

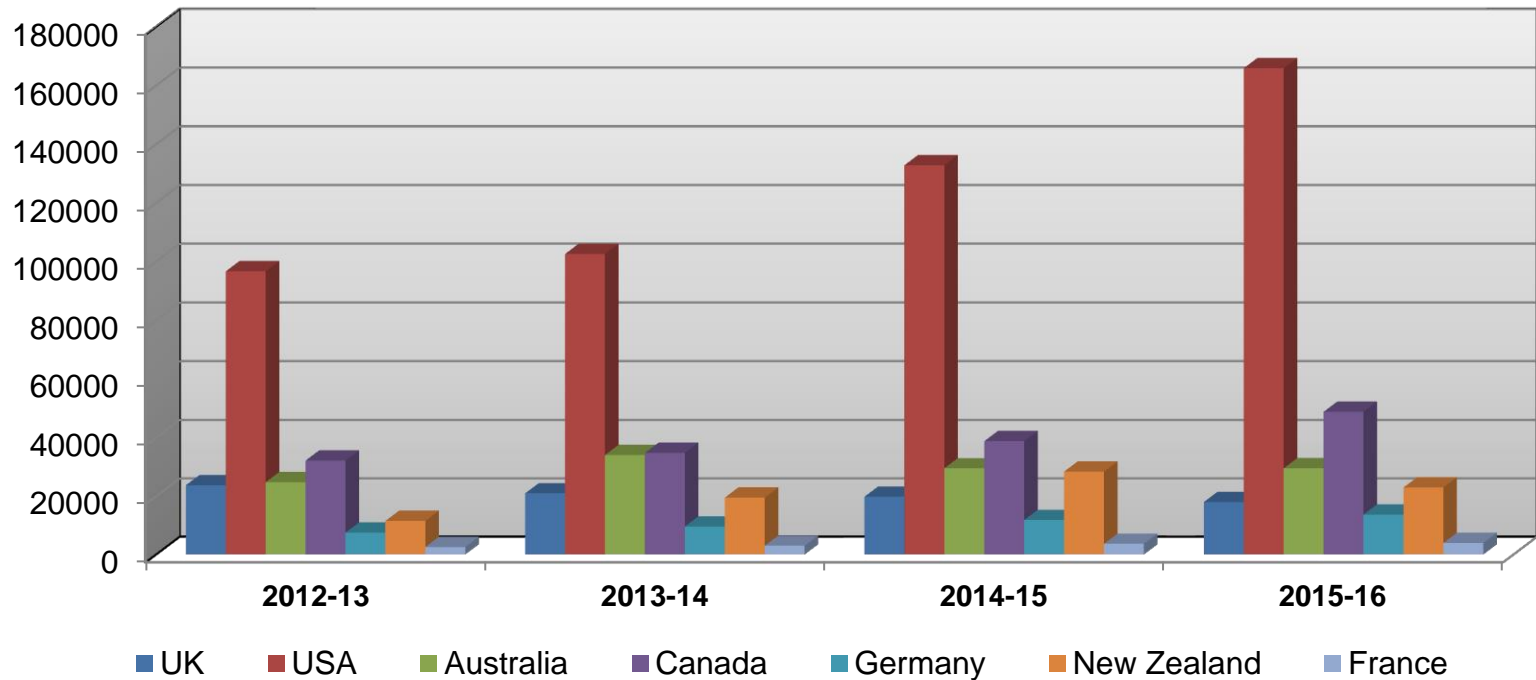


EXPERIENCE LIFE-CHANGING LEARNING

STUDY UK
DISCOVER YOU



Indians studying Abroad



Country	2012-13	2013-14	2014-15	2015-16	% change
UK	23,780	21,000	19,845	18,010	-9%
USA	96,754	102,673	132,888	165,918	25%
Australia	24,808	34,130	29,573	29,591	0.06%
Canada	32,242	34,882	38,891	48,914	26%
Germany	7,532	9,619	11,860	13,740	16%
New Zealand	11,550	19,530	28,450	23,000	-19.10%
France	2,600	3,051	3,700	4,000	8%

