

Invitation Letter for UK Video Campaign in China 2013

Dear UK institutions,

The British Council is delighted to invite you to join our promotional online event – **UK Video Campaign in China 2013**. This is the first pilot digital project with focus on video, which will help to highlight key aspects of UK various education sectors to key Chinese stakeholders, and will also promote the strength of UK education through interview.

What's the Video Campaign?

Video campaign provides a digital platform to showcase UK educational excellence with a variety of videos. For various UK education sectors, we'd ask for different contents of your videos with aims of profile raising, student recruitment and market developing. All the video materials will be promoted on three platforms: Education UK official website, Youku and UKer. Furthermore, all videos will also be translated with Chinese subtitles so as to eliminate language barriers for local students and parents.

- UK Higher Education Sector

Video on UK institutions' international office interview will be promoted to those students who have interests to study in the UK. All contents will be related to UK institutions' unique selling points, student supports and services, entry requirements and interviews, alumni, etc.

General videos produced by UK higher education institutions will be requested for reference.

- UK School Sector

Video competition will be hosted for this sector with the topic of *'Why my school is unique?'* All students in UK schools will be invited to join the competition and take videos for their own school with several themes: school's history, campus, teachers, libraries, canteens, activities, students' life, etc. The final winner student will win two return tickets from UK to China!

General videos produced by UK schools will be requested for reference.

- UK ELT Sector

Video on language demo class or summer/winter school programme will be promoted to Chinese market in this video campaign. UK ELT providers please understand that we have two categories in this sector:

- General / Business English language demo class
- Summer / winter school programme

Please make decision upon your schools' advantages and submit your videos as well.

General videos produced by UK ELT providers will be requested for reference.

- UK College Sector

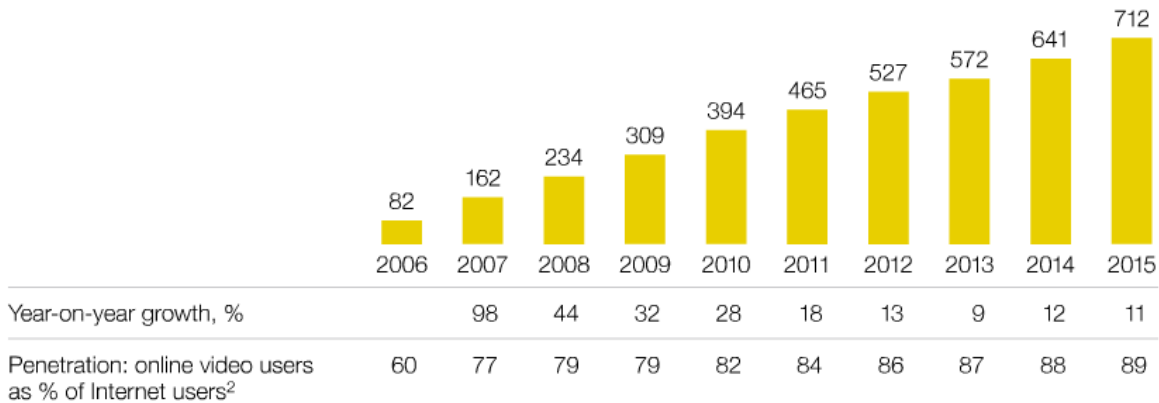
For Colleges on further education, we would encourage you joining any of above sector's promotion accordingly. For example, you may wish to encourage your students joining video competition if you offer A-level courses.

Online Video industry in mainland China

Online video industry has demonstrated great marketing potentials in recent years in China. It's estimated by McKinsey research that there will be more than 700 million people in China who will be watching online video content in the coming years.¹

By 2015, more than 700 million Internet users in China are expected to watch video content online.

China's online video users,¹ 2006–15, millions



¹Internet users who watched online video content in past 6 months; 2010 figures are estimated, 2011–15 are projected.

²Share of Internet users who have surfed Internet in past 6 months and also watched videos online.

Source: iResearch Apr 2010; McKinsey analysis

The average Chinese user spends four hours a week watching online video content, such as movies, TV, and live sports—double the time spent by US users. That high figure partly results from taste: the user-generated content so popular on sites such as YouTube has proved less appealing to the Chinese, who prefer professionally made offerings.

