



EXPERIENCE LIFE-CHANGING LEARNING

STUDY UK
DISCOVER YOU



India : Market Summary

- Demographics, Economy and Urbanisation combine to drive largest market opportunity in world.
 - Second largest education system in the world
81m enrolled in secondary education
25m enrolled in tertiary education
 - Size of education industry is \$3.83 trillion
HE contributes to 59.7 % (\$2.29 trillion)
School education contributes to 38.1 % (\$1.46 trillion)
 - Private sector plays a key role
Accounts for 64% of total no. of institutions
59% of enrolments as compared to 43% a decade ago
- New forms of digital innovations and delivery just emerging

Since Feb 2016

- Alumni Awards: With Lord Mayor of London – India applications over 200
- Agent Engagement : Exhibitions/ UKVI Sessions/Certification
- Career Summits: Mumbai and Bangalore
- 7 GREAT Talks
- Appointed an UKVI Education Account Manager in September
- Launched the new brand proposition ‘Study UK : Discover You’ on 8 Nov with Minister Jo Johnson and UUK CEO Nicola Dandridge
- New website <https://study-uk.britishcouncil.org>
- Announced 198 GREAT Scholarships with 40 UK institutions at both UG and PG level

Competitor Analysis



- Facebook: 274,013 likes
- Twitter: 15,895 followers
- Engagement Rate: 6.23%



- Facebook: 814,150 likes
- Twitter: 24,197 followers
- Engagement Rate: 11.93%



- Facebook: 247,216 likes
- Twitter: 320 followers
- Engagement Rate: 0.42



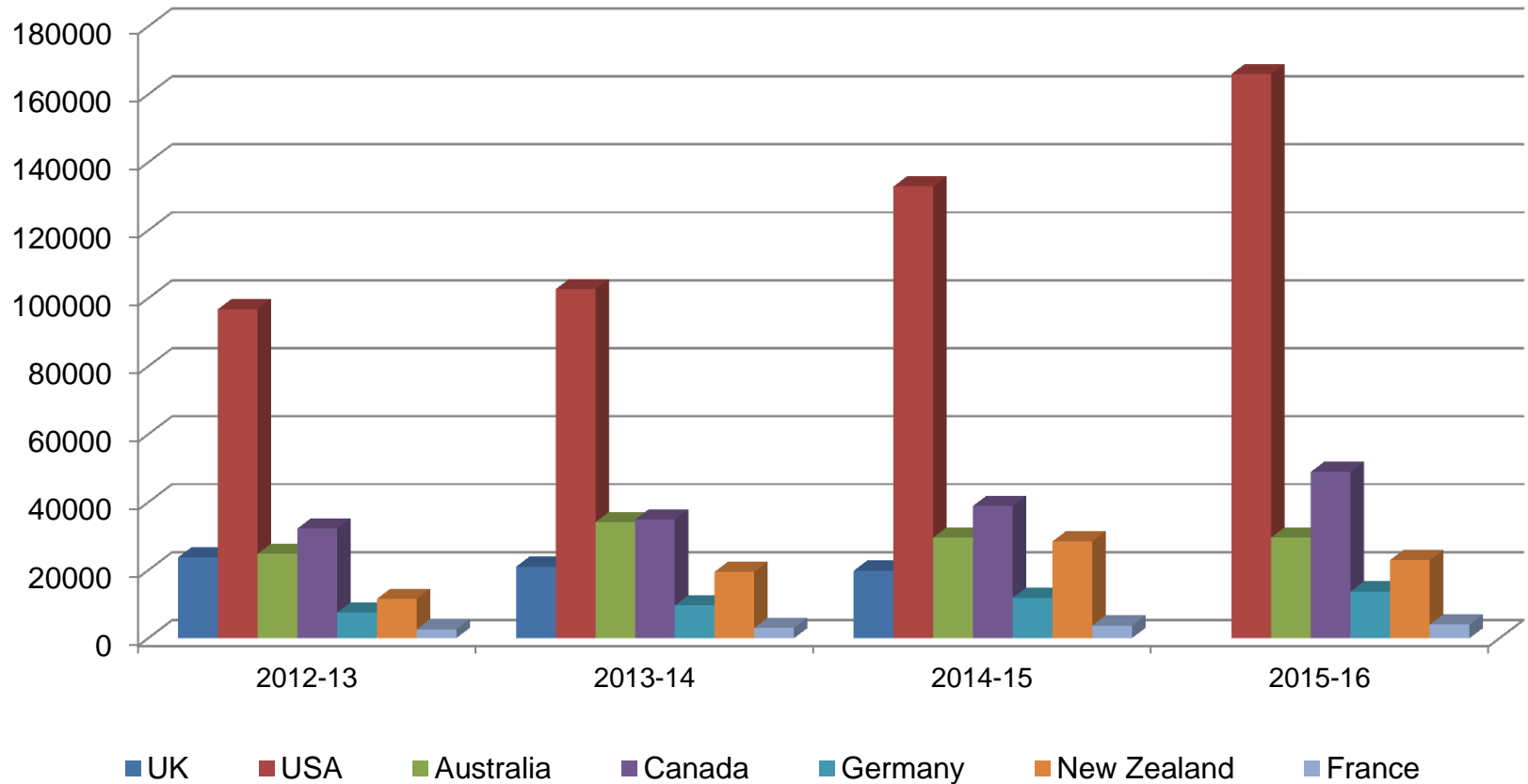
- Facebook: 580,787 likes
- Twitter: 4,499 followers
- Engagement Rate: 0.21



