

- The programme ‘**UK in my eyes**’ was developed by the British Council Vietnam with the aim to connect alumni and those who are studying in the UK with Vietnamese prospective students to help them learn more about studying and living in the UK.
- Under the UK Alumni Strategy of the British Council, the programme ‘**UK in my eyes**’ has served effectively to strengthen key Education UK brand messages through student testimonials who act as ambassadors to promote UK culture and education. The programme, at the same time, will be a good platform for UK institutions to promote their institutional profiles and interact online with prospective students.
- The “**UK in my eyes**” programme has 2 main components:
 - The ‘**UK in my eyes**’ website at <http://www.ukinmyeyes.vn/> (**70,000** unique visitors/year) is currently featuring over 350 stories of UK alumni. This site helps Vietnamese prospective students easily find experiences shared by alumni about studying and living in the UK.
 - The ‘**UK in my eyes**’ Facebook page - <https://www.facebook.com/NuocAnhTrongMatToi> (**80,000** members) is a social media platform to connect prospective students with alumni through frequent updates, activities, and campaigns during the year. It’s also an effective communication channel to help UK institutions approaching Vietnamese prospective students through online Q & A sessions.
- In 2015, the British Council Vietnam successfully organised the 4th annual ‘**UK in my eyes**’ competition in collaboration with VNExpress – one of leading online newspapers in Vietnam. With nearly 200 entries from Vietnamese students in the UK and alumni and 350,000 page views to the competition website, the event was a successful campaign to promote the programme to the wider Vietnamese public.

1. Advertising activities

We recommend this programme to UK institutions who aim to have a solid profile development marketing strategy in Vietnam. These institutions can take advantage of this programme to use their alumni as institutional ambassadors to develop institutional profile in Vietnam.

Detailed benefits for UK advertising institutions include:

1.1 Online Question and Answer programme:

- Participating UK institutions will have one online Q & A session on the Facebook page ‘UK in my eyes’ <http://www.facebook.com/NuocAnhTrongMatToi>. The Q&A session provides an opportunity for representatives and alumni of the participating UK institution to have direct interaction with prospective students who are member of the Facebook page. Topics focus on courses, scholarship information, student experience of studying at the participating institutions.
- The programme is organised on a monthly basis (excluding March, October when we have Education UK exhibitions).

1.2. Web-banner advertisement:

- Placing a **web-banner** that links directly to the institutional websites on the homepage of the Programme site at <http://ukinmyeyes.vn>. Flexibility is given for UK advertising institutions to change the web banners design and URLs of the links throughout the year, allowing institutions to utilise this advertising channel for different marketing purposes in Vietnam.

1.3. Institutional landing page:

- An **institutional landing page** on the Programme website in Vietnamese, featuring stories of alumni and promoting alumni events, scholarships and institutional information that are relevant to Vietnamese prospective students. FREE design, translation, edit and management fee of this landing page from the

British Council. However, the British Council reserves the right to edit the content to ensure appropriate tone of voice.

1.4 Promotion of institution and alumni stories on British Council digital channels:

Participating in this programme, institutional profiles and alumni stories of participating institutions are also promoted on other digital channels of British Council as follows:

- **British Council Vietnam website:** ~ 5,840 visitors/day, ~ 175,200 visitors/month
- **Education UK website:** ~ 6,000 visitors/month
- **Email marketing:** send to 7,000 email database of British Council prospective students
- **Monthly E-newsletters:** British Council E-newsletter (to a database of 70,000 British Council customer emails), Education UK E-newsletter (to a database of 7,000 prospective student emails)

2 Advertising Package

Advertising benefits	Package 1 GBP 2,000	Package 2 GBP 1,200	Package 3 GBP 500
1 Monthly online Q & A programme	v	v	v
1 Web-banner advertisement	12 months v	6 months v	
1 Institutional landing page	12 months v	6 months v	
Promotion of institutional profiles and alumni stories on British Council digital communication channels	12 months v	6 months v	1 month v
<i>Additional benefits:</i> <ul style="list-style-type: none"> • Flexibility to change the design and URL of the web banner at any time • FREE design, translation, edit and management of the landing page by the British Council 	v	v	

Note: the above rates are exclusive of 20% UK VAT

3 Application

Please send your expression of interest to:

Tuong Truong

Education Marketing Officer

E tuong.truong@britishcouncil.org.vn

Please note: the Q&A programme will be organised on a first-come, first-serve basis according to the registration of UK institutions.