

Wider Europe: Russia, Turkey, Kazakhstan and Uzbekistan Digital Package

2020-2021

Objective:

To help UK institutions raise their profile through promotions on the British Council channels and local networks across multiple markets.

Target markets:

Kazakhstan, Kyrgyzstan, Russia, Turkey, Uzbekistan

(Please see Annex I for audience figures).

Wider Europe - Opportunities

The packages offered below consist of elements that complement each other for higher impact and maximum efficiency.

In the meantime, our team would be happy to arrange and quote for “*bespoke combinations*” within Package I.

Service	Cost (+VAT)	Target Markets	Delivery timelines
Services available in all target markets			
Package A Basic support <ul style="list-style-type: none"> 1 e-mailshot to students’ database 1 e-mailshot to schools’ OR agents’ database 1 post and stories in The British Council groups in social media available in a specific country* 	£700 per country	All target markets	
<small>*Complementary for Russia: 1 post and stories in Study UK groups (Facebook, Instagram, Vkontakte)</small>			

<p>Package B One e-event for selected IB or private schools + digital support</p> <ul style="list-style-type: none"> Organising one marketing virtual event (webinar / workshop) via online platform for students and parents of selected IB or private schools Virtual 1:1 meeting with students and parents 1 e-mailshot to a target database of students and parents of two selected schools 1 post and stories in the British Council groups in social media available in a specific country* <p>*Complementary for Russia: 1 post and stories in Study UK groups (Facebook, Instagram, Vkontakte)</p>	<p>£800 per country</p>	<p>All target markets</p>	
<p>Package C Promotion for English language teachers</p> <ul style="list-style-type: none"> 1 e-mail shot to teachers' database 1 post and stories in the British Council groups in social media available in the country* 1 e-meeting of English language teachers with an institution <p>*Complementary for Russia: 1 post and stories in Study UK groups (Facebook, Instagram, Vkontakte)</p>	<p>£850 per country</p>	<p>All target markets</p>	
<p>Package D E-market introduction</p> <ul style="list-style-type: none"> Generic market briefing (webinar) e-meetings with two educational agents (cities are discussed) e-meetings with two schools interested in partnership 1 news slot in the students and parents newsletter 1 news slot sent to educational agents database 	<p>£900 per country</p>	<p>All target markets</p>	
<p>Package E Paid-promotion via social media</p> <ul style="list-style-type: none"> Facebook ad campaign (two posts) on the British Council social media available in a specific country <ol style="list-style-type: none"> £350 + £50 boost // Reach: 4.2K – 12K £350 + £70 boost // Reach: 7K – 20K £350 + £100 boost // Reach: 14K – 40K <p>*Complementary for Russia: 1 post and stories in Study UK groups (Facebook, Instagram, Vkontakte)</p>	<p>£950 + boost fee per country</p> <p>Includes flat rate of £350 for Facebook</p>	<p>All target markets</p>	

<p>Package F One live stream / virtual marketing event + digital</p> <ul style="list-style-type: none"> • 1 Live stream via The British Council Facebook* OR a webinar / workshop / marketing event with students and parents via a specific digital platform • 1 e-mailshot to students' database • 2 posts and stories in the British Council groups in social media available in a specific country** • Integration of an alumni with a successful story + 200 GBP <p>* In Russia a live stream in Vkontakte, and in Kazakhstan, Turkey and Uzbekistan a live stream in Instagram may be arranged instead.</p> <p>**Complementary for Russia: 2 posts and stories Study UK groups (Facebook, Instagram, Vkontakte)</p>	<p>£1,000 per country</p>	<p>All target markets</p>	<p>Delivered in chunks within three months</p>
<p>Package F+ Two live streams + digital support</p> <ul style="list-style-type: none"> • 1 live stream on The British Council groups on Facebook* OR a webinar with students and parents via a specific digital platform • 1 live stream on third party Instagram channel (partner is discussed individually, according to the target audience) OR a webinar in Zoom with integration of a third-party audience • 2 e-mailshots to student database • 2 posts and stories in The British Council groups in social media available in a specific country** • Integration of an alumni with a successful story + 200 GBP <p>* In Russia a live stream in Vkontakte, and in Kazakhstan, Turkey and Uzbekistan a live stream in Instagram may be arranged instead.</p> <p>** Complementary for Russia – 2 posts and stories in Study UK groups (Facebook, Instagram and Vkontakte).</p>	<p>£1,500 per country</p>	<p>All target markets</p>	<p>Delivered in chunks within three months</p>
<p>Package G (your own mix)</p> <p>Bespoke digital packages based on individual needs of institutions.</p>	<p>Upon request</p>	<p>All target markets</p>	

Services available in selected countries

<p>Package H Expanding B2B partnerships for TNE</p> <p>Objective: to set partnerships with selected agents from Russian regions and Russian universities for discussion of TNE opportunities</p> <ul style="list-style-type: none"> • Specific market briefing on TNE opportunities • e-introduction to two local universities interested in increasing TNE opportunities • e-meeting with two educational agents (cities are discussed individually) 	<p>£850 per country</p>	<p>Kazakhstan, Russia and Uzbekistan</p>	
<p>Package I Media + digital support</p> <ul style="list-style-type: none"> • 1 integration in an article published in the selected local media (depending on topic, amount of support is to be agreed mutually) • 1 e-mailshot to student database • 1 post and stories in The British Council social media available in a specific country* <p>*Complementary for Russia: 1 post and stories in Study UK social media</p>	<p>£1,300 per country</p>	<p>Kazakhstan and Russia</p>	<p>Delivered in chunks within two months</p>

*The British Council Russia is operating in Russia as The Cultural and Education Section of the British Embassy in Moscow

**Vkontakte – the biggest Russian social media, analogue of Facebook, with 97 million users per month

Special Offers and Discounts:

1 – Purchase of same package for two countries: **25% discount**

2 – Purchase of two packages in one country: **25% discount**

For bespoke requests and other queries, please contact our account managers in the respective country:

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Uzbekistan – Shukhrat Amanov, Shukhrat.Amanov@britishcouncil.org

Annex I

Target audience databases:

Resources	Kazakhstan & Kyrgyzstan	Russia	Turkey	Uzbekistan
British Council Facebook	40 000	102 000	170 000	45 000
British Council Instagram	30 000	-	14 000	16 000
British Council Vkontakte	4 600	47 500	-	-
British Council Twitter	-	-	19 000	-
British Council Telegram	-	-	-	3 400
Study UK local (Vkontakte, Facebook, Instagram)	-	Vkontakte: 7 500 Facebook: 650 Instagram: 450	-	-
Students and parents database	Kazakhstan: 12 850 Kyrgyzstan: 1 560	50 000	8 300	
Educational agents' database	250+	600+	110+	
School Counsellors and English Teachers' database	10 selected schools	11 000 teachers 50 IB schools	200 school counsellors	
Total	89 310	219 750	211 610	64 400