



# STUDY UK FACE-OFF

A UK scholarship  
promotion campaign  
in Vietnam

Concept Note

STUDY UK  
DISCOVER YOU



# STUDY UK



A media collaboration project between British Council Vietnam and VTV7 – Vietnam Television Channel on Education and its TV show:





PRACTICING AND LEARNING IELTS WITH US IN AN  
INSPIRING TALKSHOW  
READY FOR YOUR JOURNEY OF STUDYING  
OVERSEAS

TARGET AUDIENCE: 15-28  
YOUNG STUDENTS & THEIR PARENTS  
YOUNG PROFESSIONALS  
PLAN TO STUDY ABROAD

LOOKING FOR A HIGH-CLASS TV SHOW TO BE ENTERTAINED AND BE INSPIRED



EDUCATION



ENTERTAINMENT

# EDUTAINMENT TV SHOW

FULL OF KNOWLEDGE ABOUT IELTS  
 COVERING ALL 4 SKILLS (WRITING - LISTENING- READING- SPEAKING)  
 FULL OF TIPS FOR YOUR IELTS EXAM  
 AUDIENCES CAN LEARN AND PRACTICE  
 USEFUL INFORMATION TO IMPROVE YOUR LIFESTYLE

ENTERTAINING  
 MAIN GUESTS ARE CELEBRITIES AND WELL-KNOWN INFLUENCERS  
 MANY INTERACTIVE SEGMENTS AND GAMES FOR AUDIENCES



## WHAT MAKES THE SHOW ATTRACTIVE?



· STUDY UK ·  
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THE ONE AND ONLY TV SHOW WAS NOMINATED AT 3 CATEGORIES IN  
BEST EDUCATIONAL TV SHOW  
BEST TV HOST  
BEST GUEST



FANPAGE ATTRACTS 270,000 FOLLOWERS  
WEEKLY REACH 600,000  
WEEKLY INTERACTIONS 300,000  
QUANTITY OF WEEKLY POSTS: 40



ATTRACTS 285,000 SUBSCRIBERS  
TOTAL VIEWS 30,000,000  
AVG VIEW/ VIDEO 230,000  
WEEKLY VIDEOS POSTED 30



ATTRACTS 65,000 FOLLOWERS  
AVG LIKES/ POST 350 LIKES/POST  
WEEKLY POSTS 80 (VIDEOS/  
STORIES/ PICS)

WE HAVE THE MOST REACHED ONLINE PLATFORMS WITH VARIETY OF EXCLUSIVE DIGITAL CONTENT COMPARED TO OTHER EDUCATIONAL DIGITAL CHANNELS

# STUDY UK FACE-OFF

A scholarship promotion campaign in the format of a “scholarship-hunt” contest for students to win scholarships from UK institutions. The “scholarship-hunt” contest will be organised on the Facebook Fanpage of the TV show “**IELTS Face-off**”.

## Objectives:

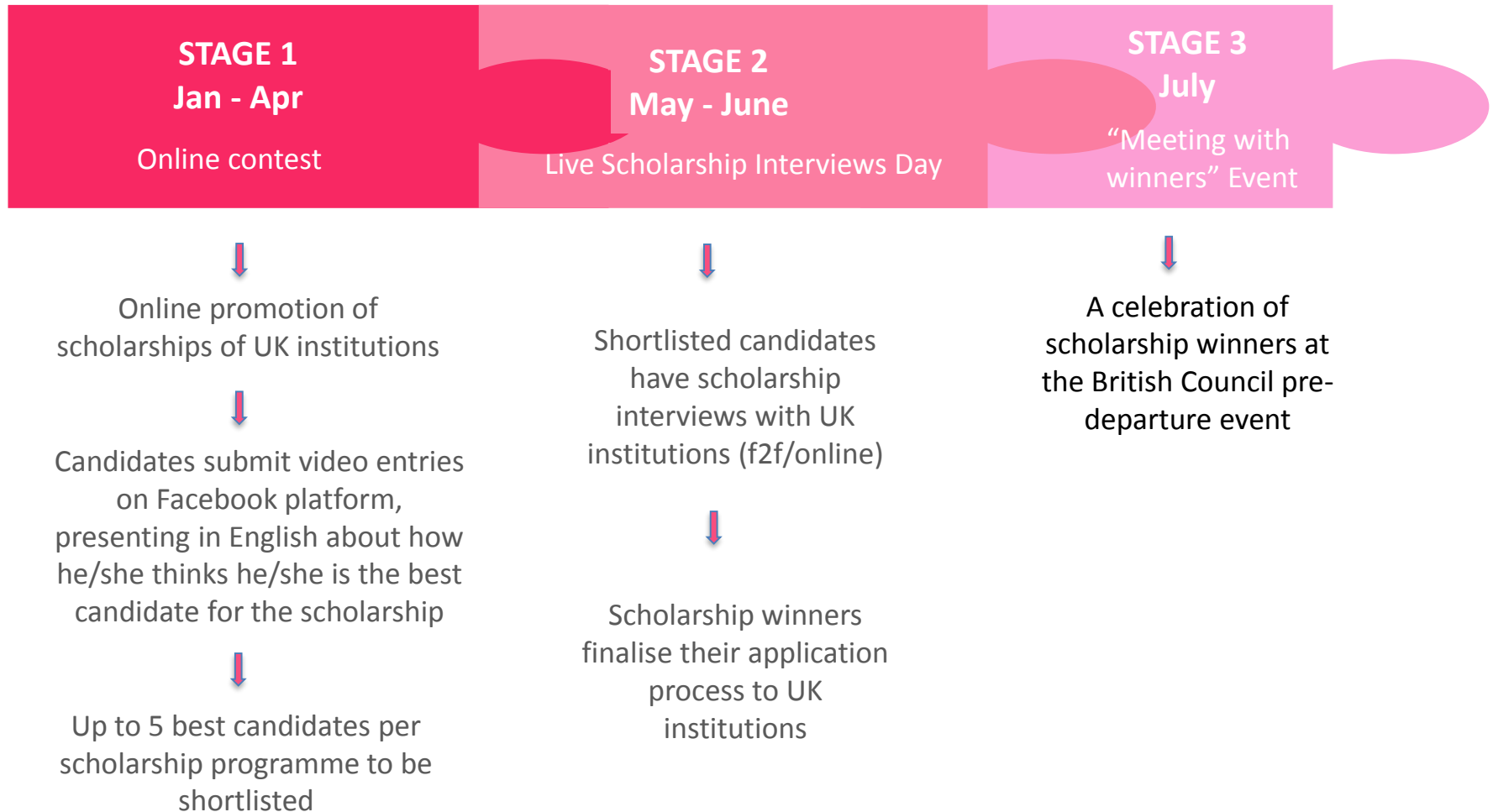
- Pushing student recruitment in Vietnam for the September 2020 intake
- Promoting UK institutional merit-based scholarships more effectively using digital marketing platforms
- Using scholarships to promote profiles of UK institutions to a large online target audience

