

BE PART OF OUR SUCCESSFUL STUDENT PROFILE CAMPAIGN IN THE USA - AND LAUNCHING IN LATAM, TO PROMOTE STUDY IN THE UK

The British Council is proud to announce we will be running again our successful digital campaign 'Student Profiles' leading up to and during International Education Week (IEW). This campaign will feature profiles of American, Mexican, Colombian and Brazilian students currently studying at UK universities, which will be hosted on a digital platform for distribution and featured in an exclusive social media digital campaign.

In a wider effort to promote full-degree, study abroad and exchange programmes in the UK, this year will run a digital campaign not only in the US but LATAM markets such as Mexico, Colombia, and Brazil. This campaign aims to grow the number of students applying to the UK and strengthen the UK institutions' online brand profile among students and counselors audience.

The latest edition of our campaign featured 12 student profiles (only in the USA) in a range of academic disciplines.

- It reached an average of **27,269** people,
- Each profile's promoted post received an average of **373** likes and engagements, and
- Each university's e-shot was opened by an average of **1,233** counsellors.

The campaign content will promote student's achievement through different UKIs programmes, and aims to strength students and college counselor's interest in the UK as a study destination by increasing their brand awareness online.

WHAT YOU NEED TO KNOW

Each university participating in the campaign will nominate a current student from each market that they'll be interested to be promoted in. The student then will be featured in a student profile on a digital platform designed to share and host student's profiles. Please, keep in mind

that undergraduate, study abroad and exchange profiles are preferred. Students who have graduated or who completed a programme within the last three years are also eligible.

The student profiles will include:

- Written interview completed by the student.
- High-resolution photos to accompany the interview. One photo must be of the student. Other photos may include: photos of the campus, the student's work, student life, campus surrounding area, etc. with a maximum of 5 photos may be included.
- University logo.
- Link to your university web page.
- One video may also be included in the student profile at the university's discretion. (Hosted on your website or YouTube channel and shared via a link).

The British Council will select suitable content for the profiles based on the content submitted by the universities, and in line with media trends and interests. Not all submitted content will be featured in the profiles. Profiles will be submitted for your approval before publication. The student profiles will be displayed for one calendar year.

HOW THEY WILL BE PROMOTED?

Student profiles will be promoted via:

- One e-shot per university featuring bespoke university content per market. This will highlight your university's student profile and can also include content about your programmes, summer programmes, resources for counselors, advisors or students and upcoming recruitment events. This content will be provided by the university.
- One boosted Facebook post and one boosted Instagram post highlighting each university's student profile. We will target prospective students who have expressed an interest in study abroad or in the UK. Each post will also run exclusively for one week.
- Each student profile will be also promoted individually within our International Education Week campaign in November 2019, to increase exposure. If you purchase a profile after IEW, we will include your profile(s) in the campaign for 2020.

EXPECTED ROI

By participating in the campaign, you can expect to reach a large number of people, in order to increase your brand visibility in each market. You will also be part of British Council regional effort to promotion higher education in the UK.

Through our well-establish email databases of students and counsellors (in the US), and through our **Study UK Facebook** page, figures for reach and engagement you could expect from this activity are stated below.

Audiences on Social Media (Study UK Facebook)			
Market	Organic Reach (fans)	Paid reach (through campaign – fans, friends of fans with additional layers of targeting)	Expected link clicks (based on previous campaigns)
United States	13,700 +	30,000 + *	350 +
Mexico	30,800 +	180,000 +	1,000 +
Brazil	11,300 +	70,000 +	700 +
Colombia	3,600 +	53,000 +	600 +

*highly targeted campaign, to those working in education

Audiences through e-shots			
Market	Subscribers sent to	Open rate 2018 (industry average for Education: 22%)	Click rate 2018 (industry average for Education: 2.6%)
United States*	4,600 +	30%	12%
Mexico	10,300 +	23%	8%
Brazil	13,500 +	24%	12%
Colombia	31,500 +	21%	7%

HOW YOU CAN PARTICIPATE?

Places will be allocated on a first-come, first-served basis. You just need to complete this simple form ([HERE](#)), and indicate:

- Your contact details, which type of student profile you'd like to promote, and which campaigns (markets) you'd like to be featured.

The British Council will charge a **£900 + VAT** participation fee per student profile and its wraparound digital campaign for the US, Mexico, Colombia and Brazil. This fee will cover overall media management, editing, distribution, promotion and a final report on performance.

NOTE: The campaign will be run in USA, targeting High School Counsellors, while in LATAM countries will be targeting potential UG and PG students. Therefore, promotional content will be translated in local language for LATAM markets.

Each market will have its own version of the campaign, if an institution is interested in participating across multiple countries, the following discounts will be applied:

Multi Country Discount	
3 Countries	5% off
4 Countries	12% off

DEADLINES

To take part in the campaign, please consider the following deadlines:

- Confirmation of participation: **This campaign runs throughout the year.**
- Text and images for student's profiles: 3 weeks before your campaign starts.
- Text and images for e-shots: 2 weeks before your campaign starts.
- Text and images for adverts: 2 weeks before your campaign starts.

Do NOT wait for the deadlines, please send us your content once you have it ready.

TRANSLATIONS

LATAM e-shots, content and social media ads will be published in local language, and all content (besides any featured video) should be translated into Brazilian Portuguese or Spanish (according to the markets you choose to be featured in).

If you are unable to supply your content translated, we can offer this service for a small additional fee of **£100** to cover the costs (covers e-shot, ads, and profile's content).

RESPONSIBILITIES OF PARTICIPATING UNIVERSITIES

Participating UK universities are encouraged to provide the below:

- Nominate a current or former undergraduate or study abroad or exchange student.
If nominating a former student, they must have been a student at the university within the last 3 years. The university will be responsible for liaising between the student and British Council to ensure the timely completion of the written interview questions.
- High-resolution photos to accompany the student profile.
- Content for the university's bespoke e-newsletter and, translations (if applies).

CONTACT OUR TEAM

Book your participation and we will get back to you shortly.

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