UK, we see a slight increase in the proportion saying it had max. impact on their decision vs 2021-22; students continue to self-report that the campaign played a notable role



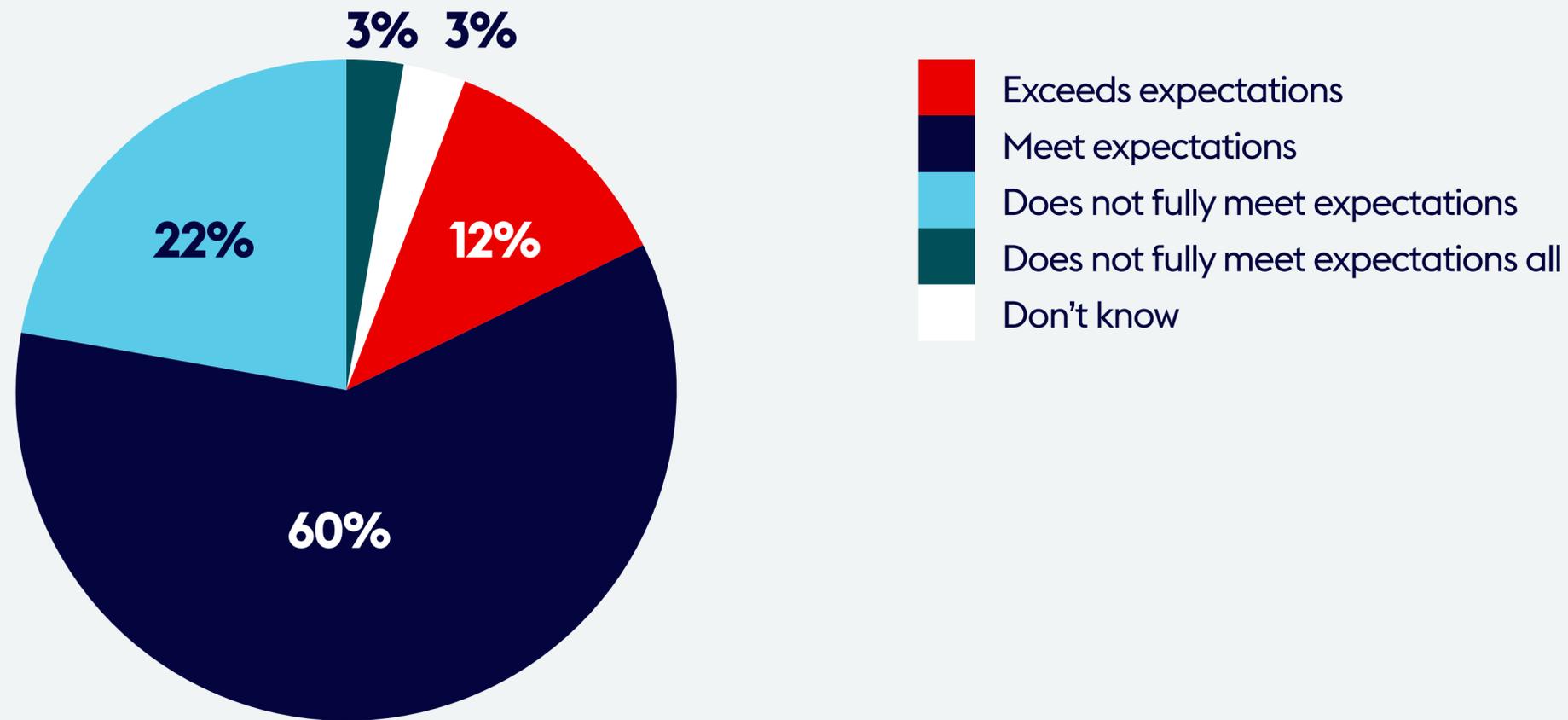
S60. On a scale of 1 to 5, where 1 is 'Not at all important' and 5 is 'Very important', how important were each of these information sources in influencing your decision to study in the UK?
Study UK Overall Base: Interacted with Study UK (2022/23: 3,505, 2021/22: 3,457)

Experiences in the UK

- University education in the UK remains consistent in meeting or exceeding student expectations, although free text responses reveal that some remain unsatisfied for a variety of reasons (including dissatisfaction with the cost of living, strike action, and lack of international student support).
- While international students are making connections and tend to be enjoying their course, some struggle to feel part of a community – a continued theme from 2021–22.

UK education continues to meet or exceed expectations, with about one quarter having unmet expectations

Thinking about your experiences so far, has studying with a UK higher education institution met your expectations?



Those whose experience is **exceeding their expectations** are more likely to:

- Be attending a non Russell Group university (13% v. 10% RG)
- Be from the EU (16% v. 12% non-EU)
- Be older (15% 31+ v. 11% 30 and under)

Those whose experience is **not fully meeting their expectations** are more likely to:

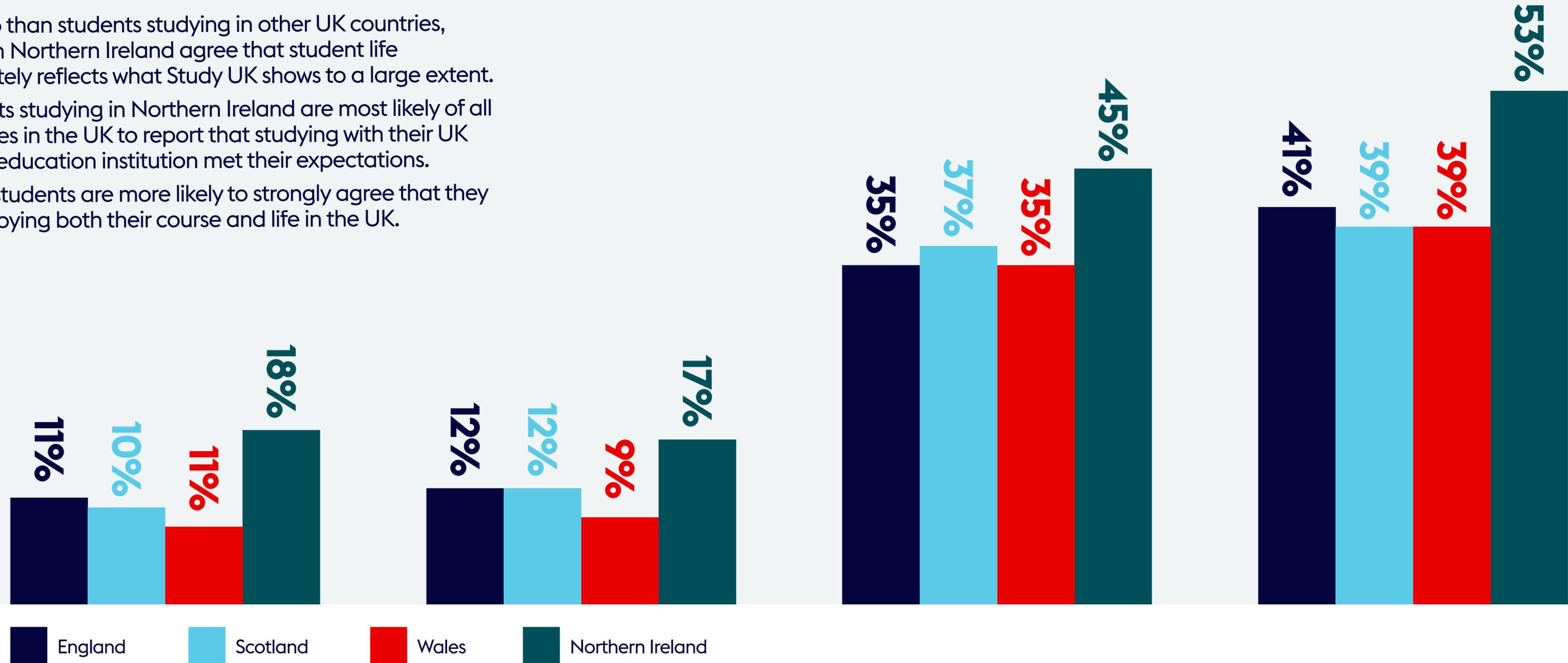
- Be pursuing a PG degree (23% v. 20% UG)
- Be attending a Russell Group university (25% v. 21% non-RG)
- Have not been influenced by Study UK (25% v. 19% influenced by Study UK)