Competitor Analysis: On social media



- Facebook: 438,003 likes
- Twitter: 17,357 followers
- Engagement Rate: 6%



- Facebook: 288,023 likes
- Twitter: 16,474 followers
- Engagement Rate: 1%



- Facebook: 925,154 likes
- Twitter: 24,106 followers
- Engagement Rate: 8%



- Facebook: 8,388 likes
- Twitter: 943 followers
- Engagement Rate: 3%



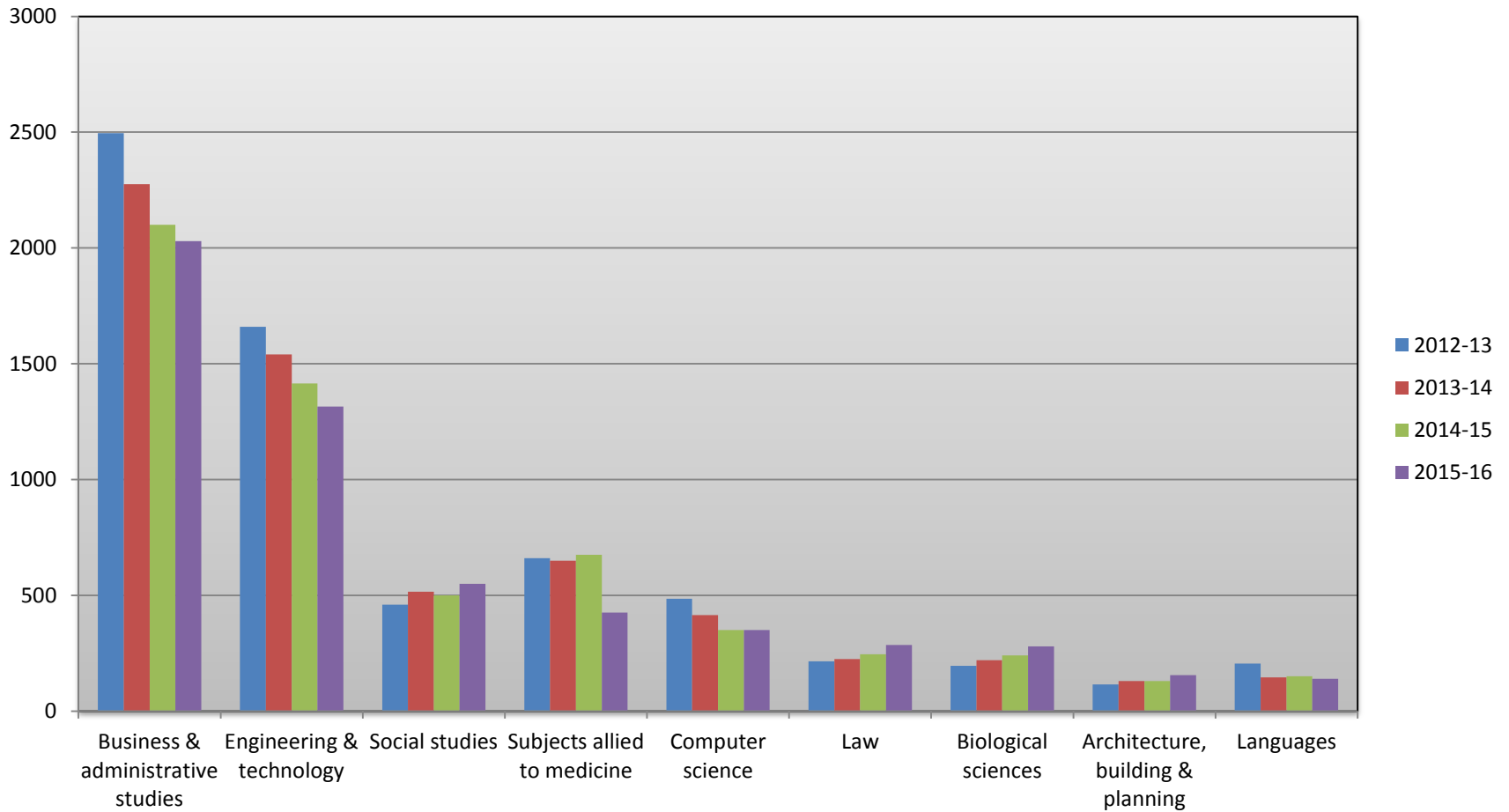
- Facebook: 561,976 likes
- Twitter: 5,105 followers
- Engagement Rate: 1%