- Facebook: 6,300 likes
- Twitter: 692 followers
- Engagement Rate: 1.71%

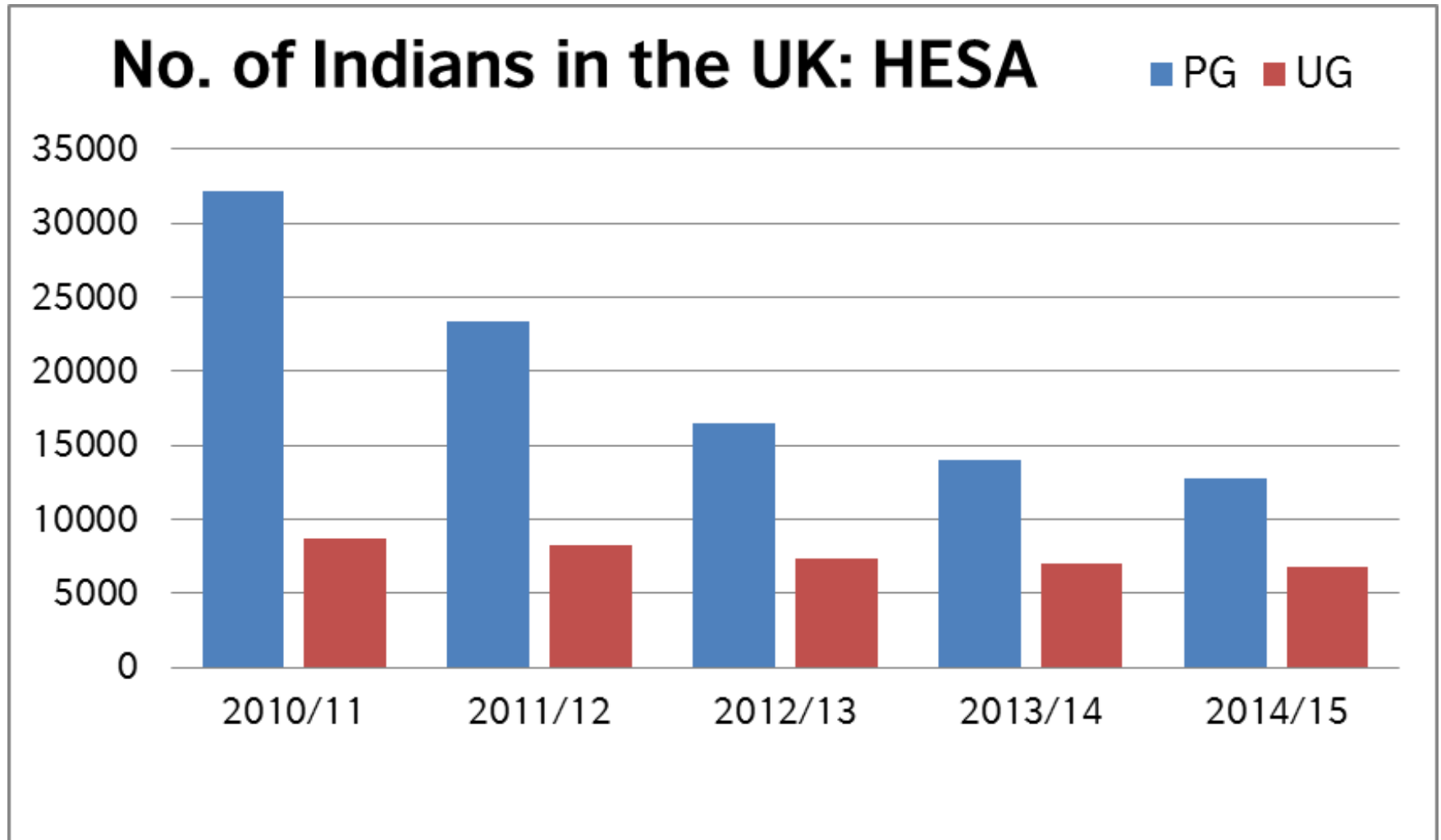
Among the 4 competitors, Study in New Zealand has an above average engagement rate followed by Education UK