As with 2021-22, 72% of students report that UK higher ed. meets or exceeds their expectations, although the proportion has varied slightly (58% meets, 14% exceeds)

X10 Thinking about your experiences so far, has studying with a UK higher education institution met your expectations? Base: All (7,616)

Students across countries in the UK agree that their experiences met or exceeded expectations, especially in Northern Ireland

- More so than students studying in other UK countries, those in Northern Ireland agree that student life accurately reflects what Study UK shows to a large extent.
- Students studying in Northern Ireland are most likely of all countries in the UK to report that studying with their UK higher education institution met their expectations.
- Those students are more likely to strongly agree that they are enjoying both their course and life in the UK.



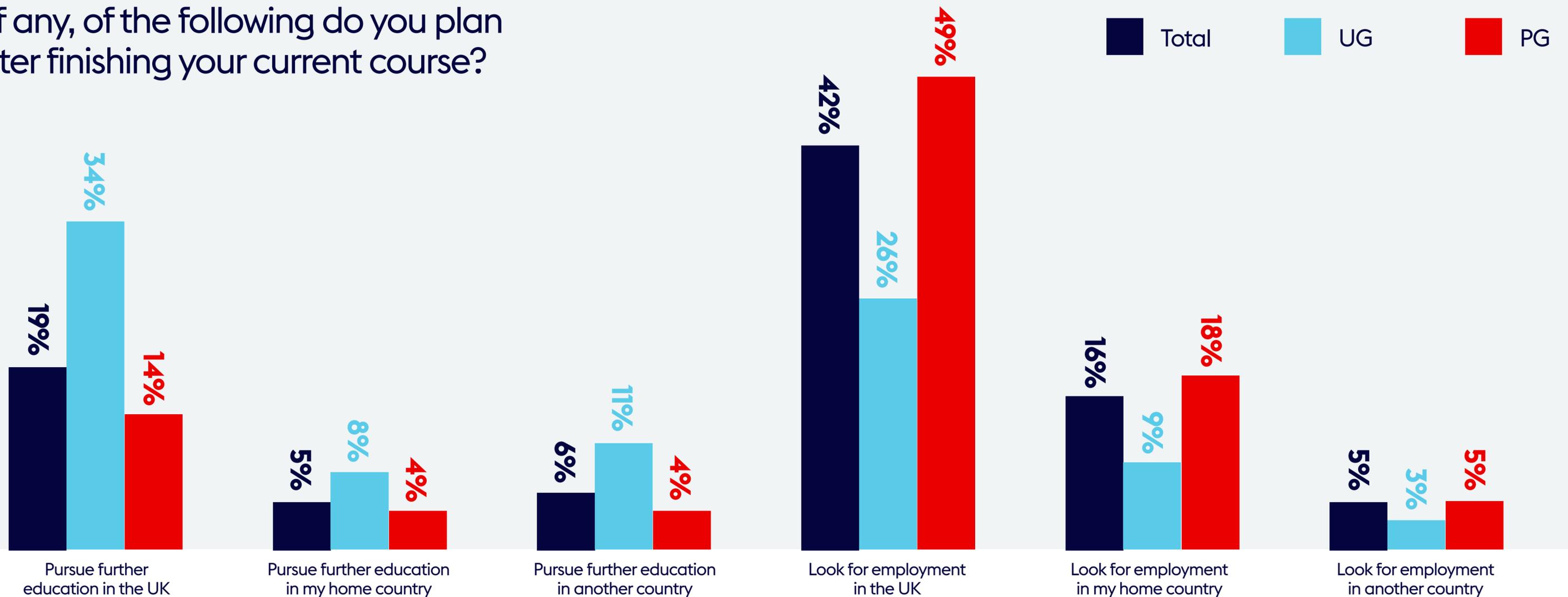
S150 Based on your experiences so far, how closely does student life in the UK reflect what Study UK says / shows? Base: All (7,616)

X10 Thinking about your experiences so far, has studying with a UK higher education institution met your expectations? Base: All (7,616)

X25 To what extent do you agree or disagree with each of the following statements about studying with a UK institution? Base: All (7,616)

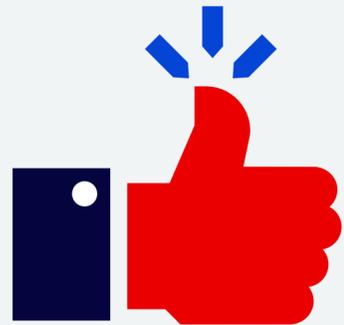
Two in three hope to stay in the UK after completing their current studies, either to pursue further education or seek employment; post-study opportunities continue to be a compelling part of the offer to promote front-and-centre

Which, if any, of the following do you plan to do after finishing your current course?

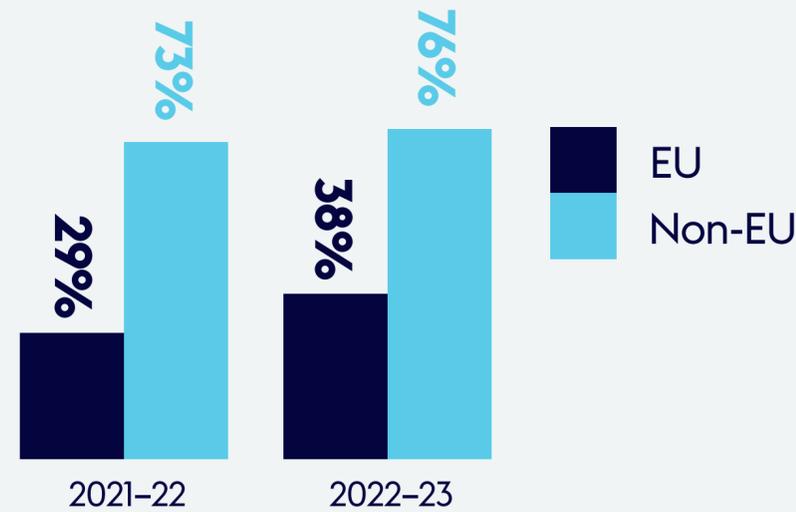


These numbers largely reflect those of 2021-22, with the largest difference being in the percentage of those who plan to pursue further education in the UK (22% in 2021-22).

