

WELCOME TO GREAT

BRITAIN



THE STORY SO FAR

- A campaign to inspire the world to think differently about the UK in order to encourage audiences to visit, study, invest in and do business with the UK
- Delivered £2.1bn of benefit to the UK economy to date, with a further £2.2bn in the pipeline
- Commended by the National Audit Office
- Funding confirmed at £60m pa until 2020





SHOWCASING GREAT BRITAIN

Original
pillars =



EDUCATION is,
EXPORTING is, and
INVEST is GREAT
Britain are new
pillars launched in
2015



A £60m NATIONAL CAMPAIGN

GREAT Britain Campaign: Adopting a focused, campaigning approach to support HMG's 2020 targets

A measurable economic impact of at least £8bn and the creation of over 50,000 direct jobs for the UK economy (based on 4 years + 1 funding)



Visit Britain

DIT

British Council



MAKING AN IMPACT

- Active in 144 countries
- 120-140 events/month



Naomie Harris, at BAFTAs in LA



BUSINESS is GREAT
Hamleys opening in Mexico City



The China network promoted HEALTHCARE is GREAT in
Shanghai, Guangzhou and Shenzhen



A GLOBAL CAMPAIGN



Key markets: China, US, India, Brazil, France, Germany, Hong Kong, Mexico, Japan, S.Korea, Turkey, Emerging Europe, SE Asia, Gulf.



Global Challenge Fund funding for 60+ more countries. 144 countries actively use the brand

CHANGING PERCEPTIONS

- Those familiar with GREAT have consistently more positive perceptions towards the UK
- In all major overseas markets, individuals that come into contact with GREAT are 10-15% more likely to consider visiting, investing and studying in the UK
- Education at the heart of GREAT's offer is a major asset for the UK
 - Those who rate UK highly for culture, education & tourism are 30% more likely to trade/invest.
 - Those who have studied in the UK are 18% more likely to trade/invest



RESULTS FOR THE HE SECTOR

- Face to face and digital activity to promote UK education, led by British Council
- Evaluation methodology allows sector to understand impact of promotional activity





A NEW EDUCATION CAMPAIGN

- The new Education is GREAT campaign is designed to promote the best of UK education overseas so that the UK is the first choice for the brightest and best students in the world.
- Following extensive research, it is clear that UK higher education is renowned around the world for its academic excellence, but this needs to be communicated in a more compelling manner and through digital and social media.
- Our new proposition *Study UK: Discover You* focuses on the experiences, knowledge and confidence that students can gain from UK study, whether in the UK or overseas.
- Focus on four key markets (China, India, US, Malaysia in 2016), secondary markets to follow (2017).
- Campaign budget approx. £4m in 2016-17; £6m+ earmarked for subsequent years.



- A month of qualitative research carried out by The Nursery
- Interviews with students from 21 countries
- Six in-depth focus groups in China, India and US
- Six sets of interviews with influencers, education counsellors and agents

UNDERSTANDING OUR AUDIENCE

- **International students** - are the best advocates for a UK education!
- They are happy and purposeful and want to justify the cost by
 - securing a successful future
 - developing personal skills that enhance their lives
- Standard of UK higher education is felt to be uniquely and consistently high – but this is well-known
- The style of education is also extremely appealing and they feel supported and welcomed



- *Impeccable academic standards*
- *Short, diverse and flexible courses*
- *Rich culture and history*
- *Safe and unthreatening*
- *Globally recognised location*
- *Friends and family in the country*
- *Stunning landscapes*

***But we don't
inspire our
audiences –
either with our
messages, or
with our ways of
marketing***



A NEW COMPELLING PROPOSITION

STUDY UK DISCOVER YOU

The experiences, knowledge and confidence gained by studying UK higher education courses will inspire you to define your own path

A NEW CREATIVE TREATMENT



- Visualises entire student experience in a bright, modern differentiated way
- Covers study, university, and UK experience
- Easily adaptable for social media, video, brand collateral in country
- Universities can create their own and promote
- Students can create their own and share



A NEW CREATIVE TREATMENT





TIMELINE

Begin
planning

In depth
research

Partnership
programme

UK kick off and
social media

Alumni Awards

MOOCS

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Insight and
conversion
model

