

The British Council Vietnam would like to invite UK schools, colleges, universities and ELT providers (UK summer schools) to participate in the **UK Summer Programmes digital marketing campaign** in Vietnam to boost student recruitment for the summer intake 2019.

## OBJECTIVE

The **UK Summer Programmes digital marketing campaign** aims to provide opportunities for UK summer schools to promote a variety of choice, quality and benefits of UK summer programmes to potential Vietnamese students and their parents to boost student recruitment for the summer intake in 2019 (June – August 2019).

## CAMPAIGN ACTIVITIES

### 1.1 Objective:

The digital marketing campaign aims to provide UK summer schools with an online platform not only to communicate selling points of different summer programmes but also to generate enquiries and engage with potential customers via Livestreaming technique that will help driving sales afterwards.


### 1.2 Target audience:

- Vietnamese high-school students aged 12-17 and their parents.
- Vietnamese university students aged 18 - 21

### 1.3 Activities:

The marketing campaign will be implemented in both British Council internal digital channels as well as external media channels as follows:

- British Council internal communication channels:
  - British Council Study UK global Facebook page (<https://www.facebook.com/StudyUK.BritishCouncil/>): 8,500 Vietnamese followers
  - “UK in my eyes” Facebook page (A Facebook page under UK Alumni project of British Council Vietnam; <https://www.facebook.com/NuocAnhTrongMatToi/>): 86,000 followers
  - British Council Study UK E-newsletter: distributed to a database of more than 3,000 student contacts.
- External media channels:



- The campaign will be promoted in some E-newspapers targeting students in Vietnam including: <http://hoahoctro.vn> (The Pupils' Flower E-magazine); Ybox (<http://ybox.vn>) and targeting parents who are looking for overseas study information for their children, including: <http://vietnamnet.vn> ; <http://dantri.com.vn>.

The key activity of this digital marketing campaign is the **Livestreamed Study UK Talks: “How to choose best summer courses in the UK”**:

- This is a series of livestreamed talks to consult students and their parents about the variety of choice, quality and benefits of summer programmes in the UK. There are two livestreamed talks targeting two groups of audience:
  - Livestreamed Talk 1:
    - Promoting summer programmes for students aged 12-17
    - Targeting Vietnamese students at high-school level and their parents
    - Speakers include British Council education staffs, agent counsellors, students and/or their parents who have experience of studying a summer programme in the UK.
  - Livestream Talk2:
    - Promoting summer programmes for students aged 17+
    - Targeting Vietnamese university students
    - Speakers include British Council education staffs, agent counsellors and students who have experience of studying a summer programme in the UK
- These livestreamed Study UK Talks will be organised in the middle of January at an appropriate time so that participating UK summer schools can also join online. These talks will be livestreamed in the British Council Facebook pages.

The digital marketing campaign aims to reach **10,000 online audience** as total.

1.4 Benefits for UK summer schools participating in this digital marketing campaign:

- Profiles and information about summer programmes will be introduced prior and during the livestreamed Study UK Talks. At least **two advertorials and one video clip** of each participating summer school will be promoted in this campaign.
- Any questions from online audience who watch the livestreamed Talks about individual summer courses will be sent to participating summer schools to answer either directly during the livestream time, or will be posted on the Facebook platform later, which will help increase engagement of audience with participating summer schools.
- The marketing campaign will provide UK summer schools with a value-for-money digital marketing platform to raise profile and engage with potential customers online without having to travel to Vietnam.

## PARTICIPATION FEE

Package	Benefits of UK summer schools	Fee (excluding VAT)
Digital marketing campaign in January 2019	<ul style="list-style-type: none"><li>• Each school will have two advertorials and one video clip to be promoted</li><li>• Each school can send one representative to attend the livestreamed Study UK Talk</li></ul>	£700

## HOW TO APPLY

Expression of Interest and Application should be made directly to:

**Ta Thi Hong Lien**

**Senior Education Services Manager**

**British Council Vietnam**

**Tel: +84 4 3728 1931**

**Email: [lien.ta@britishcouncil.org.vn](mailto:lien.ta@britishcouncil.org.vn)**

Deadline for application: **7 December 2018**

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## MARKET RATIONALE

- Statistics from UKVI show a 29% year-on-year increase in UK short term student visa issuance from Vietnam in the period from July 2017 to June 2018. A majority of short-term student visa is for 6-months programme. More than half of short-term students are at the age from 11 to 18, while students aged 19 and above account for 37%. (Source: UKVI Vietnam 2017)
- The above analysis reflects an increasing interest of Vietnamese students in English summer programmes in the UK. More wealthy families in Vietnam are now looking for summer courses overseas for their children and they are shifting from “English tourism – Study Tour” types of programmes to “English + Special subject” or “Academic English” courses, in which students will be prepared with some study skills and knowledge about UK education system before making university study decisions. Feedback from Vietnam education agents showed that English summer courses can serve as a good marketing pathway for recruiting students to pre-university and undergraduate programmes in the UK.