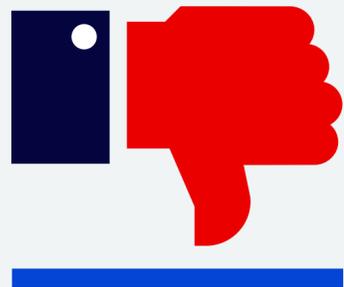
Awareness of the Graduate Route is high among non-EU students and low among EU students, but growing in both populations



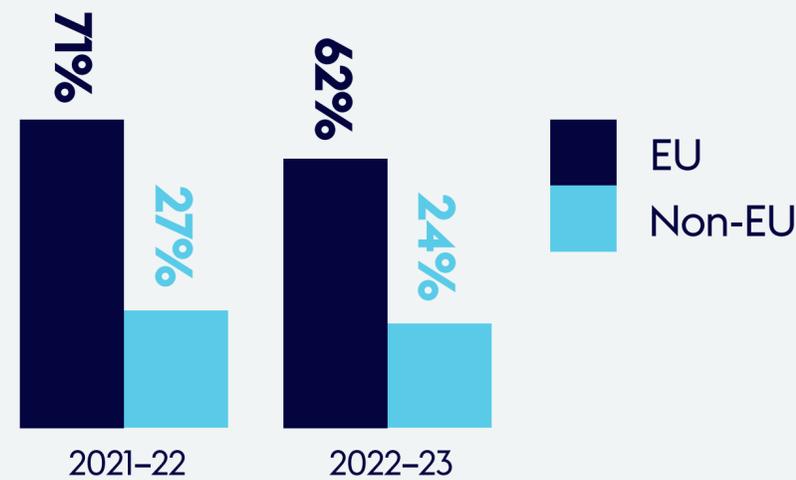
73%
are aware of the Graduate Route
(69% in 2021-22)



Does this information make it any more or less likely you will look for work in the UK after you complete your studies?



27%
are not aware of the Graduate Route
(31% in 2021-22)



Prospective rest of the world students

Who did we speak to?

Kubi Kalloo conducted an online survey on behalf of Study UK in January – February 2023. Respondents were recruited according to the following criteria:

- prospective international students aged 16-25 (50% of sample) or 25-34 (50% of sample), or parents of prospective international students of these ages took part in a 25 minute online survey
- all respondents were residents of one of the countries below. The country samples are weighted evenly to create International totals and all represent the same mix of 45% undergraduate and 55% postgraduate students
- for the USA, respondents (prospective international students or their parents) must be considering studying abroad at a college/university in the UK, Ireland, Australia, Canada or New Zealand in English. This is the first year the USA has been included
- for other countries, respondents (prospective international students or their parents) must be considering studying abroad at a college/university in the UK, USA, Australia, Canada or New Zealand in English
- two further sources of data are included:
 - a separate survey on the Study UK website (questions asked via pop-up survey)
 - a small qualitative bolt-on sample of n=10 UG and PG prospective international students in the USA (using the same criteria as the main survey).

	Total Sample	China	India	Indonesia	Malaysia	Nigeria	Pakistan	USA	Other
Students	1700	300	300	300	300	100	100	300	n/a
Parents	630	100	100	100	100	60	60	100	n/a
Total	2330	400	400	400	400	160	160	400	n/a
Intercept survey	773	2	64	47	13	79	162	10	396
Qualitative Dive	n/a	n/a	n/a	n/a	n/a	n/a	n/a	10	n/a

Considered studying in the UK in...

2022

71%

2023

77%



Consideration of the UK as a study destination has **increased** by 6 percentage points in the past 12 months*

*IMPORTANT NOTE: All Total Data excludes USA data, so it can be compared directly with the previous wave.



Significantly higher / lower between wave at 95% CI

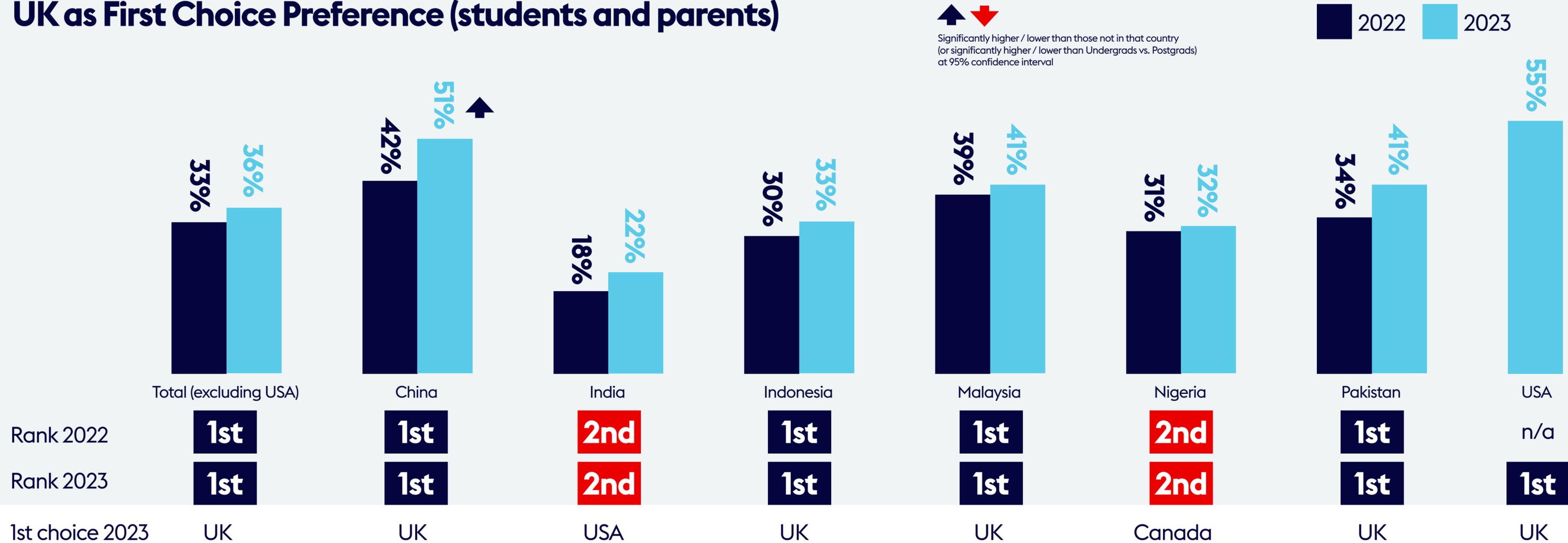
*This figure is based on the identical sub-set of countries surveyed in 2022 (i.e. excludes USA)

S26. If you had the choice of studying for an international degree without any restrictions, from which countries other than your own would you prefer to obtain a higher education degree / qualification? Base: students and parents excluding USA 2022 (n=2112), 2023 (n=1930).