One of our partners – Youku.com is one of the best and most popular video media in mainland China. According to the statistics from iResearch, 42.4% of the time people in China spend on online video are from Youku Inc.(NYSE: YOKU) and Tudou Holding Ltd. (NASDAQ: TUDO) . They have mastered about 35% market share in China, which may incur a new monopoly in Chinese online video industry.²

Another partner for this video campaign will be UKer.com who is focus on promoting UK education in various sectors.

What to Expect?

Your exclusive benefits include:

- A broader-than-ever e-platform based on three platforms – Educationuk.org/china, youku.com and uker.net.

¹ <https://www.mckinseyquarterly.com>

² <http://www.chinavestor.com>

- A well-established Education UK followers group on Sina Weibo (Chinese Twitter), with a figure of 62,000 followers including students, parents and agents
- Interactive communication platforms will be followed by each video
- Cooperation Channel accessible by potential local partners, such as schools and agents.
- Various event promotion channels including online channels such as Sina Weibo, QQ WeChat, and offline promotions by our own Market Development colleagues

Furthermore, this digital video campaign offers a more affordable, accessible and cost-effective channel to those who have a limited marketing budget yet need to raise their profile and reach a larger audience. Compared to traditional offline promotional events, this digital campaign is:

- Geographically diversified
Institutions can reach target audiences outside the major cities who may be academically and financially qualified for studying abroad, but unable to attend a face to face event.
- Convenient
Institution representatives will be able to sit in their own offices in the UK and make contact with Chinese audiences in a timely and effective manner without travelling to China.
- Measurable
Institutions will receive a statistical report on the traffic to their “stand” and the promotion and media coverage details after the event.

What we need from you?

Once enrolled, you will be required to:

- Prepare and send us videos (.avi) within 5-30mins. Detail requirements will be available on request once you submit application form.
- Prepare a brief introduction on your school in Chinese.
- Handle enquiries and messages left by the visitors efficiently. It will be more efficient for Chinese staff to handle the enquiries in Chinese. And you should plan to staff your institution’s online community accordingly.

Participation Rates

The cost of participation in the exhibition is **£500** per institution per category. The minimum number of participating institutions is 30 and the maximum is 60. You may also choose special promotion and services as listed below:

Item	Cost
Participation Fee	GBP500
Flash banner *	GBP 500
Translation Fee for brief introduction	GBP50 per1000 Chinese characters

Please kindly note the prices are EXCLUSIVE OF VAT

* Flash banner promotion slots are limited to 2 for each category only. Applications will be accepted on a first come first served basis and listed in alphabetical order on the website.

Important Dates

Registration opens	15 April 2013
Deadline for registration	31 May 2013
Deadline for submitting materials for translation	31 July 2013
Deadline for submitting videos	1 September 2013
Video Campaign Opens	16 September – 31 December 2013 (3.5 months)

How to Apply?

UK institutions who are interested in participating in the ***UK Video Campaign in China 2013*** should complete the application form below and return it to May Huang at the British Council China via email by **31 May 2013**. The minimum number of participating institutions is 30 and the maximum is 60. Applications will be accepted on a first come, first served basis.

British Council China Co-ordinator

May Huang

Education E-Marketing Manager

British Council | Guangzhou | China

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**UK Video Campaign in China 2013
Application Form**

<i>Name of institution:</i>		
<i>Contact person:</i>		
<i>Telephone:</i>		
<i>Fax:</i>		
<i>Email:</i>		
<i>Website:</i>		
<i>Contact address:</i>		

Item	Cost	Please tick as appropriate
Participation Fee	GBP 500	<input type="checkbox"/>
Flash banner *	GBP 500	<input type="checkbox"/>
Translation Fee	GBP50 per1000 Chinese characters	<input type="checkbox"/>

Please kindly note the prices are EXCLUSIVE OF VAT

I confirm that the above named organisation will take part in the UK Video Campaign in China 2013.

Signed: _____

Position in institution: _____

Date: _____

Cancellation deadline

Cancellation fees will be charged for withdrawal from the Virtual Exhibition on **UK Video Campaign in China 2013**, as of the date of receipt of Notice of Withdrawal:

- 50% of the full service fee for withdrawals received less than 2 months before the confirmed open date of this digital campaign.
- 100% of the full service fee for withdrawals received less than 1 month before the confirmed open date of this digital campaign.