



BRITISH
COUNCIL

STUDY UK 101 TV SHOW Vietnam 2020

Concept Note

STUDY UK
DISCOVER YOU

GREAT
BRITAIN & NORTHERN IRELAND



Study UK101



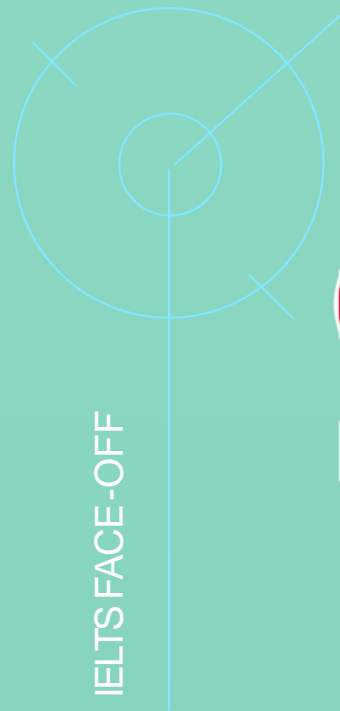
IELTSFACE-OFF

STUDY UK 101

A TELEVISION SHOW PROMOTING EDUCATION IN THE UK



IELTS



ABOUT THE MEDIA PARTNER

is the one and only TV show focusing on IELTS studying, aiming to provide students with full knowledge about IELTS and giving them an opportunity to learn and practice IELTS skills. The TV show is also attractive to Vietnamese students with entertainment content, with its main guests being celebrities and well-known influencers, interactive segments and games for audiences

Target audience: Students and young professionals aged 15-28 who are planning to study overseas


Broadcast time-slot: Primetime 21:00 Every Saturday (Repeat twice the following week)



Already broadcasted three seasons since 2015. Each season includes 16 episodes. Each episode lasts for 45 minutes. All content is delivered in English.

The TV show reaches a large audience through multiple platforms:

 270,000 Followers

 260,000
Subscribers

 32,000 Followers



Nominated and won many awards in Vietnam for best education TV show



STUDY UK101

STUDY OVERSEAS 101

A BRAND NEW SEGMENT IN SEASON 4 IN WHICH INTRODUCING
ALL YOU NEED TO KNOW ABOUT STUDYING OVERSEA



UK 101



CA101



US 101



AUS 101



NZ 101

IELTS FACE-OFF



STUDY OVERSEA 101 is the segment of the show which introduces education in English-speaking countries to the audience.

DESCRIPTION OF “STUDY UK 101” TV SEGMENT

- The TV show “IELTS Face-off” will broadcast its **Season 5** from **March to June 2020**.
- British Council Vietnam would like to collaborate with the TV show to produce **six TV episodes** in its Season 5 specifically featuring UK institutions, named **“Study UK 101” TV segment**

Objective: **“Study UK 101” TV segment** aims at promoting the value of UK education to a broad audience. The show will raise awareness and develop a greater understanding of the UK education system in Vietnam. Also this TV segment expects to position brands of UK institutions to a huge online Vietnamese target audience

Target audience: Students and young professionals aged 15-28 who plan to study overseas

Broadcast timeline: the six “Study UK 101” TV segments will be broadcasted from middle of March to end of April 2020

DESCRIPTION OF “STUDY UK 101” TV SEGMENT

- The “Study UK 101” segment in each episode will run for 16 minutes, with the following structure of content:
 - + 10 minutes of video clips filmed in the UK, giving audiences the vibe of studying at different UK institutions. The video clips will be featuring images, facilities and academic strengths of UK institutions
 - + 6 minutes of interviewing with the show host at VTV studio in Vietnam. Guest speakers will tell inspiring stories from their own experiences about study life at UK institutions that have been shown in video clips.

- All the content of the “Study UK 101” segment will be in English

- Each “Study UK 101” segment will feature up to two UK institutions of all types:
 - + UK universities
 - + UK schools
 - + UK colleges



TIMELINE OF “STUDY UK 101” TV SEGMENT

IELTS FACE - OFF

Activities	Timeline
1. Filming trip to the UK	January 2020
2. Filming at studio in Vietnam	February 2020
3. Broadcasting on VTV7 and promotion campaign on social media channels	March – April 2020



FILMING TRIP TO THE UK

IELTS FACE -OFF

Objective:

The filming trip aims to introduce best images about the study life and learning environment at different UK institutions

Outcome:

The content filmed, images taken and interviews conducted during the filming trip will be used for featuring institutions in the “Study UK 101” segment; and also for promoting institutions in other digital channels of the TV show

Timeline: Around 10 days, tentatively from **10 to 18 January 2020**

Filming duration: A typically half-day filming will be conducted at each institution.