China sees a significant strengthening in preference for the UK this year – a continuation of a trend over time, whilst preference also rises significantly in Pakistan

The USA remains the first choice destination amongst Indian prospective international students, whilst Canada remains the top choice in Nigeria.

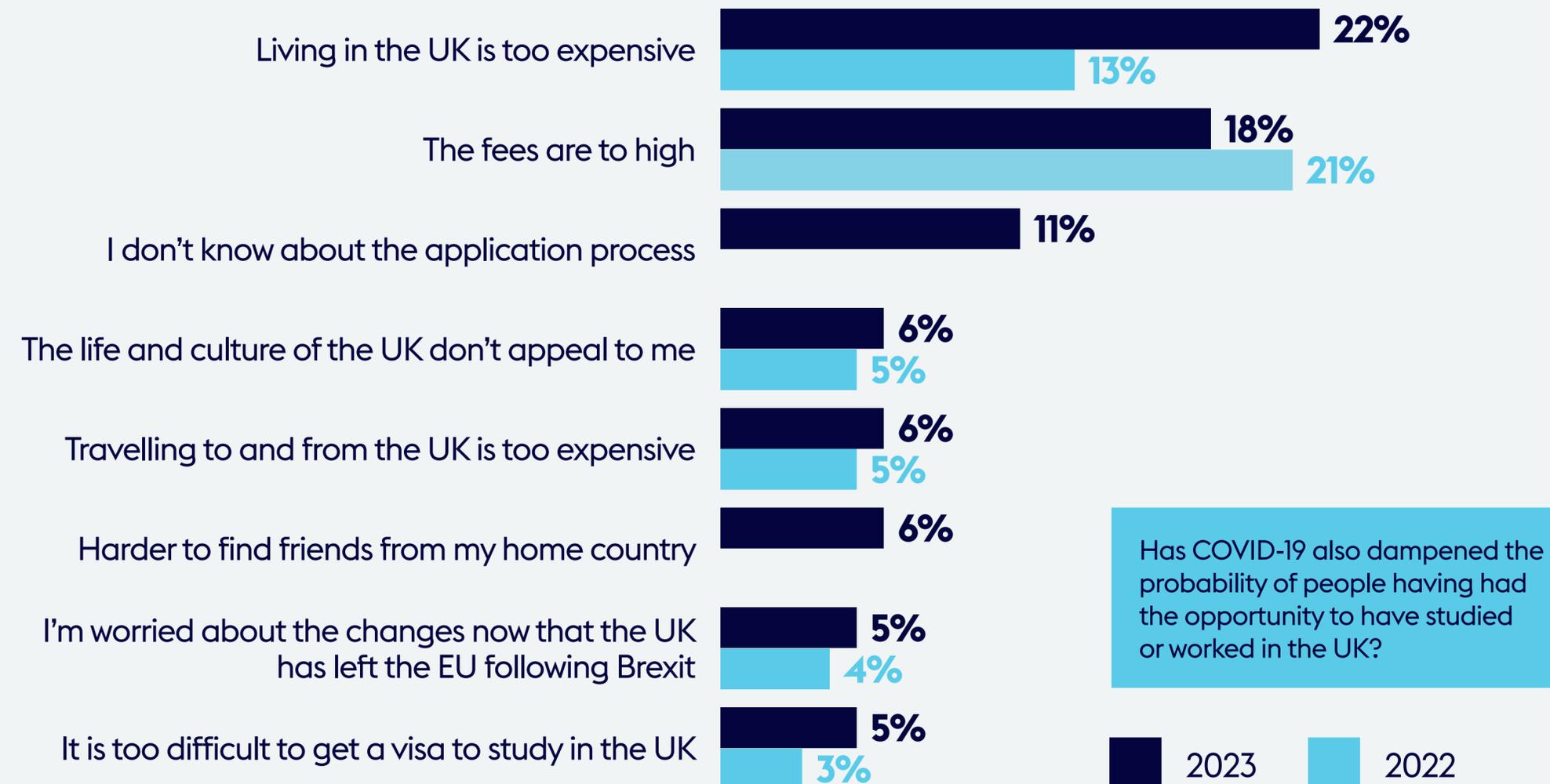
UK as First Choice Preference (students and parents)



P15. And which is your preferred choice to study for an international degree? Base: students and parents Base: students and parents excluding USA total 2023 (n=1930)2023 China (400), India (400), Indonesia (400), Malaysia (400), Nigeria (170), Pakistan (160)

Cost has recently been the key barrier to considering the UK, but in 2023, this is now driven by **perceived living expenses** in the UK rather than fees alone

Key barriers to non-consideration of the UK (students and parents)



Expected living costs are the number one barrier to considering the UK in 2023, surpassing perceptions of high fees.

Living costs rank the top barrier in all markets except China and Pakistan, where tuition fees remain the biggest barrier.

Significantly higher / lower than those not in that country (or significantly higher / lower than Undergrads vs. Postgrads) at 95% confidence interval

