

## Contribute advertisements and advertorials in the Business & Management and Creative Arts & Design e Guides for students in India, Bangladesh, Nepal, Pakistan and Sri Lanka

Summary: UK universities and institutions are invited to place advertisements and advertorial content in two e-publications for UG and PG students in India, Bangladesh, Nepal, Pakistan and Sri Lanka. This is a great opportunity to raise your brand and profile in the South Asia market to thousands of students.

On the back of the highly successful [STEM Guide](#) & [Scholarships Guide](#), the British Council is delighted to announce two new digital publications for distribution to students in India, Bangladesh, Nepal, Sri Lanka and Pakistan. The publications will be on the traditionally popular Business & Management and the other on a more niche subject but fast gaining in popularity in the region, Creative Arts & Design. Both are popular themes for students in the region and we expect the publications to be downloaded and received very well in the local student and parent markets.

Since the e Guides – STEM and Scholarships was introduced in December 2020 to our audience and stakeholders in South Asia, the reputation of this guide has become well-established along with the British Council's work in promoting UK education in the region. A combined approach involving notable alumni and industry professionals nourished through UK education, joint promotional activities on social media and digital spaces, paid marketing campaigns, plus wide circulation year-round to our local students, parents, HE and schools networks, ensures a widespread understanding of the UK's excellence in education whilst providing the sector a chance to promote their unique offers.

You can see the [STEM Guide](#) & [Scholarships Guide](#) here

The forthcoming guides will share information on studying these subjects in the UK, teaching methods, entrance exams, how to qualify, career opportunity, and have testimonials from students as and alumni as well Generic information on Study UK education at all levels will be included.

**This year UK HEIs have had reduced brand presence in South Asia's key markets where they would have relied on fairs, roadshows and school tours. Lack of physical interactions and competing in what has become a crowded digital space for international education requires you to stand out and raise your profile to exactly your target audiences.**

E guides will be frequently used in events organised by the British Council throughout the year.

Booking a profile page in e Guides is a cost-effective investment for UK institutions looking to promote their offers more extensively as well as to maintain their presence in the market.

**This opportunity will ensure your brand value and visibility is maintained, raised and highlighted and you don't lose market value in South Asia.**

UK HEIs are invited to book advertisement space or contribute content for the publications.

***\*There will be one e publication each for Business & Management and Creative Arts & Design respectively***

## About Business & Management Guide

This will serve as a guide for the thousands of students in the region who decide to study Business & Management subjects abroad. Business and Management is one of the most popular subjects' students choose to study in the region.

The Business and Management guide will be used by students to gain information about management courses in the UK, special preparations needed, USP of studying business and management in the UK, industry linkages, career opportunity and more. Promotion and distribution of the e guide will be coordinated with other Study UK marketing initiatives in these five markets to gain maximum exposure.

## HESA data representing Business and Management courses opted by the students in the South Asia region for the year 2018-19

| Country of Domicile | Postgraduate Research Business & administrative studies 2018/19 | Postgraduate Taught Business & administrative studies 2018/19 | First Degree Business & administrative studies 2018/19 | Other Undergraduate Business & administrative studies 2018/19 | Total        |
|---------------------|---|---|--|---|--------------|
| Bangladesh          | 215   | 445   | 220  | 145   | 1025         |
| India               | 220   | 7965  | 2780   | 195   | 11160        |
| Sri Lanka           | 40  | 85  | 130  | 15  | 275          |
| Nepal               | 40  | 120   | 50   | 45  | 255          |
| Pakistan            | 205   | 975   | 940  | 170   | 2295         |
| <b>Total</b>        | <b>720</b>  | <b>9590</b>   | <b>4125</b>  | <b>570</b>  | <b>15005</b> |

Note: Click on numbers for further drill down.