Number of institutions to film: We expect to film a minimum of 8 institutions during this trip (max 12).

Note:

- *The filming itinerary will be arranged based on the registration and location of UK institutions*
- *If less than 8 institutions register to participate in this programme, some parts of the programme may be subject to change based on our negotiation of the media package with the media partner. Information will be updated to registered institutions in due course*
- *The TV crew will comprise 3 people (Director of production, Director of photography, Presenter) and one accompanying British Council Vietnam staff member.*

HOW DOES YOUR INSTITUTION PARTICIPATE IN THE FILMING TRIP?

- British Council Vietnam will arrange international travel VN-UK for the film crew, transportation within the UK to institutions and logistics support
- Each participating institution is encouraged to provide support with respect to meals (lunch, dinner) and accommodation (at Institutional Guest House if possible) for the film group. By providing this support, it will be given extra promotional benefits in the programme.
- The participating institution is required to work closely with British Council to prepare for a filming agenda at the institution to make sure the TV crew can capture the best promotion content. The following activities should be well-prepared by each participating institution:
 - + Campus tour
 - + Meetings and interviews with academic staff
 - + Filming classes and facilities of specific schools/faculties
 - + Meetings with students (especially with Vietnamese students)
- The activities arranged can be diverse and varied to enable the TV crew to have a vivid experience about studying environment at each institution. Activities such as campus tours led by students, off-campus lunch/dinners with students or student-oriented activities will ensure the promotional content is appealing to the target audience.