Nb total excludes USA for comparability with previous years

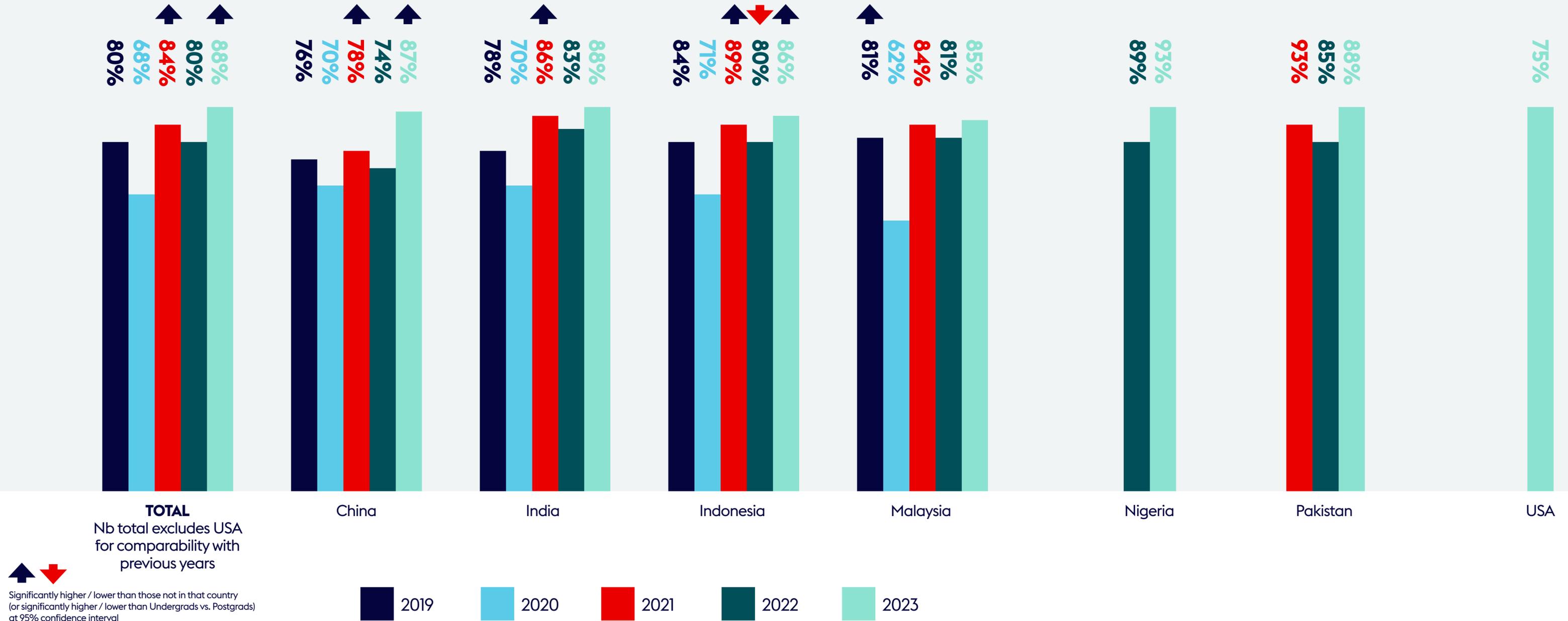
Summary: perceptual change

Overall, perceptions of the UK as a place to study have weakened; however, this has been observed in attributes that are less important in decision-making.

- Overall, smaller increases in more important perceptions of employability, education quality, UK life and culture continue to drive the UK's consideration as a study destination
- having said this, the significant decline in perceived value for money, cannot be ignored
- knowing people who are/have studied in the UK showcases the importance of these networks, particularly in a post-COVID context, reducing the fear of feeling isolated and providing a social support network. It is therefore positive to see increases in the proportion who have a current link (know people who have studied, are studying or are living in the UK)
- finding ways to leverage both financial and emotional assurance is critical right now.



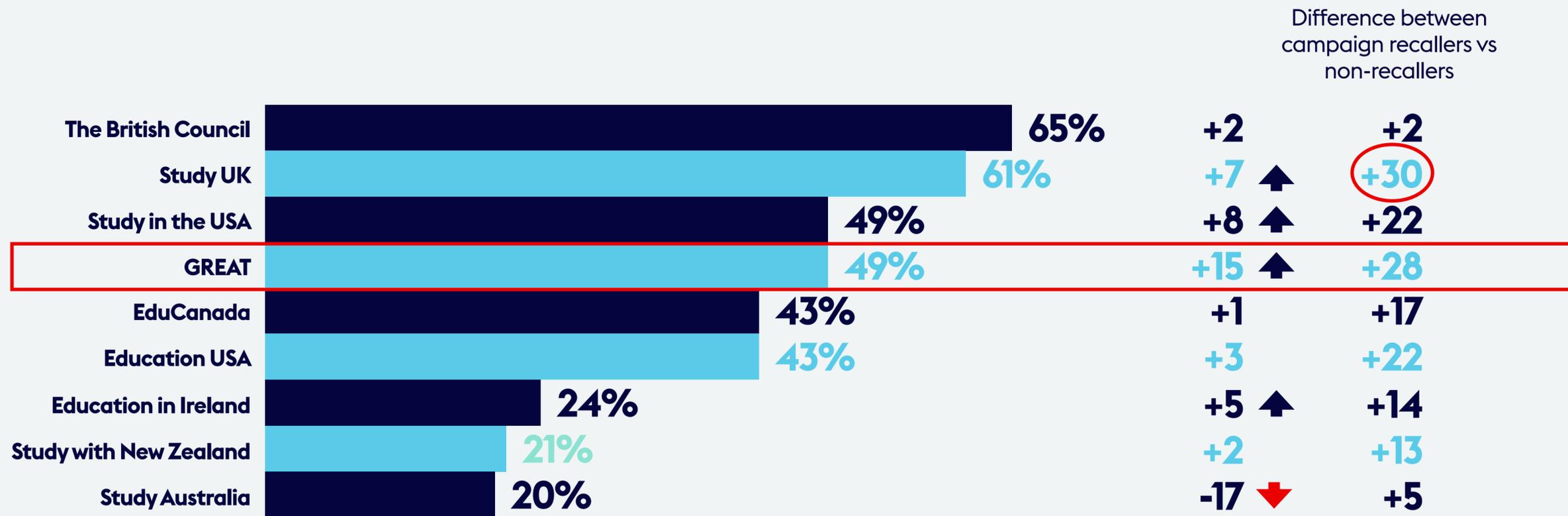
Study UK campaign awareness has increased significantly amongst prospective international students this year, driven predominantly by China and Indonesia



A01-05. For each of the adverts below, please indicate if you remember seeing it before
 Base: STUDENTS ONLY. 2023 Total excl USA n=1400, China (300), India (300), Indonesia (300), Malaysia (300), Nigeria (100), Pakistan (100), USA (300) 2022 Total n=1532, China (321), India (345), Indonesia (316), Malaysia (324), Nigeria (126), Pakistan (100),

Despite the branding change, GREAT is the brand with the largest YOY increase in awareness. Study UK also shows significant increases since last year and is particularly strong amongst campaign recallers

Brand awareness (students and parents)



The combination of Study UK and GREAT as a partnership shows strong potential given these results.

↑ ↓
Significantly higher / lower than those not in that country (or significantly higher / lower than Undergrads vs. Postgrads) at 95% confidence interval