Indians studying abroad

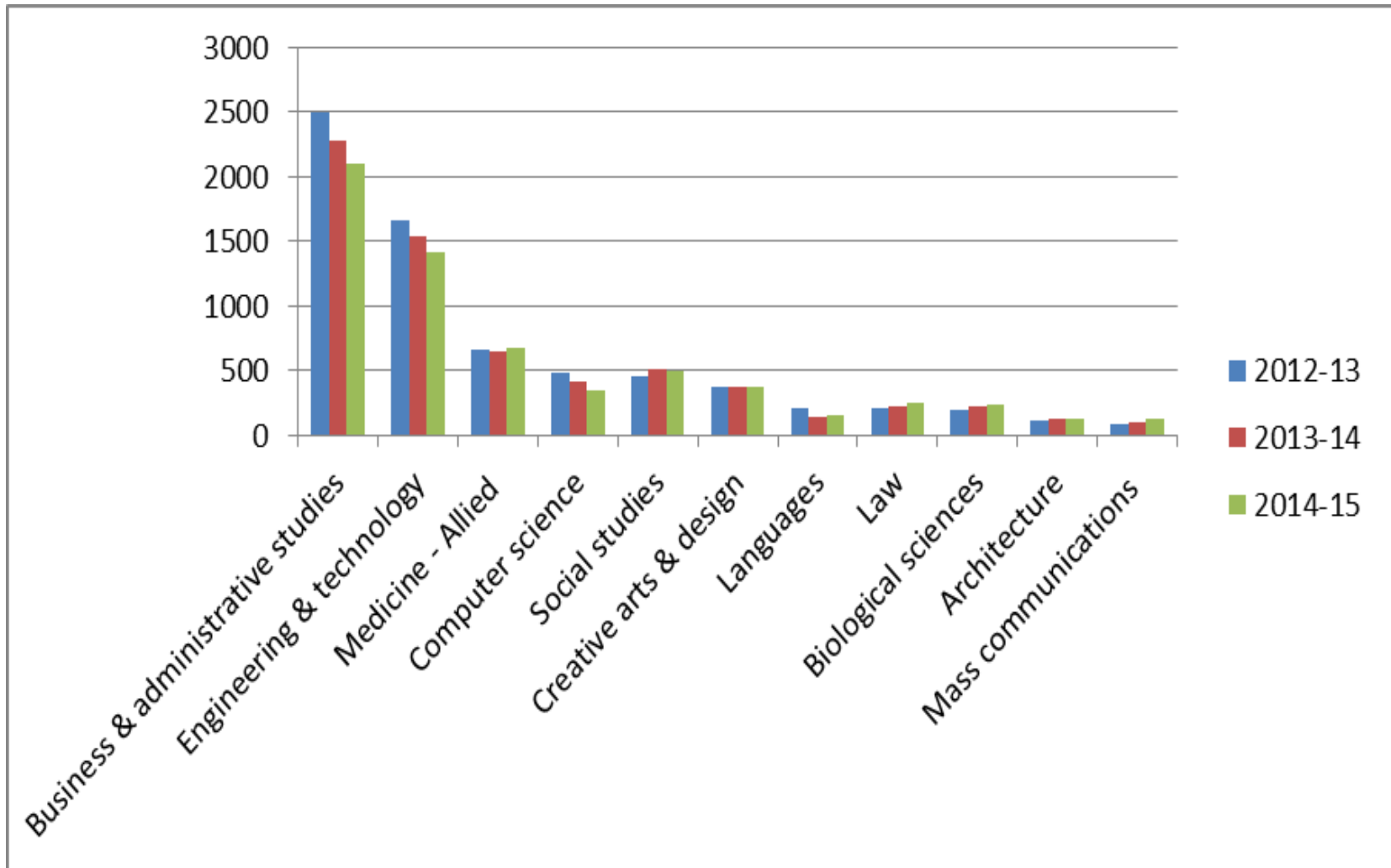


Country	2012-13	2013-14	2014-15	2015-16	% change
UK	23,780	21,000	19,845		-7%
USA	96,754	102,673	132,888	165,918	25%
Australia	24,808	34,130	29,573	29,591	0.06%
Canada	32,242	34,882	38,891	48,914	26%
Germany	7,532	9,619	11,860	13,740	16%
