

## Invitation Letter for UK Video Campaign 2013 Higher Education Sector

Dear UK institutions,

The British Council China is delighted to invite you to join our promotional online event – **UK Video Campaign 2013**. This is the first pilot digital project with focus on video, which will help to highlight key aspects of UK various education sectors to key Chinese stakeholders, and will also promote the strength of UK education through interview.

**UK Video campaign** provides a digital platform to showcase UK educational excellence with a variety of videos. All the video materials will be promoted on two channels of Education UK official website and Youku, which is the most popular video web portal in China. Furthermore, all videos will also be translated with Chinese subtitles so as to eliminate language barriers for local young students and parents.

**UK Video campaign – higher education sector** will focus on **international office interview** with the topic of **'The Best Choice of your studies in the UK'**. All contents will be related to UK institutions' unique selling points, student supports and services, entry requirements and interviews, successful alumni, campus facilities, etc.

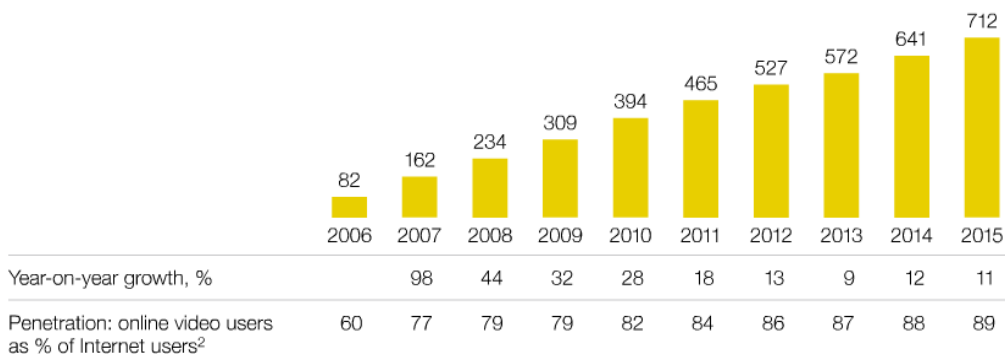
General videos produced by UK higher education institutions will be requested for reference.

### Online Video industry in mainland China

Online video industry has demonstrated great marketing potentials in recent years in China. It's estimated by McKinsey research that there will be more than 700 million people in China who will be watching online video content in the coming years.<sup>1</sup>

#### **By 2015, more than 700 million Internet users in China are expected to watch video content online.**

China's online video users,<sup>1</sup> 2006–15, millions



<sup>1</sup>Internet users who watched online video content in past 6 months; 2010 figures are estimated, 2011–15 are projected.

<sup>2</sup>Share of Internet users who have surfed Internet in past 6 months and also watched videos online.

Source: iResearch Apr 2010; McKinsey analysis

<sup>1</sup> <https://www.mckinseyquarterly.com>

The average Chinese user spends four hours a week watching online video content, such as movies, TV, and live sports—double the time spent by US users. That high figure partly results from taste: the user-generated content so popular on sites such as YouTube has proved less appealing to the Chinese, who prefer professionally made offerings.

Our partner – Youku.com is one of the best and most popular video media in mainland China. According to the statistics from iResearch, 42.4% of the time people in China spend on online video are from Youku Inc.(NYSE: YOKU) and Tudou Holding Ltd. (NASDAQ: TUDO) . They have mastered about 35% market share in China, which may incur a new monopoly in Chinese online video industry<sup>2</sup>.

### What to Expect?

Your exclusive benefits include:

- A broader-than-ever e-platform based on two platforms – Educationuk.org/china and youku.com
- A well-established Education UK followers group on Sina Weibo (Chinese Twitter), with a figure of 63,000 followers including students, parents and agents
- Interactive communication platforms will be followed by each video
- Cooperation Channel accessible by potential local partners, such as schools and agents.
- Various event promotion channels including online channels such as Sina Weibo, QQ WeChat, and offline promotions by our own Market Development colleagues

Furthermore, this digital video campaign offers a more affordable, accessible and cost-effective channel to those who have a limited marketing budget yet need to raise their profile and reach a larger audience. Compared to traditional offline promotional events, this digital campaign is:

- Geographically diversified  
Institutions can reach target audiences outside the major cities who may be academically and financially qualified for studying abroad, but unable to attend a face to face event.
- Convenient  
Institution representatives will be able to sit in their own offices in the UK and make contact with Chinese audiences in a timely and effective manner without travelling to China.
- Measurable  
Institutions will receive a statistical report on the traffic to their “stand” and the promotion and media coverage details after the event.

