

The British Council Vietnam would like to invite UK institutions to participate in our “**Education UK scholarship promotion package**” to promote their scholarship offers for Vietnamese students in 2015-2016.

In Vietnam, scholarship is a key deciding factor in students’ decision making process when choosing to study in the UK. The “Education UK scholarship promotion package” provides a good opportunity for UK institutions to use scholarship programmes as an important marketing method to recruit Vietnamese students for 2016 intakes. The package combines advertising both in publication and online marketing channels of the British Council, which also help UK institutions to promote their profile and academic strengths to a wide target audience of Vietnamese prospective students.

Education UK scholarship promotion package

I. Promotion channels:

Scholarship programmes of participating UK institutions will be promoted in two following promotion channels:

- Booklet “Financial plan for study in the UK”
- Online marketing channels: Education UK website; Monthly Education UK E-newsletter and Facebook page “UK in my eyes”

1. Booklet “Financial plan for study in the UK”

The booklet “Financial plan for your study in the UK” is a publication initiative of the British Council in 2015, working in collaboration with a media partner – *The Pupils’ Flower* magazine – the leading magazine for Vietnamese students. The booklet focuses on essential financial issues relating to living and studying in the UK. **5,000** copies of the booklet will be printed and distributed from October 2015 to September 2016.

Each participating UK institution will have ONE scholarship information sheet in the Scholarship Section of the booklet.

Details of the booklet are:

- Size: 14.8x21 cm (WxL)
- Language: Vietnamese
- Printing type: in 4 colours
- Number of page: approximately 100 pages
- Quantity of publications: **5,000** copies for the first batch
(Additional copies can be produced to ensure they are distributed at all British Council education events until Sep 2016)

- Distribution period: From Oct 2015 to Sep 2016
- Main contents:
 - Why should you study in the UK
 - Affordable tuition fees for levels of study in the UK
 - Reasonable living cost in the UK
 - Cost of studying at different cities/ regions in the UK
 - Alumni's tips about saving costs while studying the UK
 - Financial supports and scholarships from UK institutions
 - Advice on winning a scholarship
 - Working in the UK
- Distribution channels:

The booklets will be distributed at British Council education events and marketing activities from October 2015 to September 2016 as follows:

- The Annual Education UK Exhibition in Oct 2015
- The Pathway to University Exhibition in Mar 2016
- UK institutional presentations and other institutional marketing events throughout the year
- Outreach activities (UK Alumni Smart Talks, competitions...) organised by the British Council at local universities, high schools and educational organizations
- Front-of-house display areas at British Council Offices in Hanoi and Ho Chi Minh City

The booklets will also be promoted on communication channels of *The Pupils' Flower Magazine*, including its website and Facebook page and distributed to **1,000** audience of the Magazine.

- Information about *The Pupils' Flower Magazine*:

The Pupils' Flower Magazine has a circulation of 100,000 copies per issue, and a Facebook page with 659,000 members. Being a leading media agency, the Magazine has been collaborated with the British Council Vietnam for many years in promoting Education UK to students. The booklet "Financial plan for study in the UK" will be designed, edited and promoted by the Magazine, which promises to make the booklet an exciting and "looking-for" publication for Vietnamese teenagers.

2. Online marketing channels:

Scholarship information of participating UK institutions will be promoted in following online marketing channels throughout the 12-month promotion period:

- A webpage on Education UK Vietnam website at www.educationuk.org/vietnam, which has an average **4,500 visits** per month;
- Monthly Education UK E-newsletter sent to a database of **9,000** prospective students. Each participating UK institution will have at least one promotion post in a monthly E-newsletter;
- Facebook page "UK in my eyes" of the British Council Vietnam at www.facebook.com/NuocAnhTrongMatToi, which has over **68,000** members. Each participating UK institution will have at least one promotion post on the Facebook page.

Participating UK institutions can request to have the scholarship information updated and revised as soon as there're any updates. The update and revision will be made on online channels only.

III. Advertising fee

Advertising fees: GBP700 (20% UK VAT is exclusive)



IV. Application and input requirement

The scholarship promotion package is offered for **10 UK institutions** who have a specific scholarship programme for Vietnamese students. The total scholarship value should be no less than GBP2,000.

Deadline of application: **22 August 2015**. Advertising opportunities will be offered on first come, first serve basis.

After UK institutions' applications have been confirmed, they will be required to send The British Council Vietnam their institution profile and details of scholarships on offer. A content form will be sent to participating UK institutions after applications are confirmed.

UK institutions who are interested in participating in this "Education UK scholarship promotion package", please send application forms to:

Ms Phuong Pham

Education Marketing Manager

BC-SIEM Vietnam

Email: phuong.pham@britishcouncil.org.vn