STUDY UK CAMPAIGN

2018-19

STUDY UK DISCOVER YOU
### GREAT CAMPAIGN → STUDY UK

**Role of British Council** – key delivery partner promoting UK higher education, alongside other partners including Department for International Trade (inward investment & export); and Visit Britain (tourism and culture)

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<tr>
<th><strong>STRATEGIC OBJECTIVE</strong></th>
<th>Promote UK as preferred study destination to international audiences</th>
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<tr>
<td><strong>AUDIENCE</strong></td>
<td>Prospective students at UG and PG level; their parents and other influencers</td>
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<td><strong>GEOGRAPHICAL COVERAGE</strong></td>
<td>Global campaign with concentrated marketing in China, Indonesia, Turkey, Malaysia, India and Thailand</td>
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<td><strong>BUDGET</strong></td>
<td>£6m - £3m central government GREAT campaign, £3m British Council</td>
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<td><strong>SUCCESS</strong></td>
<td>Generate £150million return on investment to UK through international student recruitment. Drive up capacity building and economic potential in key markets.</td>
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Students worldwide from both more and less economically developed countries recognise that a UK education will give them the best platform to transform their lives, communities and countries.

Students on UK education courses benefit from the support and nurturing environment at their institutions, the inspirational experiences that are on offer, the progressive teaching that encourages independent thought – and the breadth of opportunity that is open to them once they have these rich, educational foundations.

The experience, qualifications, knowledge and confidence gained by studying in the UK will inspire you to define and pursue your own path.

**KEY MESSAGE**

✦ STUDY UK: DISCOVER YOU ✦
CAMPAIGN SUCCESSES

£309M  Benefits to the UK economy

65  Countries using the Study UK brand

2.9M  Unique visitors to Study UK site in 2017-18

1700  Alumni Awards entries from 123 countries in 2017/18

75K+  New learners enrolled to HEI MOOCs on FutureLearn in 2017/18

6.7K  Education advisers and agents enrolled on the Study UK MOOC

157  Countries registered for Academic Readiness MOOC
CAMPAIGN ACTIVITY 2018-19

- Digital advertising campaign to global audiences
- Regional marketing campaign across all six priority countries; digital advertising event and scholarships
- Facebook Live and Instagram takeovers
- Testimonial and student-generated content
- Alumni awards
- Massive open online courses for agents and counsellors, parents and students.
PHASING OF STUDY UK CAMPAIGN

Awareness

Interest

Enquiry and application

Deeper engagement
HOW TO GET INVOLVED
STUDY UK 2018-19 VIDEO

Contact GREATbrand@britishcouncil.org if you would like to use the Study UK brand video in your promotions
Available from October 2018
MESSAGING FRAMEWORK

PRIMARY AUDIENCES
◆ Undergraduate, postgraduate, parents, agents and counsellors, alumni

KEY THEMES
◆ Academic excellence, global and welcoming, value for money, great student experience, language skills, employability

KEY FEATURES
◆ Based on insight and evidence
◆ Provides consistent messages to a global audience and strengthens UK offer

APPLICATION
◆ Key messages to use by audience and theme, and core scripts to use across your communications
LOGO LOCKUP

- Three different versions of campaign logo available for HEIs
- Choose version that works best for you
- Support the campaign by using logo lockup across your communications, include in your prospectus, or on your website
STUDY UK ACROSS THE WORLD

Study UK Exhibition February 2018
Suntec Singapore Convention and Exhibition Centre

- Over 100 events worldwide
- 65 countries
- 20 languages
- Catalogue of assets
CAMPAIGN ASSETS

Available for use by all partners and institutions

Register at the GREAT brand library to access Study UK assets:
https://brand.great.gov.uk

Direct all queries about Study UK to:
GREATbrand@britishcouncil.org
FURTHER OPPORTUNITIES TO GET INVOLVED
ALUMNI AWARDS

OBJECTIVE
To find and celebrate the outstanding success stories of UK HEIs’ top alumni, raising their profile

OPPORTUNITY
Raise your profile in key international markets, and connect with new alumni. Annual global press/media reach is more than 100m. Awards open 4 September – 11 November.

WHAT YOU CAN DO
◆ speak to your alumni teams to promote awards around the world
◆ nominate your outstanding alumni

Link to marketing materials sent to all UK HEIs’ alumni teams 20 August

AVAILABLE MASSIVE OPEN ONLINE COURSES (MOOCS)

Study UK: Prepare to study and live in the UK
Giving students the opportunity to familiarise themselves with the ways of teaching and learning in the UK.

Launch: Monday 3 September 2018
Delivered in partnership with FutureLearn

HEI MOOC
A campaign promoting over 200 online courses from 35 UK universities.

Launch: Monday 1 October 2018
Delivered in partnership with FutureLearn
AVAILABLE MASSIVE OPEN ONLINE COURSES (MOOCS)

Study UK: a guide for education agents and counsellors
Providing international education agents, school counsellors and consultants with advice on all aspects of UK education.

Launch: Monday 12 November 2018
Delivered in partnership with FutureLearn

Employability MOOC
Supporting students making their next step after university and looking for employment in the global workplace.

Launch: March/April 2019
Delivered in partnership with FutureLearn
FEATURE YOUR CONTENT

- Take over the Study UK Instagram channel for a day
- Slots open from January 2019 onwards
- Submit a proposal to our Digital Manager, Maya Frost. Please click here for the brief.
- Continuing to work with universities hosting Facebook Live shows – limited slots available, if you haven’t yet expressed interest, please email Maya.frost@britishcouncil.org

Since May 2018
- 19,520 Instagram story views
- 68,360 Instagram post interactions

2017-18
- 350,000 video views
- 1 million people reached
### TIMELINE

<table>
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<tr>
<th>MONTH</th>
<th>KEY DATES</th>
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<tr>
<td>3 September</td>
<td>MOOC launch: Prepare to study and live in the UK aimed at prospective UG and PG students</td>
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<td>4 September</td>
<td>Alumni Awards campaign launch: nominations by HEIs</td>
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<td>10 September</td>
<td>Digital campaign launch – phase 1 awareness: China, India, Malaysia, Indonesia, Thailand, Turkey</td>
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<tr>
<td>12 October</td>
<td>HEIs MOOC launch: providing access to online courses developed by UK HEIs to global ODA audience</td>
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<td>28 October</td>
<td>Alumni Awards campaign: nominations by HEIs</td>
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<td>11 November</td>
<td>Alumni Awards campaign: applications deadline</td>
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<td>12 November</td>
<td>Agents and Counsellors MOOC launch</td>
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WHAT TO DO NEXT

- Please share this presentation with your staff.
- Promote the campaign by using digital assets and displaying the campaign logo in your communications.