

UK HE Digital Campaign

British Council Turkey is offering a unique opportunity for UK HE Institutions to raise their brand awareness through our digital campaign. In order to increase the impact of the campaign this will be run at the same time with the UK ELT Digital Campaign. However the communications channels will vary according to the target audience.

The campaign will be run between 1 February-1 March 2018. However the content will remain on our website after the paid promotion for another few months.

Aim:

To inform interested users about the higher education opportunities in the UK.

Campaign plan:

Title:

Which higher education institution you should choose for your studies in the UK?

Structure:

Tests on social media - Different personality test types on social media are very popular in Turkey and people tend to engage and share these tests and their results a lot. Our test on study opportunities in the UK will engage with the users in a fun way and be distributed on other relevant youth portals where young people spend most of their time.

All traffic through promotions will be directed to a landing page on the British Council Turkey website where we will place information, visuals, videos and highlights about participating institutions.

The user will be encouraged to take a test through an application on social media at www.playbuzz.com after reading the information on the website.

A sample test is here: www.playbuzz.com/ertane10/hangi-youth-karakterisin

At the end of the test, users will be matched with the most suitable university that they should consider for study. They will see a short text which explains the results for the matching university. Users will be directed to the university's website at the end of the test to read more about the institution.

We will collect user's information and they will be eligible to take part in the prize draw.

The campaign will enable us:

- To place the UK as the first choice of destination
- To showcase the advantages of studying in the UK and the UK UG and PG programmes

- promote the benefits of UK qualifications and show the diversity of the UK higher education system
- To help UK institutions raise their brand awareness in Turkey
- To drive traffic to participating institutions' websites through the British Council channels
- Engage with users through in an entertaining way
- To promote the campaign through the British Council's social media channels
- Be visible on local youth portals with exclusive content
- Place banners on career related websites and language learning/dictionary websites where learners spend a lot of time

Why you should be part of it?

The latest trends show that there is an increased interest in overseas study.

- Study visas to the UK including Tier 4 and short term visas (English courses etc.) in 2016 show an increase of 47% from the same period the previous year i.e. from 9598 to 14133.
- Tier 4 visas increased by 12% (from 2133 to 2385).

Through this digital campaign we aim to offer institutions a platform to promote themselves and maintain their presence in the market.

Places are limited to 15 institutions.

Price: £800 + VAT

The fee includes translation.

Deadline

UK institutions interested in this opportunity should email semra.yalcin@britishcouncil.org.tr by **Friday 12 January 2018**.

Requirements:

- A brief introduction highlighting your strengths and interesting facts about your institution
 - Please consider how you like your institution to be recognised
 - Its history, campus size, city size, social activities, popular subjects, research university, entrepreneurship etc
- Landing page on your website where the users will be directed to
- Image: Lively images showcasing student life on your campus
- Logo
- A symbolic prize featuring your brand e.g: hat, sweatshirt, t-shirt for the quiz winners

British Council will run the campaign on its websites, social media channels and a third party channel that is highly rated in Turkey.

List of activities and descriptions	
Platform	Activity description
Facebook	<p>Creative and exciting Facebook campaign</p> <ul style="list-style-type: none"> • Quiz • Facebook live session run by British Council Turkey to talk about each university <p>Reach will be boosted with promoted posts for each university as well as the promotion of the campaign</p> <p>Followers: British Council Turkey Facebook: 163K Study UK Global Facebook: 4K</p>
Twitter	<p>Twitter campaign</p> <ul style="list-style-type: none"> • Tweets on the quiz • Retweeting posts by participating UK institutions <p>#StudyUK</p> <p>Reach: 19K</p>
Global Study UK Instagram	Followers: 3,700
Website	<p>Visitors (annual) British Council website 1.3 million visitors</p>
Email shot and Study UK e-Newsletter	<p>Email shot to targeted audience</p> <p>Reach: British Council student database: 50K Study UK Visitor Registration System: 6K</p>
Third party channel	<p>GDN Local youth portals e.g. Onedio, biliyomuydun, listelist Web banners on career websites e.g.kariyer.net language learning websites e.g. busuu, dualingo, dictionary websites like Tureng and others</p>

Timeline:

Deadline for confirmation of your participation and submission of your materials	12 January 2018 Friday
Launch of campaign	1 February 2018 Thursday

Campaign finishes	1 March 2018 Thursday
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