Source: HESA Student record 2002/03 - 2018/19  
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## About Creative Arts & Design Guide

This will serve as a guide for the students in the region who decide to study Creative Arts & Design subjects abroad. Guide will focus on arts and creative design subjects as offered by UK institutions. Students in the region who have an interest in these subject areas will use it to gain information about the subject areas and the institutions offering related courses, special preparations needed, USP of studying arts and design in the UK, industry linkages, career opportunity and more. Promotion and distribution of the e guide will be coordinated with other Study UK marketing initiatives in these five markets to gain maximum exposure.

The Arts & Creative Design guide offers a highly accessible and cost-effective channel for UK institutions to promote their offering to an audience of prospective students in South Asia. This is a niche but growing subject in south Asia. Our events have seen increasing numbers of students enquiring about arts and design courses and the numbers of students showing interest in our arts and design webinars has been overwhelming. This is an excellent opportunity to be seen as

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distinct and raise your profile to the market.

## HESA data representing Creative Arts & Design courses opted by the students in the South Asia region for the year 2018-19

| Country of Domicile | Postgraduate Research Creative arts & design Postgraduate 2018/19 | Postgraduate Taught Creative arts & design Postgraduate 2018/19 | First Degree Creative arts & design Undergraduate 2018/19 | Other Undergraduate Creative arts & design Undergraduate 2018/19 | Total       |
|---------------------|---|---|---|--|-------------|
| Bangladesh          | 5   | 5   | 10  | 0  | 15          |
| India               | 40  | 475   | 500   | 60   | 1070        |
| Sri Lanka           | 10  | 10  | 15  | 0  | 30          |
| Nepal               | 0   | 10  | 5   | 0  | 15          |
| Pakistan            | 10  | 35  | 35  | 0  | 80          |
| <b>Total</b>        | <b>60</b>   | <b>535</b>  | <b>560</b>  | <b>60</b>  | <b>1215</b> |

Note: Click on numbers for further drill down.

Source: HESA Student record 2002/03 - 2018/19  
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Details of the two guides and offers therein including marketing plan and cost has been given below.

### Benefits to UK Institutions:

- Key publications for a South Asia audience:** The Business & Management and Creative Arts & Design guide offers a highly accessible and cost-effective channel for UK institutions to promote their offering to an audience of prospective students in India, Bangladesh, Nepal, Pakistan and Sri Lanka. These are two highly relevant themes for the region and will be highly popular in the region.
- Massive reach and targeted promotions:** We expect the e guides to reach an audience of over 100,000 students and influencers including parents, counsellors, agents and principals through online channels allowing participating institutions to extend their brand awareness to a very large section of our targeted audiences.
- Access to multiple distribution channels:** Promotional and distribution lists of the e Guides will be coordinated with the British Council's education events all year round, including study UK fairs, virtual school tours, and other local events. The e publications will also be sent to our databases across IELTS, English and Teaching Centers, Library, Study UK, Arts, Schools, Higher Education and more ensuring your brand gains recognition amongst a wide cross section of students, learners and influencers.
- Cost Effective and streamlined:** This is a one-stop shop for UK HEIs to promote their India, Bangladesh, Nepal, Pakistan and Sri Lanka across 5 key markets in South Asia. UK Institutions can list all their scholarships for South Asian students in this booklet, plus choose to build their profile and brand exposure through paid advertisements and quality content.
- Ideal for UK HEIs with low brand visibility in South Asia:** This is the perfect opportunity for UK HEIs with low brand visibility in India and wider south Asia to build their profile in these markets. With India becoming the epicenter of international student mobility, UK HEIs with lower brand presence will find this very useful to gain recognition in these markets
- Perfect for UK HEIs who can't travel this year:** UK HEIs who are popular with students in

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South Asia are unable to travel this year and meet students, attend events and generally maintain their brand presence in these markets. This is the perfect opportunities for UK HEIs who feel they are losing brand presence through a lack of physical interaction as it will be downloaded and shared widely amongst student communities and your brand will gain wide exposure

- **Flexibility for UK HEIs on what they want to showcase:** The content for the guides will be audience focused and designed to help them choose the UK. UK HEIs will be able to choose from a wide range of contributions for the guides including brand advertisements, course promotions, alumni profiling, authoring articles and advertorials, advise columns, how-to guides, busting myths and more.