## Target audience:

- Secondary and high-school students (aged 12-18)
- University students and young professionals

Campaign timeline: January to July 2020

# STUDY UK FACE-OFF – CAMPAIGN STAGES



# HOW CAN YOUR INSTITUTION PARTICIPATE IN THE CAMPAIGN?

- The campaign is open to all types of UK institutions: schools, colleges, universities
- Scholarships can be for pre-university, undergraduate and postgraduate levels
- Your institution should promote merit-based scholarships which are competitive, challenging and valuable. There is no limit in terms of the number of scholarships offered by a participating institution. However, we recommend scholarships that help promote the profile of your institution, for example scholarships of a specific subject area or special scheme
- Scholarships of participating institutions will be promoted strongly on the Facebook platform during the first four months of Stage 1. Each month, scholarships of up to four UK institutions will be promoted, attracting candidates to hunt. The campaign aims to promote scholarships of up to **16 UK institutions** in total.



# WHAT WILL MAKE “STUDY UK FACE-OFF” AN EXCITING CAMPAIGN TO STUDENTS?

- The online contest will be implemented on the Facebook Fanpage of “IELTS Face-off” at <https://www.facebook.com/ieltsfaceofftv7/> . The Fanpage has more than **270,000 followers** who are students with a passion to improve English skills and are looking for overseas study opportunities. This is a great source of potential candidates hunting for UK scholarships. Video clips of best candidates will be promoted in the Facebook platform every month as an encouraging element to attract more candidates to join the contest
- The campaign will also be promoted on other digital platforms of the TV show “IELTS Face-off” including YouTube (**285,000 subscribers**) and Instagram (**65,000 followers**)
- A hook of the campaign is a “**Live Scholarship Interview Day**”, in which shortlisted candidates will have interviews with institutional representatives f2f or via online. The event will be hosted by a KOL of the TV show “IELTS Face-off”, filmed and then broadcasted in a TV show on Facebook and YouTube channel
- Amplification from the winners with their visual reports when they arrive in the UK and on the first day at their UK institutions.

# IMPACT TARGET

- Scholarships of each participating institution will reach at least **200** potential candidates and will have at least 20 candidates in the hunt, among whom at least one best candidate will be selected for an award scholarship.
- Via this scholarship promotion campaign, the profile of each institution will reach an online target audience of **one million** viewers.

## ❖ Participation fee: **£900.**

The participation fee covers following advertising and promotion benefits:

- Stage 1: having your institutional profile and scholarships promoted *for one month* via:
  - 02 Facebook posts weekly introducing your institution and scholarships
  - 01 Facebook post about the scholarship-hunt recap every two weeks
  - 01 Facebook “shout out” post weekly about the contest
  - 02 Instagram “shout out” stories about the contest
  - 01 Advertorial in E-newspaper: [www.kenh14.vn](http://www.kenh14.vn) (Channel for Teens) – a media partner of VTV7
  - 02 TV reportage on VTV7 Edunews
  - 02 Articles on website VTV.vn
- Stage 2:
  - 01 Facebook post announcing scholarship winners
  - Promoted in a TV show featuring the “Live Scholarship Interview Day” broadcasted on YouTube
- Stage 3:
  - 01 Facebook post about winners’ reflections on the UK

# THANK YOU!

For further enquiries and expressions of interest,  
please contact:

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Deadline for application: **30 October 2019**  
Registration will be treated on a first-come, first-served basis