New Zealand	11,550	19,530	28,450	23,000	-19.10%
France	2,600	3,051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

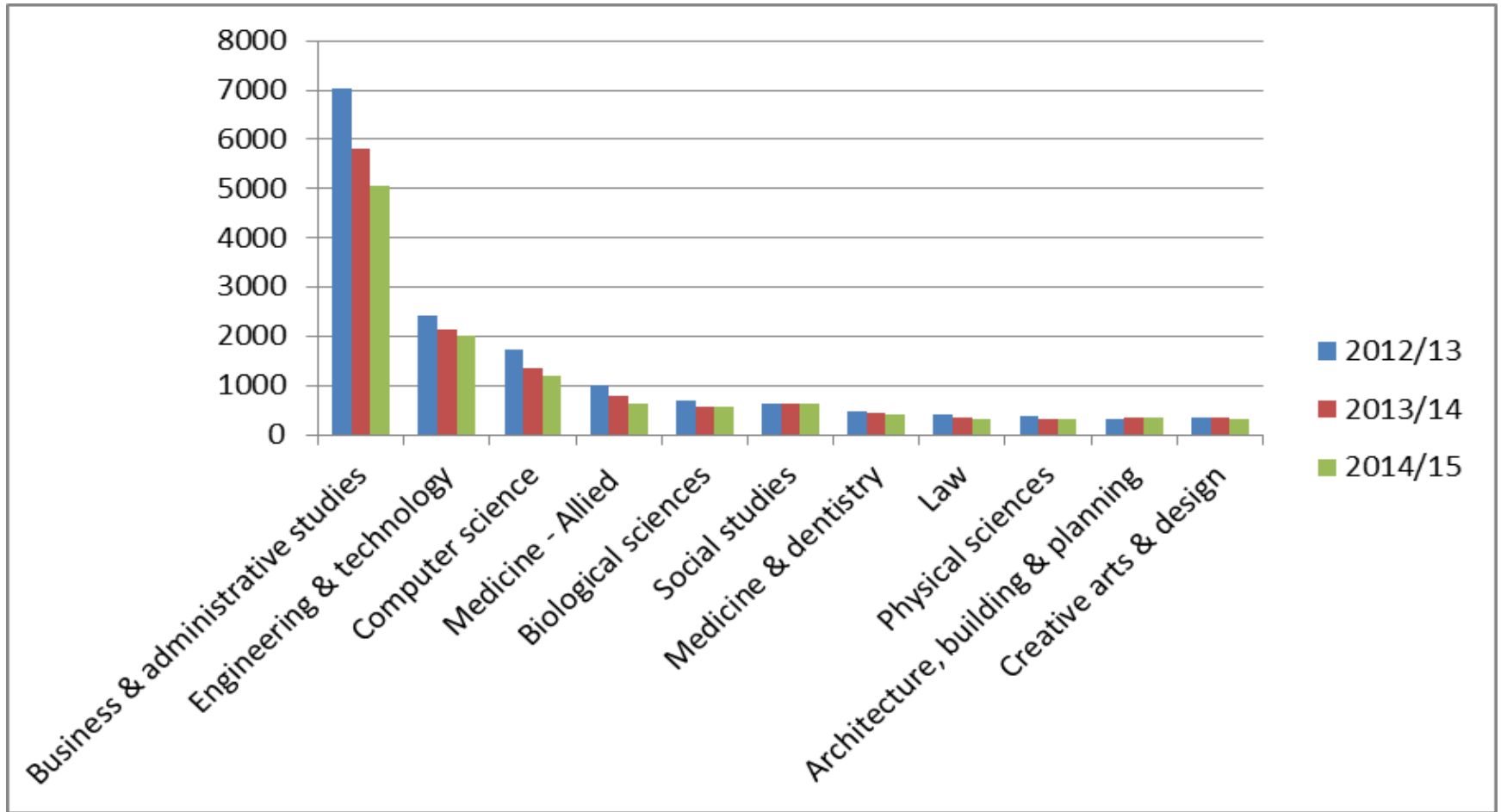
UK bound



Top subjects - Undergraduate



Top subjects – Postgraduate



Where are the students applying from?