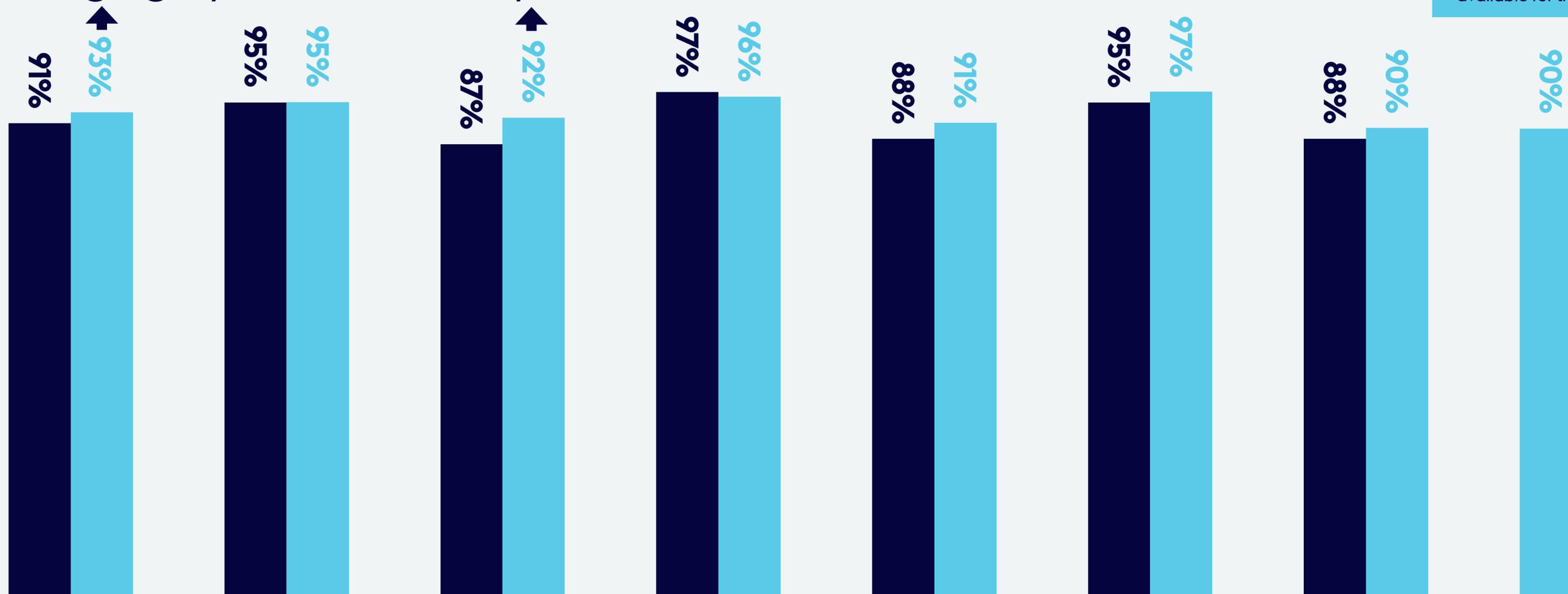
Nb total excludes USA for comparability with previous years

Nine-in-ten prospective international students report being more likely to consider the UK as a study destination having seen the campaign which represents a small, but important increase since last year

Percent selecting slightly / much more likely to consider the UK (students)

2022 2023

Note USA was included in 2023, so no prior data is available for this markets



Nb total excludes USA for comparability with previous years

Significantly higher / lower than those not in that country (or significantly higher / lower than Undergrads vs. Postgrads) at 95% confidence interval

A45. As a result of seeing this campaign, would you say you are now more, less or just as likely to consider studying in the UK? Base: 2023 students only Total excluding USA n= 1400, China (300), India (300), Indonesia (300), Malaysia (300), Nigeria (100), Pakistan (100), USA (300) 2022 students only Total no USA n= 1532, China (321), India (345), Indonesia (316), Malaysia (324), Nigeria (126), Pakistan (100)

There has been a significant increase in awareness of the Graduate Immigration Route this year. China, India, Indonesia and Nigeria all see especially sizeable increases

Awareness of Graduate Immigration Route (students and parents)

A high 91% of students internationally indicate this route is relevant to them (Top 2 Box), with the highest scores observed in Nigeria and Indonesia



Significantly higher / lower than those not in that country (or significantly higher / lower than Undergrads vs. Postgrads) at 95% confidence interval

X01. Were you aware of this graduation immigration route before today? Base: students and parents total excluding USA 2023 n=1930, China (400), India (400), Indonesia (400), Malaysia (400), Nigeria (170), Pakistan (160), USA (400) 2022 students and parents total no USA n= 1532, China (434), India (466), Indonesia (417), Malaysia (429), Nigeria (206), Pakistan (160)w

Summary: campaign performance

The campaign is performing well, driving awareness, attribution and key message take-out to increased levels

- it drives increased perceptions of key messages of employability and education quality which are shown to be key drivers of consideration and preference
- it works at both a global and local level, but quite differently across each market. This gives it the potential to flex to different cultural needs which Study UK is currently activating well
- the combination of **inspiring**, **informative** and **exciting** are the top three attributes driving consideration, and the creative and copy provide rich examples of creative that achieves this.



Prospective EU students

Who did we speak to?

Kubi Kalloo conducted an online survey on behalf of Study UK in January – February 2023. The sample specifications were as follows:

- prospective students aged 16-25 years (50% of sample) or 25-34 years (50% of sample)
- resident of one of the following countries: France, Germany, Greece, Italy, Poland, Spain
- must be considering studying abroad, in English, at a university / higher education institution in the UK, Ireland, USA, Australia, Canada or New Zealand in the next 3 years
- the qualitative sample includes a total of ten students from all the markets.

	Total sample	France	Germany	Greece	Italy	Poland	Spain
Total students	1702	301	300	200	300	300	301
Online community	10	2	2	0	2	2	2

Nine key perceptions are associated with an increased or decreased chance of choosing the UK as an HE study destination



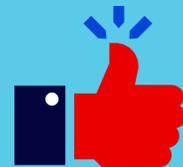
High quality of teaching and academic research



Offers the specific course I am interested in



Value for money of studying there



Has reasonable entry requirements



The country has an attractive life and culture



Reasonable cost of accommodation and daily living



Offers good future employability globally



The country offers a welcoming environment



It is fairly easy to get a visa

Key learnings – perceptions of the UK

- This research demonstrates that nine key perceptions help predict prospective EU students' choice of HE destination.
- Improvements in how the UK is seen on some of the more important perceptions have outweighed a few weakening perceptions and as a result there has been an overall increase in consideration for the UK compared with this time last year.
- Several of these perceptions focus on quality, such as the quality of the teaching and the impact on employability of a UK degree. These are amongst the most important perceptions, and on these, the UK performs well in comparison to its competitors.
- Cost features in several of these perceptions, both in terms of accommodation/daily living and the value for money of a UK degree. When it comes to cost, the UK is outperformed by competitors.
- The UK's greatest perceptual weaknesses are focused on life in the UK, heavily trailing its competitors, especially southern European, on perceptions of providing a welcoming environment and offering an attractive life and culture.
- The UK is seen to be harder to get a visa for than its competitors, the entry requirements are also considered more stringent, again southern European countries outperform the UK.



Implications

- Students have concerns about the cost of studying in the UK but also recognise the value equation. There is therefore scope to focus on what students get in return, in terms of the quality of education and career opportunities, and to drive home the distinction a degree from a UK based university provides to students and how it makes them a more valuable asset for employers globally.
- The cost of living in the UK is considered with greater apprehension than the cost of tuition, with London heavily skewing perceptions. Expectations are set based on where prospective students currently live, with many only willing to accept a slight increase when moving abroad to study. In messaging, there is scope to showcase the range of options within the UK and the significant variety in living costs.
- Life and culture in the UK remains a concern for some prospective students. The UK is widely considered a cultural hub, students talk positively about the idea of being surrounded by world-famous institutions of music, art and theatre.

