

DIGITAL MARKETING PROPOSAL

MALAYSIA: OCTOBER 2017 – DECEMBER 2017

This proposal is prepared for UK institutions wishing to raise their profile in Malaysia through digital advertising. All campaigns proposed are designed to provide UK institutions better value-for-money through packaged buys, leveraging on British Council's preferred rates and/or British Council's databases.

Why work with us?

- Campaigns are designed to have targeted and focused impact
- Flexibility in designing and messaging to ensure we are responding to market needs.
- Make the most of the British Council's reputation by appearing on British Council owned platforms.
- Multiple platform engagement campaign to reach wider audiences.
- Increased traffic to your website will generate interest in and increase awareness of the institution.

Promotional Options

Digital Marketing

OPTIONS		
<p>A. Social Media (Facebook) & EDM (electronic mail) Package Includes:</p> <ul style="list-style-type: none"> - 2 paid boosting on Study UK Facebook with an estimated reach of 20k – 60k people. - 1 EDM blast to targeted subscribers in our database. <p>B. Online Platform - afterschool.my Package Includes:</p> <ul style="list-style-type: none"> - 4 different sizes of desktop advertisements (duration: 1 month). - 3 different sizes of mobile advertisements (duration: 1 month). - 1 article/write-up on the afterschool.my website. - 1 posting each on afterschool.my Facebook and Twitter. - Link to preferred landing page. <p>Note: Please see attached appendix for the advertisement locations.</p>		
CAMPAIGN	OBJECTIVES	COST**
1. Study UK Malaysia Exhibition (November 2017)	<ul style="list-style-type: none"> -To promote the presence of your institution at Study UK Malaysia Exhibition (Nov 2017) and drive traffic to enquire at your booth. -To create and build awareness of your institution in the country. -To promote the key strength of your institution to prospective students. 	<p>A. £600 B. £1,300</p>
2. January 2018 Intake	<ul style="list-style-type: none"> -To promote the courses available at your institution for January 2018 intake. -To generate interest and drive recruitment to your institution for January intake. -To create and build awareness of your institution in the country. -To promote the key strength of your institution to prospective students. 	<p>A. £800* B. £1,300</p>
*Discounted price is offered to Option A at £600 for exhibitors of Study UK Malaysia Exhibition (Nov 2017).		
3. Postgraduate Promotion	<ul style="list-style-type: none"> -To promote the postgraduate courses available at your institution. -To generate interest and drive recruitment for postgraduate studies. -To create and build awareness of your institution in the country. -To promote the key strength of your institution to prospective students. 	<p>A. £800* B. £1,300</p>
*Discounted price is offered to Option A at £600 for exhibitors of Study UK Malaysia Exhibition (Nov 2017).		

Notes:

- ** All charges are subject to VAT where applicable. Institutions with charity status need to provide a VAT exemption certificate to be exempt from VAT charges for advertising services which are non-targeted.
- All campaigns can be delivered in English without the need of translations.

Requirements

- All material and artwork requirements will be communicated to the client upon confirmation of the respective media buy.

Cancellation policy

Cancellation fees will be charged for withdrawal from the event, as of the date of receipt of notice of withdrawal (by email or in writing):

- Campaign 1: At 100% of the full cost, for withdrawals received on or after **Friday 3 November 2017**.
- Campaign 2: At 100% of the full cost, for withdrawals received on or after **Friday 1 December 2017**.
- Campaign 3: At 100% of the full cost, for withdrawals received on or after **Friday 1 December 2017**.

How to apply

All institutions should complete our online application form at:

- <https://goo.gl/forms/Jb9fusazCbK7kK402>

Application deadline

Acceptances will be on a first-come-first-served basis. Each campaign will have its own deadline as below:

- Campaign 1: Study UK Malaysia Exhibition (November 2017) – **Friday 27 October 2017**
- Campaign 2: January 2018 Intake – **Friday 24 November 2017**
- Campaign 3: Postgraduate Promotion – **Friday 24 November 2017**

Terms and conditions:

1. **Accredited Institutions**
All participating institutions must be accredited by a recognised UK authority or local partners of recognised UK institutions.
2. **Payment schedule**
Terms of payment are within thirty days of the invoice date. Invoices can be issued in MYR if required and currency conversion will be at British Council's prevailing book-keeping rate of the month.
3. **Terms for service**
All institution representatives must abide by the British Council Services for International Education Marketing terms for service: <http://siem.britishcouncil.org/terms-service>

Contact:

Shane Ang

Education Services Manager

British Council Malaysia

shane.ang@britishcouncil.org.my

Tel: +603 2723 7956

Appendix

Large Leader Board

 STUDY IN UK



5 Reasons for Malaysians to Study in the UK



10 Affordable Locations to Study in the UK



Which UK Football Club has the Best Ranked University?



The True Cost of Living in the UK. We've worked out the details



How Students Can Live on a Budget in the UK

Medium Rectangle

FEATURED INSTITUTION




University of South Wales
Wales, United Kingdom
University



Cardiff University
Cardiff, Wales, United Kingdom
University



Sheffield Hallam University
South Yorkshire
University



University of Leeds
Leeds, West Yorkshire
University

TESTIMONIALS



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Jennifer
BA (Hons) Business and Finance
University of South Wales

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Leader Board



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Ben
BA (Hons) Business and Finance
University of Cambridge



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Ashley
BA (Hons) Business and Finance
University of Cambridge



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Half Page

STUDY IN UK



5 Reasons for Malaysians to Study in the UK

- 10 Affordable Locations to Study in the UK
- Which UK Football Club has the Best Ranked University?
- The True Cost of Living in the UK. We've worked out the details
- How Students Can Live on a Budget in the UK

Sample News Placement

FEATURED INSTITUTION

 <p>University of South Wales Wales, United Kingdom University</p>	 <p>Cardiff University Cardiff, Wales, United Kingdom University</p>	 <p>Sheffield Hallam University South Yorkshire University</p>	 <p>University of Leeds Leeds, West Yorkshire University</p>
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TESTIMONIALS



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VLOGS



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