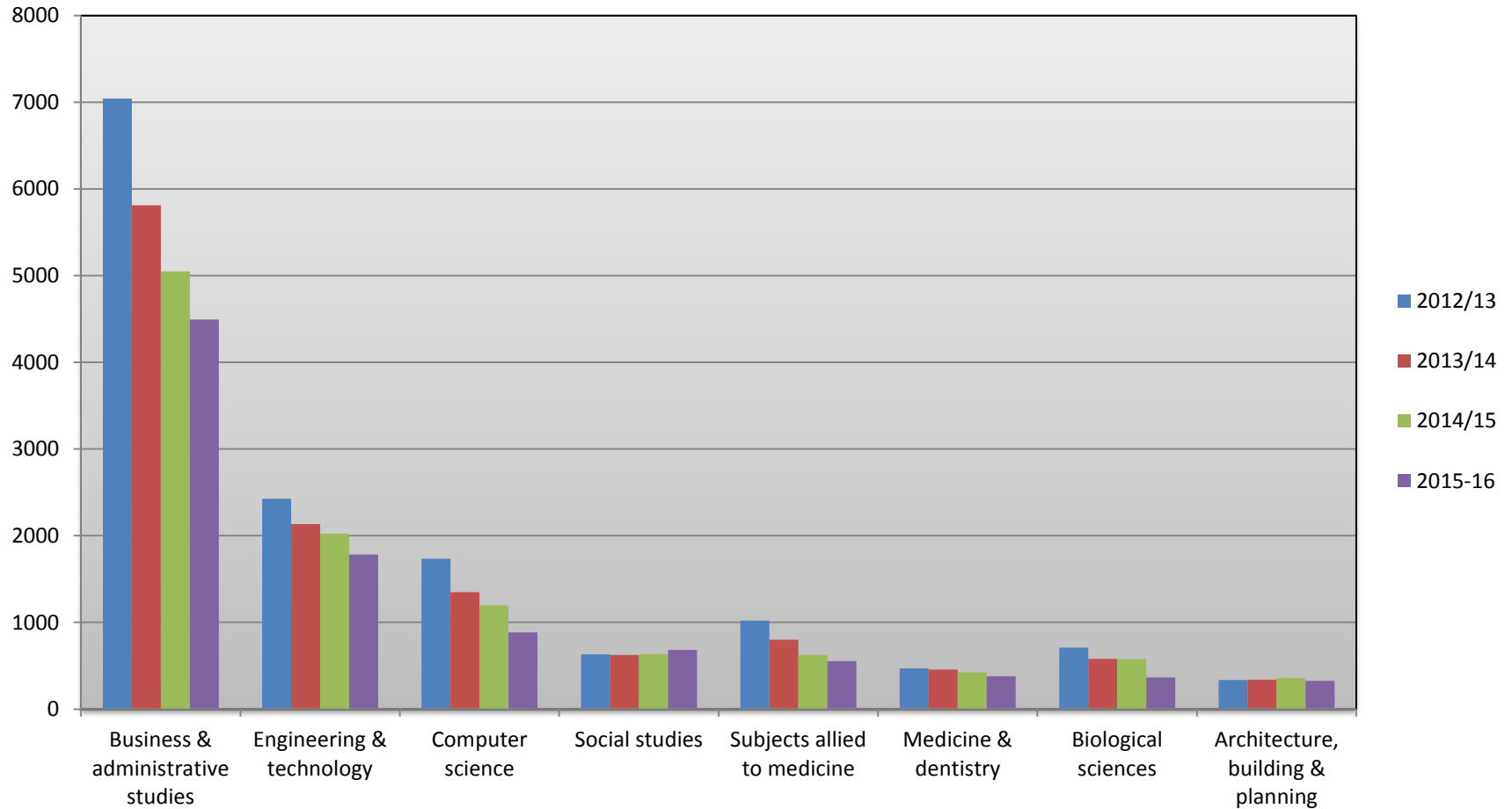
- Facebook: 549,068 likes
- Twitter: 1,717 followers
- Engagement Rate: 0.16%