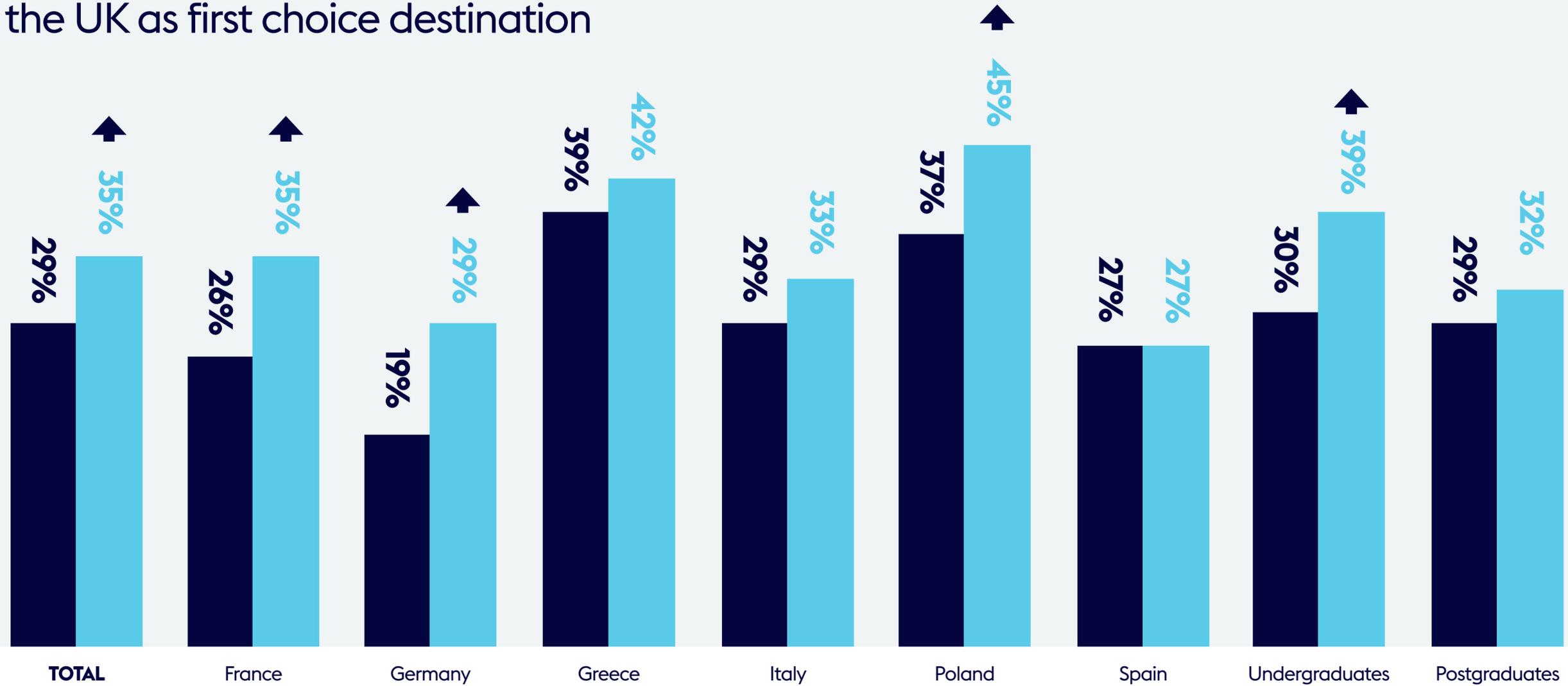
Information sources used

- The study has shown that regardless of their stage in the student journey, search engines are the most common starting point for those seeking study abroad information. Even at the latter stages, at which point prospective students are more familiar with the resources available, search engines are the starting point for many.
- Having started with search engines, students are next most likely to turn to study abroad websites to find information on studying abroad.
- Instagram is the most used social network to look for study abroad information and should be prioritised for investment. In addition to supporting longer form content, YouTube adds incremental reach.



There is an overall increase in the proportion of considerers who identify the UK as their preferred destination

% Identifying the UK as first choice destination





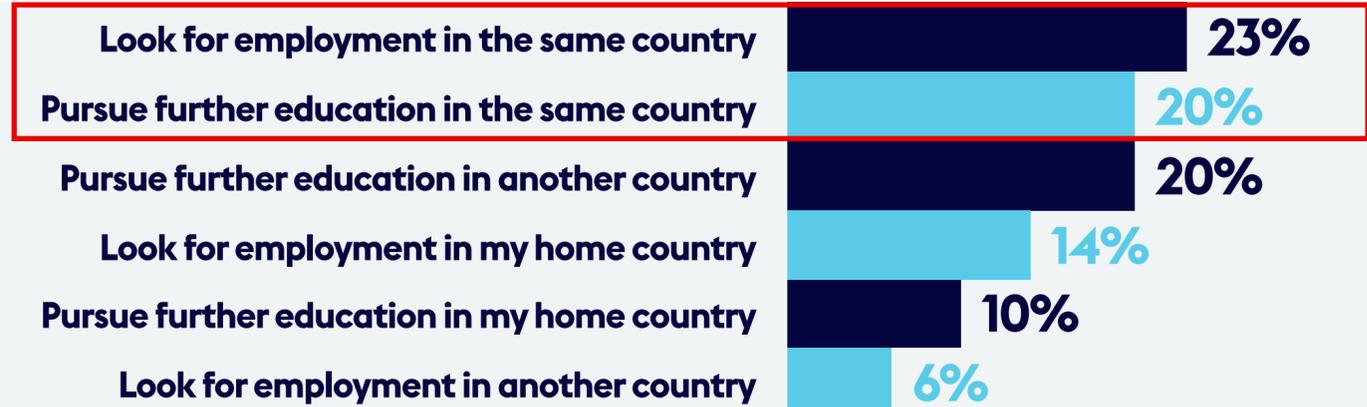
 Significantly higher / lower than those not in that country
 (or significantly higher / lower than Undergrads vs. Postgrads)
 at 95% confidence interval

 2022
  2023

On completing their studies abroad EU prospective students are keen to pursue employment or further their education in the same country.