INFO SHARED BY FACULTY PROFESSOR

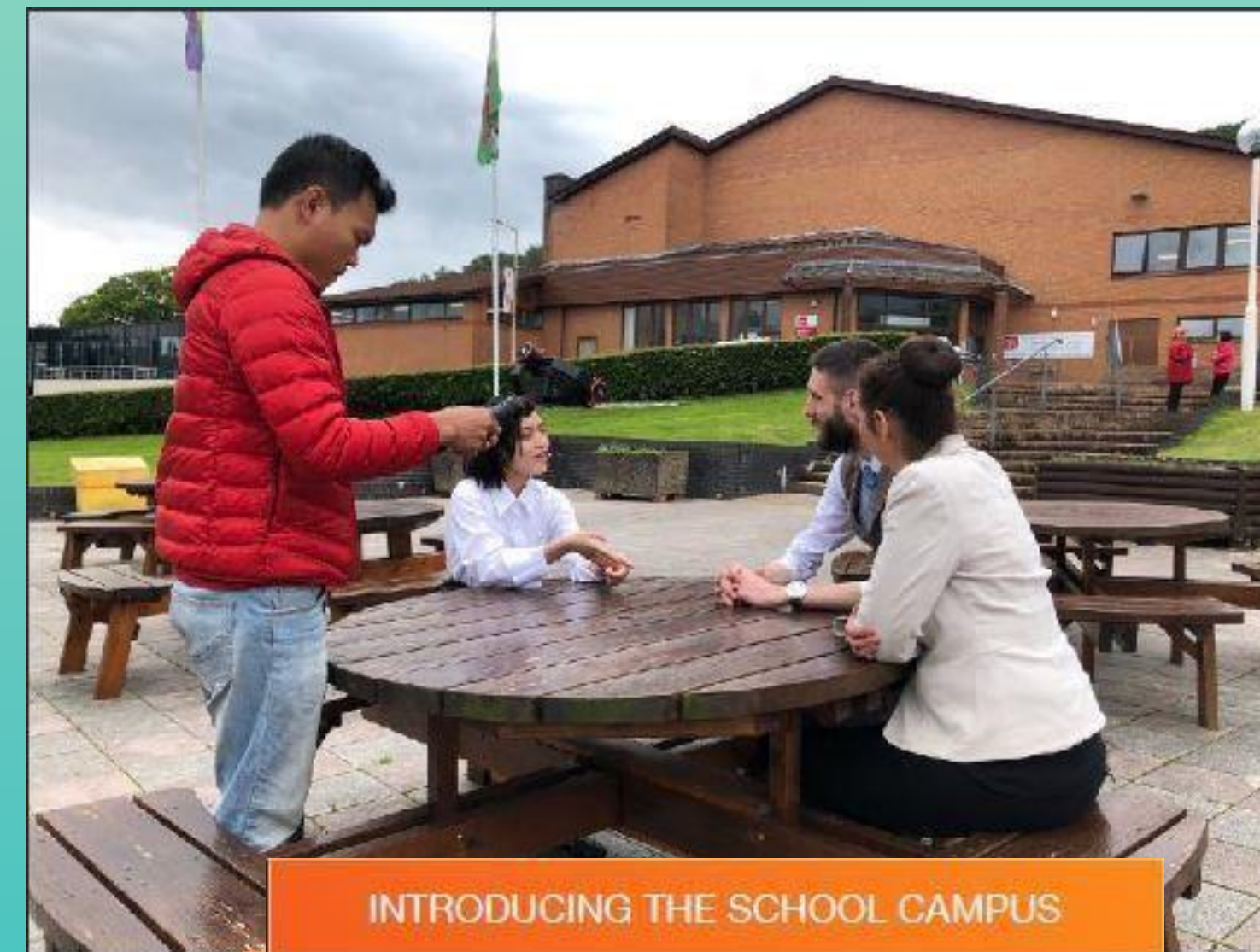
ON LOCATION FILMING



INFO SHARED BY INTERNATIONAL OFFICER



MEET THE ALUMNI



INTRODUCING THE SCHOOL CAMPUS

Note: images taken during the filming trip of VTV7 to Wales in June 2019, under a marketing project implemented by British Council Vietnam sponsored by Universities Wales



VIDEO PACKAGE



Introducing the study life in the UK, top institutions and opportunities for students who want to study there. As one important segment of Talkshow IELTS FACE-OFF, the video package filmed at institutions in the UK will give the audience a real feel of the study experience and so much more.

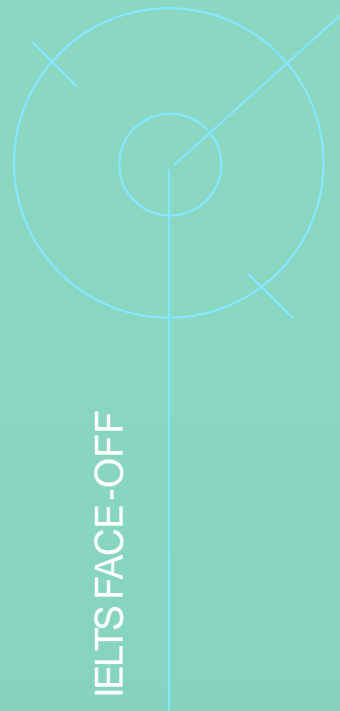
Each of the video package will feature an:

- Introduction about the campus of the institution
- Quick glance about the institution's academic profile
- Interviews with professors about strong majors
- Introduction about facilities of the institution
- Application and admission information
- Interview with students/ alumni

STUDIO INTERVIEW

- To be filmed at a VTV studio located in Hanoi
- Filming days will be arranged in February 2020 according to arrangement of the TV show
- The interview will be led by the show host with one invited guest. The invited guest can be your institutional Vietnamese/regional representative person, or an excellent alumnus living in Vietnam
- The interview will reinforce key messages about the attractiveness of your institution through your representative or stories from your alumnus about his/her impressions and experience of studying at your institution.





PROMOTION CAMPAIGN IN DIGITAL CHANNELS

The TV show will also run a promotion campaign on its social media channels for eight weeks (March and April 2020) to promote about “Study UK 101” segment and UK institutions participating in this TV show.