### What we need from you?

Once enrolled, you will be required to:

- Prepare and send us videos within 5mins. Detail requirements please refer to appendix.
- Prepare a brief introduction on your institution in Chinese within 200 characters.
- Handle enquiries and messages left by the visitors efficiently. It will be more efficient for

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<sup>2</sup> <http://www.chinavestor.com>

Chinese staff to handle the enquiries in Chinese. And you should plan to staff your institution's online community accordingly.

**Participation Rates**

The cost of participation in the exhibition is **£500** per institution per category. The minimum number of participating institutions is 30 and the maximum is 60. You may also choose special promotion and services as listed below:

Item	Cost
Participation Fee	GBP500
Flash banner on Education UK website*	GBP 500
Translation Fee for subtitle for your video	GBP200
Translation Fee for brief introduction	GBP50 per1000 Chinese characters

Please kindly note the prices are EXCLUSIVE OF VAT

\* Flash banner promotion slots are limited to 5 only. Applications will be accepted on a first come first served basis and listed in alphabetical order on the website.

**Important Dates**

Registration opens	24 June 2013
Deadline for registration	13 September 2013
Deadline for submitting materials for translation	30 September 2013
Deadline for submitting videos*	10 October 2013
Video Campaign Opens	1 November 2013 – 31 January 2014 (3 months)

\* All videos please update on Youtube.com firstly. We will download your videos from Youtube.com to Education UK branded mini-site on Youku.com in China.

**How to Apply?**

UK universities who are interested in participating in the **UK Video Campaign 2013** should complete the application form below and return it to May Huang at the British Council China via email by **13 Sept 2013**. The minimum number of participating institutions is 10 and the maximum is 30. Applications will be accepted on a first come, first served basis.

**British Council China Co-ordinator**

**May Huang**  
 Education E-Marketing Manager  
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**UK Video Campaign in China 2013  
Application Form**

<i>Name of institution:</i>		
<i>Contact person:</i>		
<i>Telephone:</i>		
<i>Fax:</i>		
<i>Email:</i>		
<i>Website:</i>		
<i>Contact address:</i>		

<b>Item</b>	<b>Cost</b>	<b>Please tick as appropriate</b>
Participation Fee	GBP 500	<input type="checkbox"/>
Flash banner *	GBP 500	<input type="checkbox"/>
Translation Fee for subtitles of your video (highly recommended)	GBP 200	<input type="checkbox"/>
Translation Fee for brief induction	GBP50 per1000 Chinese characters	<input type="checkbox"/>

*\* Please kindly note the prices are EXCLUSIVE OF VAT*

***I confirm that the above named organisation will take part in the UK Video Campaign 2013. I also confirm that all the videos submitted to the British Council can be re-edited and published with brandings of EducationUK.***

***Signed:*** \_\_\_\_\_

***Position in institution:*** \_\_\_\_\_

***Date:*** \_\_\_\_\_

**Cancellation deadline**

Cancellation fees will be charged for withdrawal from the **UK Video Campaign 2013**, as of the date of receipt of Notice of Withdrawal:

- 50% of the full service fee for withdrawals received less than 2 months before the confirmed open date of this digital campaign.
- 100% of the full service fee for withdrawals received less than 1 month before the confirmed open date of this digital campaign.

## Appendix

### Topic

The Best Choice of your studies in the UK

### Content (include, but not limited to)

- Unique selling points: history, faculties, facilities, etc.
- Student supports and services
- Advanced subjects
- Entry requirements and interviews
- Successful alumni
- Others

### Video length and format

- Within 10 minutes
- Supported YouTube file formats
  - .MOV
  - .MPEG4
  - .AVI (recommended)
  - .WMV
  - .MPEGPS
  - .FLV
  - 3GPP
  - WebM

### Procedures

- Step 1: Register with the British Council with completed registration form by 13 September 2013
- Step 2: Take video and upload videos to YouTube
  - Sign into YouTube.
  - Click the *Upload* link at the top of the page.
  - Select the video you'd like to upload from your computer. You can also record a video from your webcam, or create a video slideshow.
- Step 3: Submit your video link to EducationUK feature page with the link of [www.educationuk.org/China/Article/video](http://www.educationuk.org/China/Article/video) by 10 October 2013

### Other requirement for institutions

General videos produced by UK institutions will be requested for reference. The British Council may recommend this general video in the digital campaign as well.

Note: The British Council would help you to produce and edit your short video in either UK or China. All expenditure will be covered by UK institutions accordingly. Should you need any supports on taking video please feel free to contact May Huang ([may.huang@britishcouncil.org.cn](mailto:may.huang@britishcouncil.org.cn)).