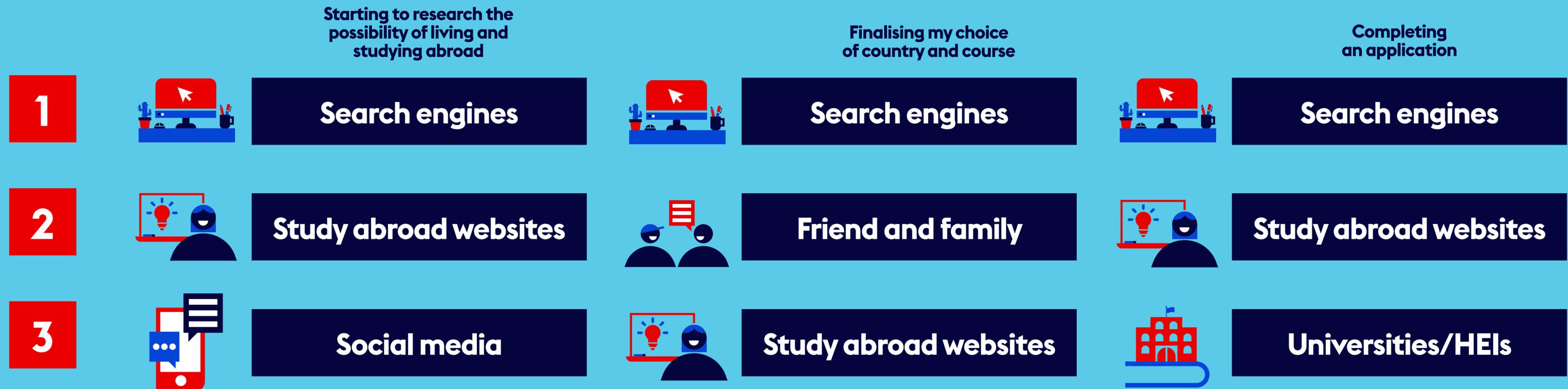
- Two-fifths indicate staying in the country to look for employment or subsequent/additional education opportunities is their most likely course of action following their degree.
- Only one-in-five intend to seek employment in a country aside from their own, or the one they studied in.

Which, if any, of the following would you expect to do after finishing your course?



Search engines are the gateways to higher education information, SEO is critical. Study abroad websites are also heavily used

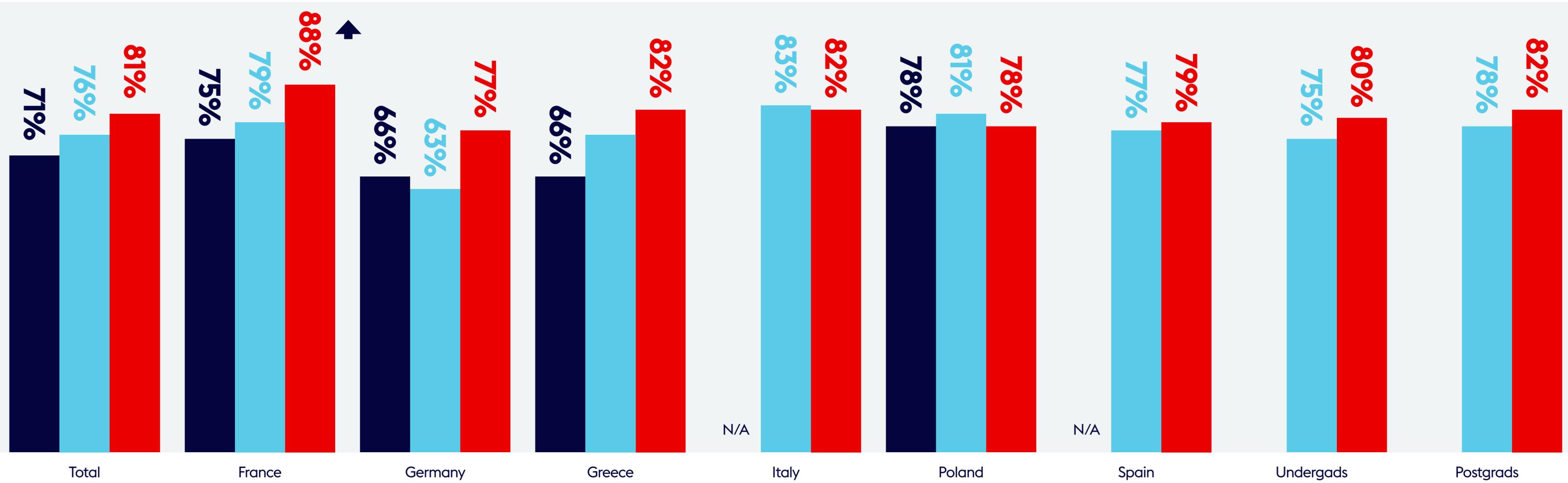
Most commonly used sources of information when exploring study abroad options



Graduate Route relevance has increased slightly for the second year

We see notable increases in perceived relevance of the Graduate Route in France, Germany and Greece.

Graduate immigration route relevance by markets and subgroups (% highly relevant)



Significantly higher / lower than those not in that country (or significantly higher / lower than Undergrads vs. Postgrads) at 95% confidence interval

X02. How relevant is the graduate immigration route?
 Base: 2022 Total (1764), France (319), Germany (303), Greece (200), Italy (320), Poland (306), Spain (316) Undergrads (611), Postgrads (1153)
 Total 2023 (1702), France (301), Germany (300), Greece (200), Italy (300), Poland (300), Spain (301), Undergrads (569), Postgrads (1133)

2021 2022 2023

Opportunities for 2023–24



Supporting international students

We strive to provide content that reassures students on factors that matter most to them, from high-quality education, to an amazing student experience and employment prospects. In 2023–24, we will be:

- **expanding our blog content** to better capture authentic experiences of what studying in the UK is like through the lens of real international students and alumni, ensuring that they are also prepared for any challenges they might face
- **putting wellbeing at the top of our agenda** with a new MOOC course which will be delivered with Newcastle University (August 2023), and focus on culture shock, managing uncertainty, finding social connections, building health lifestyle habits, and seeking help, among other things
- **improving employability, accommodation and cost of living** content, featuring student money diaries; signposting to scholarship and bursary information; showcasing the range of institutions and the significant variation in living and accommodation costs across the UK
- **providing leadership sessions for the GREAT Scholarships and working with our newly established employability working group**, with representatives from the sector (Anglia Ruskin University, the University of East London, the University of Bath, Manchester Metropolitan University, and the University of Huddersfield), to discuss our content and support in this area.

A forward look



New awareness and consideration campaign

- Our new awareness and consideration campaign will launch in July 2023 and will demonstrate how studying in the UK has a butterfly effect on international students, with each discovery opening a door to another, delivering tangible proof points, and tackling key barriers.
- Following a casting call across the sector, the campaign will feature six current international students, from a range of UK universities. The student's films will be the basis of the campaign, which aims to engage prospective international students and support them through the decision-making journey.



Global reach

While our advertising spend is focused in our key markets, Study UK has a global reach through a range of interventions (scholarships, alumni) and content made available to stakeholders around the world.

We will strengthen this offer in 2023–24, aligning with strategic priorities of the UK government, the British Council and UK higher education institutions.

GREAT Scholarships

We will be offering 210 scholarships in partnership with UK universities, across 15 markets, including two subject specific programmes – justice and law scholarships, and science and technology scholarships.

Study UK Alumni Awards

The global call for applications will be launched in September 2023 with country ceremonies expected to take place in Q4, 2023–24.

Podcasts

Following on from the success of the four podcast takeover episodes we launched at the end of last year, we are commissioning more – this time for the US and French markets.

New MOOC on student wellbeing

We will be delivering a new MOOC on student wellbeing with Newcastle University (August 2023), which will focus on culture shock, managing uncertainty, finding social connections, building health lifestyle habits, and seeking help, among other things.

Thank you

Search **Study UK**

