

British Council Indonesia Pre-event Subsidised Television Advertising Opportunity

The British Council is running a £40,000 UK Higher Education public awareness TV campaign in March prior to the Education UK Exhibition. This will feature UK alumni working in a variety of sectors in Indonesia. We have negotiated very good deals with major TV companies and are asking for a small contribution to the cost from participating universities.

Concept: 16 UK alumni interviewed in their work places talking about success.

The final screen will advertise the Education UK Exhibition with legend “Meet the university of XXXX at the Education UK Exhibition on 23rd and 24th March”.

Universities not attending the exhibition may also participate. The legend in the final screen for those not attending the Exhibition will read “Contact XXXX University at www.xxx.ac.uk (or university’s preferred contact details)”

Cost: This will require a contribution of £1,000 from each university for each alumnus featured. A contribution of £1,000 will give the institution air time to the value of £5,000.

Target audience: A, B professionals, parents and youth.

Key messages: Success, Accessibility, Choice

Advert focus: Alumni talking about success

Location: Alumni’s working environment.

Duration: 10/15 seconds each advert (over 2 week period)

Total campaign value: £40,000 (discounted 50% from £80,000) + production costs (£5,000) funded by the British Council Indonesia. Total contribution from UK universities is £16,000.

Channels: RCTI or Metro TV (TBC)

Coverage: Nationwide,

Final choice of alumni participants will rest with the British Council Indonesia.

Important selection criteria will be:

- They currently hold a position that other would aspire to.
- They present a suitable image for UK HE.
- They are able to communicate appropriately in this medium.
- They can obtain permission from their employer to film at their workplace.
- They work in Jakarta.

Priority will be given to institutions exhibiting at the UK Education UK Exhibition.

Although this is ostensibly an HE campaign any FE colleges or school with suitable alumni are welcome to participate.

We do need a quick reply to this as filming needs to start asap. Please get back to us by Wednesday 13 February by returning the attached form.

Miki Kitthika



Advertising Booking Form

We the undersigned would like to participate in the British Council Indonesia Subsidised TV advertising campaign to be run in March 2013.

Name of institution			
Attending March Exhibition?	Yes	No	
Name of alumnus			
Email of alumnus			
Mobile number of alumnus			
Course studied			
Fee per alumnus (excluding VAT)	1000		
Name of authorising person			
Position		Telephone	
		Email	
Signature		Date	

This completed form should be sent to:

Name	Miss Miki Kitthika
Position	Education UK Officer
Organisation	British Council Indonesia
Address	Indonesia Stock Exchange, Tower 2, 16 th Floor Jl. Jend. Sudirman Kav. 52 – 53 Jakarta 12190
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Deadline: Wednesday 13 February.