### **Promotional and marketing plan for the e Publications. This is not an exhaustive list.**

The Business & Management and Creative Arts & Design e Guides will be promoted through our large digital and social media platforms, both highly targeted to students and for wider audiences.

These include for all 5 markets:

- Study UK Facebook
- British Council country Facebook pages
- British Council newsletters in each market
- Direct Mailers: - Branded email-shots to all potential students in our databases in all four countries who are interested in studying in the UK. The database also includes key influencers.
- Databases from our fairs and other events which include high potential prospective candidates
- British Council website country pages: This e publication will be available in a downloadable pdf format through our British Council website country pages for India, Bangladesh, Nepal, Pakistan and Sri Lanka
- The guides will be available for students to download online, free of cost.
- Promoted widely across all forthcoming major events by the British Council in each country
- Agents' and school counsellors
- Key schools and colleges as well as other educational institutions in each country
- Teaching centre, Library and IELTS networks across the region

### **Content outline:**

**UK HEIs can choose from one or more of the following:**

#### **Business & Management Guide:**

- ❖ Advertisement to promote any Business & Management related courses/ scholarships/ content
- ❖ Alumni profile (by any South Asian student)
- ❖ Advertorial content on Popular Business and Management courses in the UK, employability, teaching business and management in the UK – why is it unique, top tips for applying for Business and Management courses in the UK, student journey for applications etc.
- ❖ Advertorials on How to prepare for scholarships, Scholar profiles covering employability, Busting myths/ how-to ace your scholarship interview

#### **Creative Arts & Design Guide**

- ❖ Advertisement to promote any Creative Arts & Design related courses/ scholarships/ content
- ❖ Alumni profile (by any South Asian student)
- ❖ Advertorial content on Popular Creative Arts & Design courses in the UK, employability, teaching creative arts & design in the UK – why is it unique, top tips for applying for creative arts and design courses in the UK, student journey for applications etc
- ❖ Advertorials on How to prepare for scholarships, Scholar profiles covering employability, Busting

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**\*List of scholarships for South Asia students as per format provided (this is free of cost for UK HEIs opting for paid advert)**

## **Requirements**

UK institutions will be required to provide the following content:

Please note that we may request you to tweak the size of ads and content as per editorial or market requirements.

**Please note, all participating institutions will receive a report on the number of downloads and reach of each e guide**

*\*both the guides will be available in soft copies (e guides) and will not be printed*

## **Cost and offer**

| Type of Advert   | Fee*  | Size and Requirements |
|--|---|-----------------------|
| Advertorial page** on the inside front cover<br><i>**Only one available on a first-come, first-served basis.</i> | <b>£700</b>   | Full page             |
| Advertorial page** on the inside back cover<br><i>** Only two available on a first-come, first-served basis.</i> | <b>£550</b>   | Full page             |
| Advertorial page inside the booklet  | <b>£500</b>   | Full page             |
| Profile listing  | <b>£450</b>   | Full page             |
| Alumni listing   | <b>£450</b>   | Full page             |
| Listing of Scholarship   | *free when opting for any of the above paid options | Form                  |

*\*All prices are exclusive of VAT unless otherwise stated.*

*\*Prices outlined per e guide/per advert, profile/alumni listing etc*

*\*\*Limited availability on a first-come, first-served basis. Creatives to be provided by the institute.*

*10% **discount** for the UK HEIs opting for both the e guides i.e Business & Management Studies and Creative Arts & Design*

## **How to participate?**

Please complete the registration [form](#) by Friday 12 February 2021.

A confirmation email will be sent to you by 19 February 2021 and send you a content collection form for you to complete with the content you wish to promote, which must be returned to us **by 26 February 2021**. The e publication will be launched by end March 2021.

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