

- The British Council Vietnam is delighted to invite UK schools, colleges and university pathway providers to promote your institutional profiles and courses for Vietnamese students in the a marketing campaign which will run from Jan to March 2018. Institutions participating in the campaign will have a good opportunity to reach a wide target audience via publication advertising and digital marketing channels.
- Vietnam remains an important market for UK schools, colleges and pathway programmes. Visas issued for students in this segment always account for 40% of the total Tier 4 visas every year. Vietnam has the fastest income growth rates among the middle class in Southeast Asia (source: Boston Consulting Group), and also high growth rates in terms of the number of very wealthy people. In a survey conducted with 70 agents in the British Council Agent Network in April 2017, 91 % of them said they want to represent more UK boarding schools in Vietnam market, which showed the increasing interest from Vietnamese families in sending their children to UK schools. There are more international schools teaching A-level and IB in Hanoi and HCMC and private schools teaching UK IFY programmes alongside with the Vietnamese curriculum, making these UK programmes become much more popular with Vietnamese students and parents.

## Marketing activities

The Marketing Campaign includes a mix of marketing activities on both digital channels and publication as follows:

### 1. Digital channels:

#### 1.1 Facebook promotion:

Each participating institution will have 3 Facebook posts to promote your institution profile, courses on offer or profiles of your student/alumni/staff on the Facebook 'UK in my eyes' (>85,000 followers). Each Facebook post will be advertised to reach target audiences.

#### 1.2 E-newsletter:

Each participating institution will have an advertorial slot in British Council Study UK E-newsletter which is sent to the database of 10,000 student emails on a monthly basis from January to March 2018.

#### 1.3 Email shot:

Each participating institution will have 02 Email shots promoting specifically about the institutional profile, courses on offer, stories from your students/alumni...Each email shot will be sent to a database of 2,000+ students in British Council student database who have shown their interest in pre-university academic courses and boarding schools in the UK

### 2. Publication:

A booklet '**Choosing a school and pathway programme in the UK**' will be printed and distributed to **2,000** students who attend the UK school, College & University Pathway Exhibition in Hanoi and Ho Chi Minh City in March 2018. This is an essential publication that provides useful information and guidance about choosing a school and pathway programme in the UK. Each

participating institution will have a full-page advertisement (institutional profiling page) in the booklet.

- Main content of booklet:
  - Student life in the UK
  - Choosing a school
  - Pre-university courses (A level, IB, Foundation)
  - Welfare
  - Where can I find more information?
  - Alumni testimonials
  - Advertorials from UK schools and colleges

## Advertising Package and Fee

Package	Benefits	Participation fee (*)
<b>1. Digital marketing</b>	<b>1. Facebook promotion:</b> - 03 posts on the Facebook 'UK in my eyes' <b>2. E-newsletter:</b> - 01 advertorial slot on Study UK E-newsletter <b>3. Email shot:</b> - 02 Email shots sent to British Council student database	GBP 760
<b>2. Publication</b>	<b>1. Print ad:</b> - 01 full page institutional profiling page on the booklet ' <i>Choosing a school and pathway programme in the UK</i> '	GBP 500
<b>Institutions can choose to participate in either the Digital Marketing or Publication package or both.</b>		
<b>3. Full package: Digital Marketing + Publication</b>		GBP 1,200

### Note:

- The above rate is exclusive of 20% UK VAT

## Application

Please send your expression of interest to Ms Linh Trinh, Education Marketing Assistant at [linh.trinh@britishcouncil.org.vn](mailto:linh.trinh@britishcouncil.org.vn) by **20 October 2017**.