Tier 4 application data indicates 7 key cities

Over 50% applications are from 2 metro cities
(Delhi 29%, Mumbai 23%)

Mini metro markets include Bangalore, Chennai
(10% of applications each)

Other important markets: Pune, Hyderabad, Kolkata and
Ahmedabad.

Digital Promotion - Exhibitions

- Google search

Top Universities from the UK - Attend the Study UK Exhibition

Ad www.educationuk.org

Learn all about courses & opportunities offered from University representatives

Apply to graduate course in UK - Get all your questions answ...

Ad www.educationuk.org

One-to-one interaction with University spokespeople at the Study UK Exhibition

- Facebook newsfeed ad and Tweets

British Council India Sponsored · Like Page

Meet representatives from the top UK institutions and get an opportunity for one-on-one interaction to know more about available course, applications procedures and scholarships. Register today.



STUDY UK DISCOVER YOU

BRITISH COUNCIL GREAT

Study in UK to accelerate your career

If you're aspiring to study in the UK, the British Council's Education UK Exhibition is where you need to be. | Education UK (India)

EDUCATIONUK.ORG [Learn More](#)

BritishCouncil India @inBritish · Nov 7

Choose from one of the best! Find out more about the participating universities at the in your city: bit.ly/2eUd8XA #StudyUKEX2016



BRITISH COUNCIL

ASPIRE TO STUDY IN A UK UNIVERSITY?

REGISTER NOW! ▶

#StudyUKEX2016

Shruti Khanna and 1 other Retweeted

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Get a chance to meet representatives from UK Universities & know more about courses & procedures bit.ly/2eUd8XA #StudyUKEX2016



BRITISH COUNCIL

STUDY UK EXHIBITION

DELHI - 19 NOVEMBER
MUMBAI - 21 NOVEMBER
KOLKATA - 23 NOVEMBER
LUCKNOW - 25 NOVEMBER
AHMEDABAD - 25 NOVEMBER

#StudyUKEX2016

Digital Campaign

- Education UK Global Facebook page
- British Council India Twitter Handle
- Cross promotion on British Council owned social media channels (British Council India, IELTS India and English in India)
- Live tweeting from all the exhibition venues

Third party Campaign

- Facebook: Interest based promotions include – study abroad, study overseas, study in the UK, Courses in Foreign Countries, UK Visas, Phd in USA, Australia, Higher studies in Europe
- Google search: Intent based promotions. Ads seen on the basis of keywords on search engine.
- Display advertising: Target users in age group 16-18 and 18 to 30 years for students and working professionals; 45 to 55 for parents. Specific interests- frequent fliers, competitive exams, foreign vacations, luxury lifestyle

Campaign Performance

Platform	Impressions
Facebook	145,047
Search Ads	1,596
Display Ads	30,401

Total Impressions	Total Clicks	Total Reach
177,044	4,399	60,000

Study UK: Discover You Exhibitions

- Pre-exhibition visits to schools and colleges
- Over 50,000 flyers distributed across the five exhibition and more than 2,000 posters displayed at educational institutions, e-flyers sent to student databases
- Radio Campaign
- Outdoor advertising: Bus shelters, Retail outlets, Cinema screens, Shopping Malls, Hoardings, Railway stations, In college kiosk promotions
- Advertisements released in leading national and local newspapers
- Press mentions in leading dailies
- Press interactions in Delhi, Kolkata and Ahmedabad

Exhibition Timings and Format

Delhi: 1300 to 1800. Stalls

Mumbai: 1400 to 1900. Stalls

Kolkata: 1300 to 1800. Table/Chair

Lucknow: 1200 noon to 1700. Table/Chair

Ahmedabad: 1200 noon to 1700. Table/Chair

Security: Name badges and your valuables

Mission leaders

Delhi and Mumbai – Sam Burney, Manchester Metropolitan University +9196500 95796

Kolkata- Mahesh Yanambakkam, University of Reading +44-7714139478

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

Lucknow- Preetam Saikia, Middlesex University, +91 95604 90123



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