<https://www.instagram.com/ieltsfaceoff/>

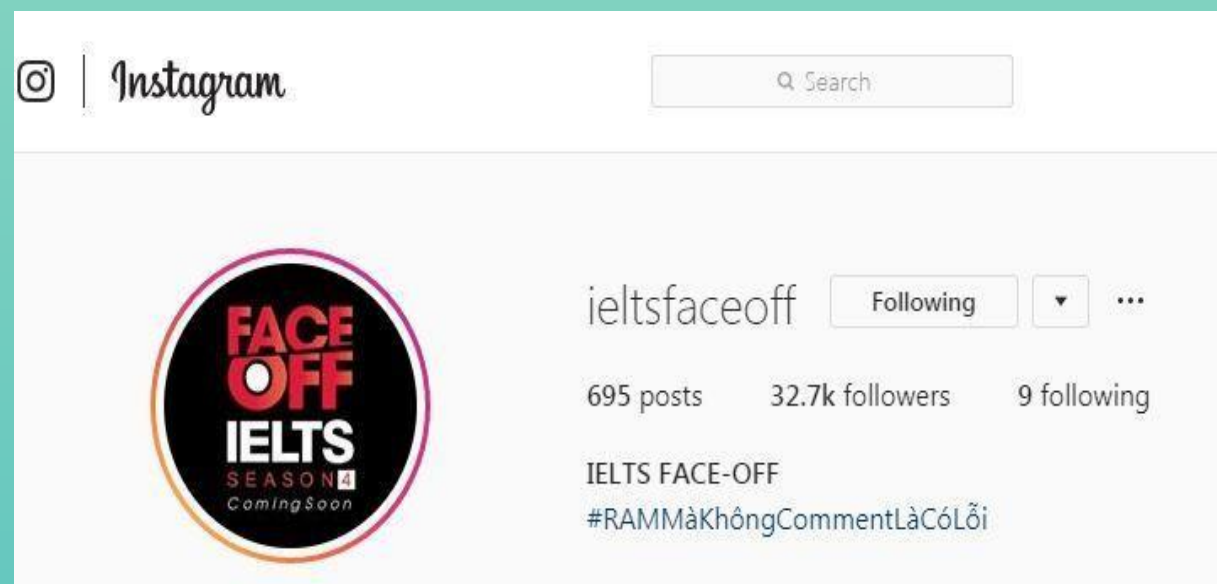
>32,000 followers

<https://www.youtube.com>

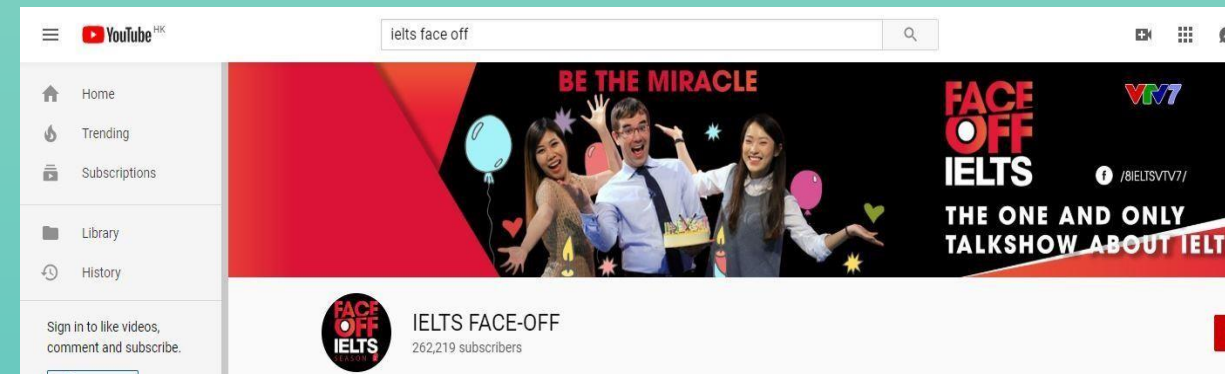
>260,000 followers

<https://www.facebook.com/ieltsfaceofftv7/>

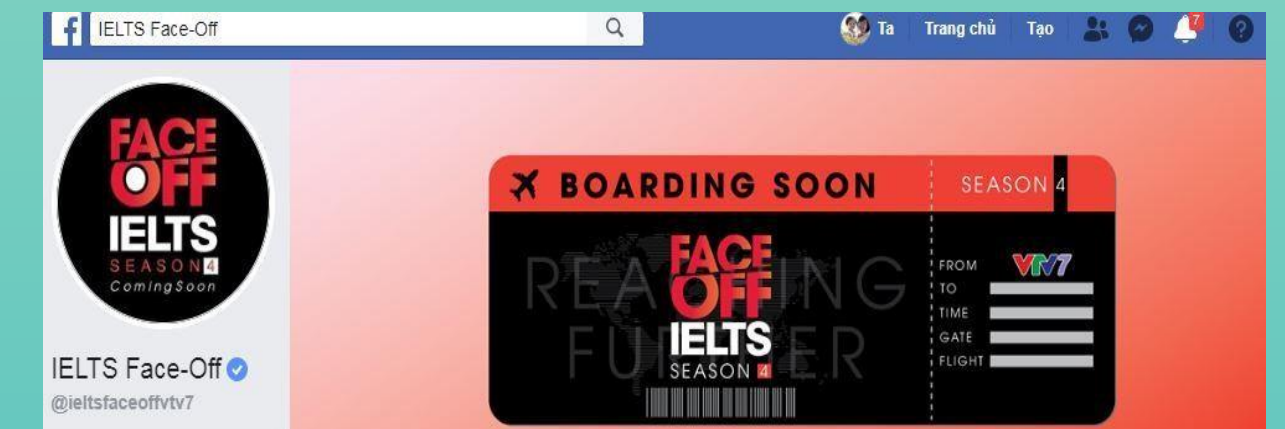
>270,000 followers



Stories delivering key messages about studying in the UK and about UK institutions on Instagram

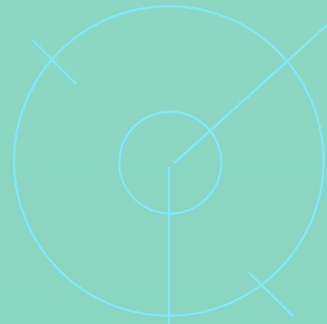


Promotion videos of UK institutions to be shown before each episode. All the six episodes with “Study 101” segment will be re-broadcasted on YouTube



Teaser video clips and posts promoting about UK institutions on Facebook Fanpage during broadcasting time

MEDIA IMPACT OF THE TV SHOW



IELTS FACE-OFF



Average of 100,000
views per video



400 likes/post
300,000 interaction/week



National Education Chanel
viewership of
500,000 – 1,500,000
reach/week



600,000 reach/ week
300,000 interaction/ week
270,000 organics likes
800 live viewers a time
6000 shares/ month

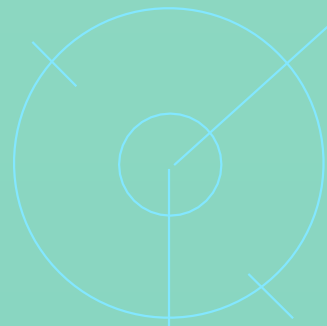
- We aim to have at least 100,000 viewers for each TV segment “Study UK 101”, which means each UK institution featured in one TV segment will reach at least **100,000 target viewers** online
- Besides, participating institutions’ profiles will also reach a target audience of at least **3 million** via all social media platforms of the TV show.

MEDIA PACKAGE FOR EACH PARTICIPATING INSTITUTION

Participating in the “Study UK 101” segment, your institution will be given following promotion benefits:

- 05 minute video clip featuring your institution in the “StudyUK 101” TV segment