Among the 5 competitors, Study in New Zealand has an above average engagement rate followed by Study UK

Top subjects – Undergraduate

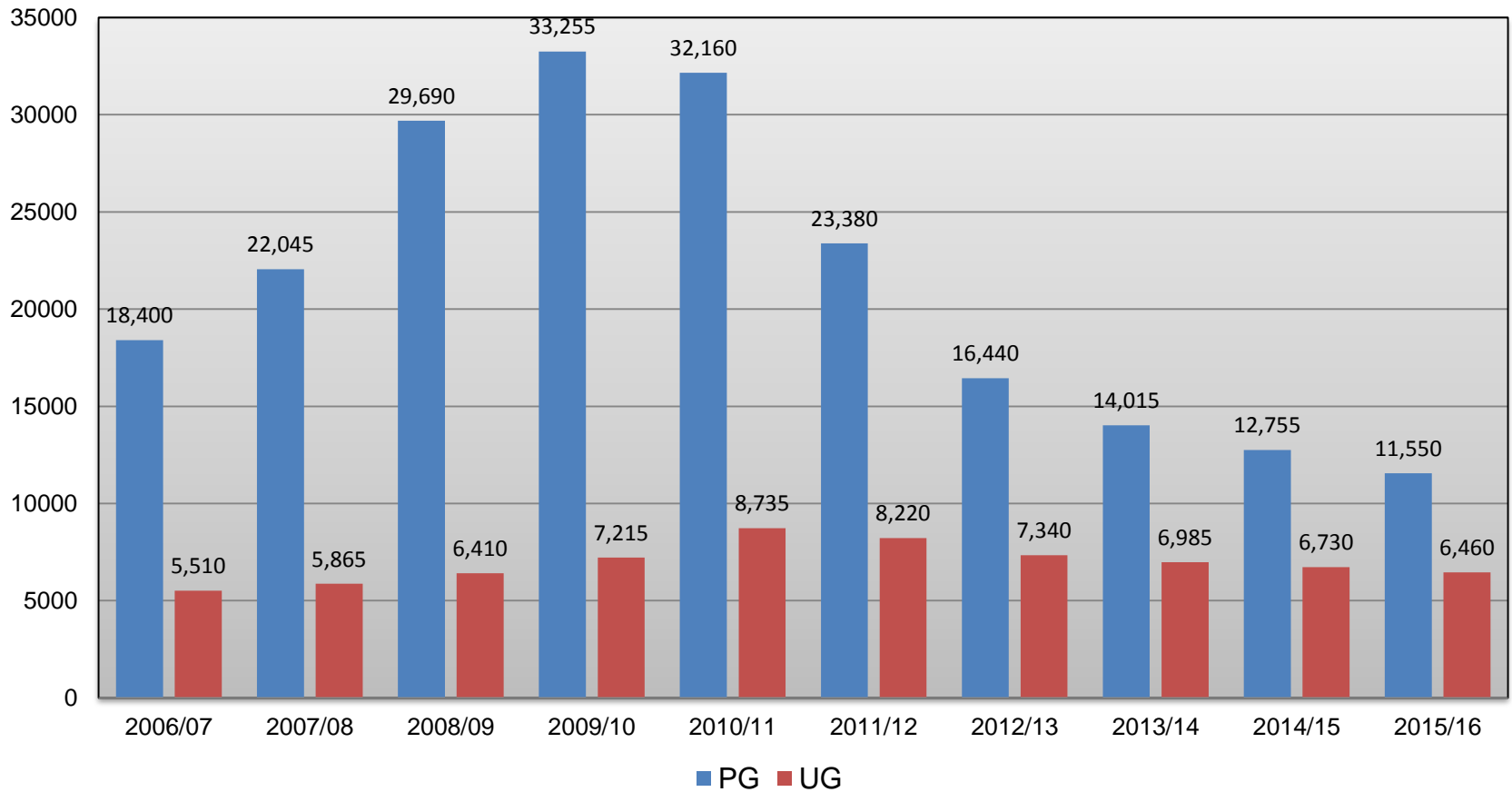


Top subjects – Postgraduate



Indians studying in UK

Indians studying in UK



Digital Promotion – Exhibitions

This year's campaign is focused on lead generation and raising awareness. Exhibitions are being promoted on Owned and Paid digital platforms.

Lead Generation through Facebook



To apply, please provide your info below.

Full name	<input type="text" value="Suraj Kaul"/>
Email	<input type="text" value="kaulsuraj92@gmail.com"/>
Phone number	<input type="text" value="IN +91 8447515137"/>
City	<input type="text" value="Delhi"/>

By clicking Submit, you agree to send your info to British Council India who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View British Council India's Privacy Policy](#).

Google search ads

Overseas Studies on Your Mind? - Study UK Exhibition 2017

in.edukexhibition.org/

Discover world's top universities and all the hottest courses. Register now.

Study in UK - British Council - in.edukexhibition.org

in.edukexhibition.org/

Meet UK's top universities, and find your ideal course at our education fair.

Campaign Performance

Platform	Impressions
Facebook	1,229,716
Search Ads	7,012
Display Ads	3,344,996

Total Impressions	Total Clicks	Total Reach
4,581,724	76,502	1.5 million

Study UK: Discover You Exhibition Promotion

- Pre-exhibition visits to 200 schools and colleges