Creative
development

Debrand
EducationUK

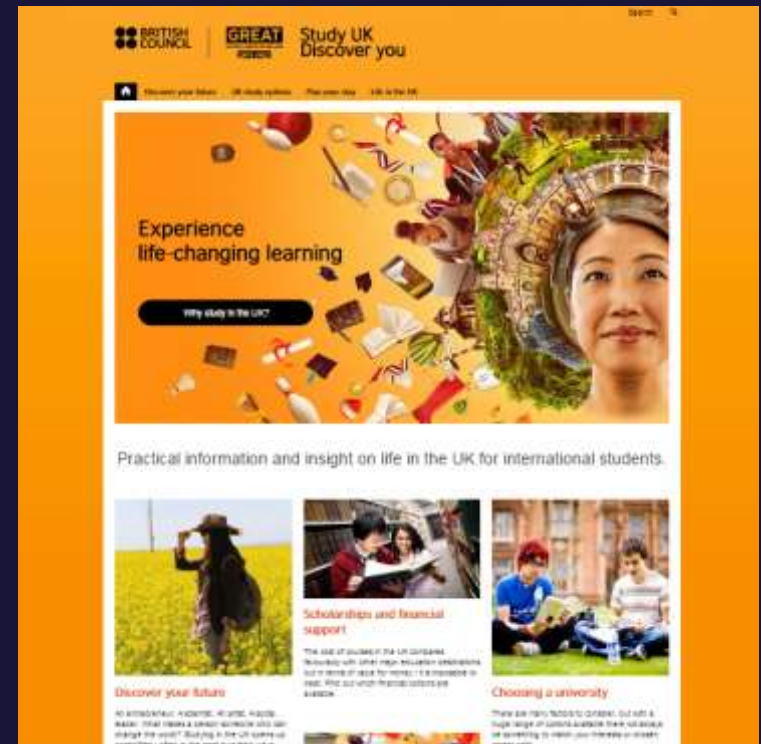
Overseas
launches

Secondary
market rollout



PHASE 1

- Major media buy on Facebook, YouTube, Weibo etc
 - Reached 450m+ international students in China, USA, India and Malaysia with paid advertising
 - 91% accuracy against target market on Facebook (Nielsen)
- New responsive website (decommissioned Education UK)



<https://study-uk.britishcouncil.org/>

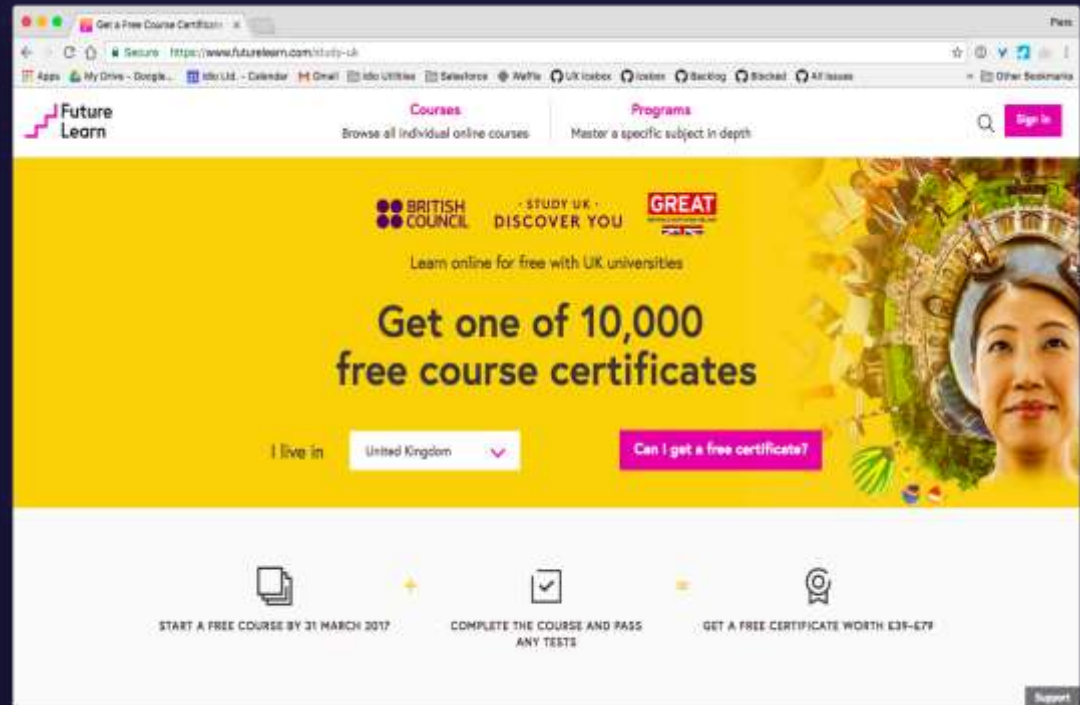
PHASE 2

- 1) Inspiring alumni awards – and videos
- 2) Partnership with Futurelearn – 83 UK HEI MOOC courses
- 3) Partnering with **eligible HEIs** – 50+ already signed up

*eligibility criteria =

a) must be officially recognised ‘registered’ or ‘listed’ provider of higher education. <https://www.gov.uk/check-a-university-is-officially-recognised/overview>

b) must hold tier 4 sponsorship status



PHASE 3

New digital resources for
education counsellors / agents –
MOOCS

Participation at trade events
and study abroad fairs – NAFSA
and EAIE



Working with ELT sector

The British Council is committed to supporting the UK's position as the number one destination for international students to learn English. The industry is worth £2 billion per year to the UK economy and brings over 500,000 students each year to the UK. The British Council is committed to:

- supporting and adding value to the UK's ELT sector, specifically British Council-accredited institutions.
- supporting the UK as the number one destination for international students to study English.
- promoting the UK as a world authority in ELT expertise and enhance collaboration across the sector.



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