- 03 minute discussion with your institutional rep./alumni in the studio and featured in the “StudyUK 101” TV segment
- 01 promotion video and 03 promotion posts on Facebook Fanpage IELTSFACE-OFF
- 01 promotion video on Youtube IELTS FACE-OFF
- 03 promotion stories shared by KOL/ Influencer onInstagram
- 01 promotion advertorial in E-newspaper Kenh14.vn (hottest website for teenagers in Vietnam, a partner of VTV7)

All promotion content on social media channels: YouTube, Instagram, Facebook can be re-shared by your institution on institutional social media channels. Promotion videos will be provided to your institution after the campaign for your own purpose use.



IELTSFACE-OFF

PARTICIPATION FEE

➤ Participation fee per institution: **£ 3,500**. The participation fee will cover the following costs:

+ For the filming trip to the UK: Travel costs VN-UK and local transportation in the UK to your institutions (arranged by British Council Vietnam), logistics (lunch/dinner) and hotel accommodation (if not supported by hosting institution and arranged by British Council)

+ Production cost of the “Study UK 101” TV segment and all promotional activities on social media channels during two months (March and April 2020) to ensure all promotional benefits mentioned in the Media Package for each participating institution will be met.

➤ **Deadline for application: 10 October 2019**

For enquiries and expressions of interest, please contact:

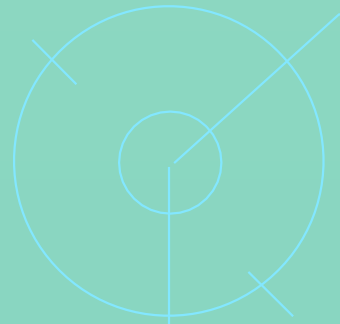
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THANK YOU!

Together we aim to bring the true value of UK education to young Vietnamese students