- Over 50,000 flyers distributed across the five exhibition cities and more than 2,000 posters displayed at educational institutions
- e-flyers sent to over 10,000 students
- Radio Campaign – Promotion on 12 leading FM channels across 5 cities
- 34 inserts in leading local and national newspapers in the regions

Exhibition Timings and Format

- **Delhi : Stall 1.00 pm - 6.00 pm**
- **Kolkata : Stall 1.00 pm – 6.00 pm**
- **Mumbai : Stall 2.00 pm - 7.00 pm**
- **Ahmedabad : Table/Chair 1.00 pm – 6.00 pm**
- **Coimbatore : Table/Chair 1.00 pm – 6.00 pm**

Security: Name badges and your valuables

Mission leaders

Delhi, Mumbai & Kolkata- Mahesh Yanambakkam, University of Reading
+44-7714139478

Ahmedabad - Dr Vanessa Johnson, Glasgow School of Art: +44 7989175187

Coimbatore- Sharath Meppallil, University of Surrey: +44 7712886014

GREAT Campaign-India

The Campaign so far

- Reached 4645 F2F audiences
- Engaged with 32 agents via agent events
- Reached 2.27 million digitally
- Alumni Awards : Largest pool of applications globally (167 from India)

Plans till March 2018

- Participation in at least 12 High Footfall events across India reaching 40,000 F2F audiences and 2 million digitally
- GREAT Talks engaging with 20 speakers from UK institutions promoting the best of UK science, astro physics and other subjects across Indian institutions reaching 40,000 F2F audience 2 million digitally
- Showcasing 52 UK alumni across 52 weeks in 2018-19 digitally reaching 2 million at least
- Study UK (alumni videos) digital campaign reaching 1 million digitally

