



# INTERNATIONAL EDUCATION SERVICES

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Marketing to China's new generation

February 2020

<https://education-services.britishcouncil.org>

# British Council introduction

## Who we are

- Founded in 1934, the British Council is the UK's international organisation for **cultural relations and educational opportunities**. We create friendly knowledge and understanding between the people of the UK and other countries.
- We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society.
- We operate as the Cultural and Education Section of the British Embassy in Beijing, and the Cultural and Education Section of the British Consulate-General in Shanghai, Guangzhou and Chongqing.

# International Education Services

## Our approach

Insights

Advice

Solutions

Implementation

## Our services

### **Consultancy**

Bespoke research, partnership scoping and strategic advice to power internationalisation

### **Marketing**

Creative tailor-made direct and digital marketing to help you reach prospective learners across a wide range of events and media channels

### **Fairs and recruitment events**

Your opportunity to engage with students and partners face to face

### **Professional development**

Services to help UK institutions build their knowledge and expertise to develop international student recruitment, enhance student experience, and secure partnership opportunities

# Marketing to China's new generations

## Takeaways:

- Understanding of the latest generation in China
- Understanding of China's social media landscape

## Hopefully will support to:

- Adapt programmes to best suit groups of Chinese students
- Develop marketing content for the next generation

# Marketing to China's new generations

- I. Who are China's new generations?
- II. How is China's social media developing?
- III. What does this mean for your marketing?

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# Generation Z

<b>Generation Z 1998-2015</b>		
<b>Context</b>	<b>Behaviour</b>	<b>Consumption</b>
Mobility and multiple realities	Undefined ID	Unique
Social networks	Communaholics / Dialoguers	Ethical
Digital natives	Realistic / Sceptical	Unlimited

# Generation Z in China

- ✓ More optimistic
- ✓ Bigger spenders
- ✓ Under the influence
- ✓ Experience driven
- ✓ Desire for uniqueness
- ✓ Pro social





# Generation Z China: Food for thought for ELT providers

1. Higher demands on education institutions but lower expectations on education outcomes
2. Estimated that Gen Zers will work on average for 17 different employers and work until they are 80
3. Estimated 296 million paying users of online education services in China in a market worth approx. 62 Billion USD

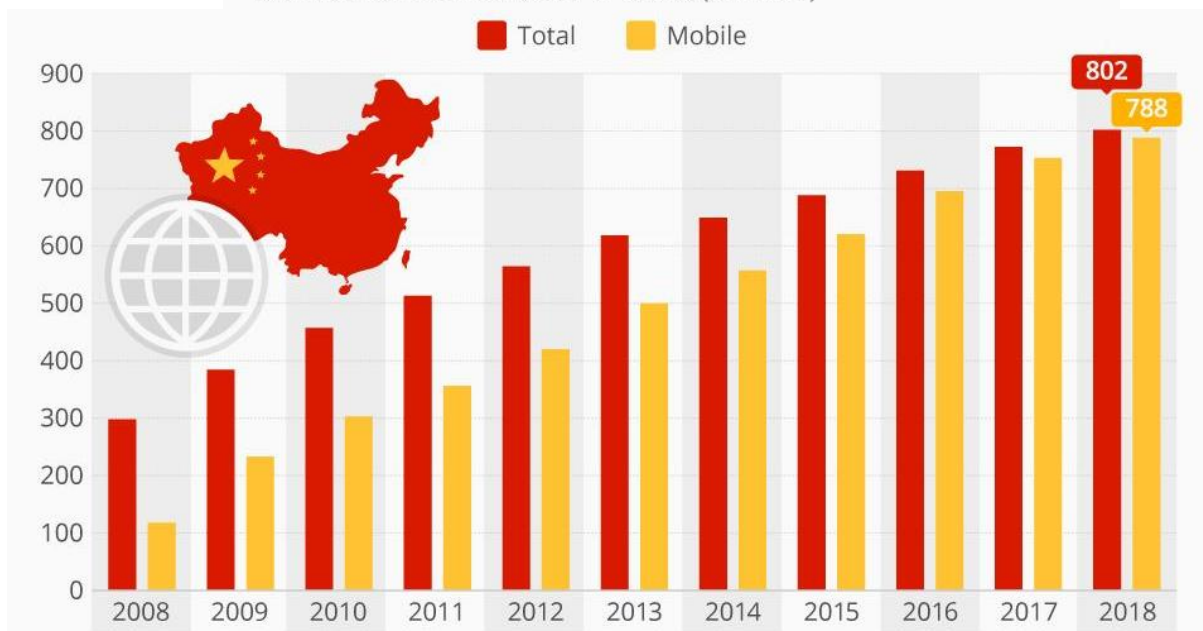
# Marketing to China's new generations

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# Internet usage

## 98% Of Chinese Internet Users Are Mobile

Number of internet users in China (millions)

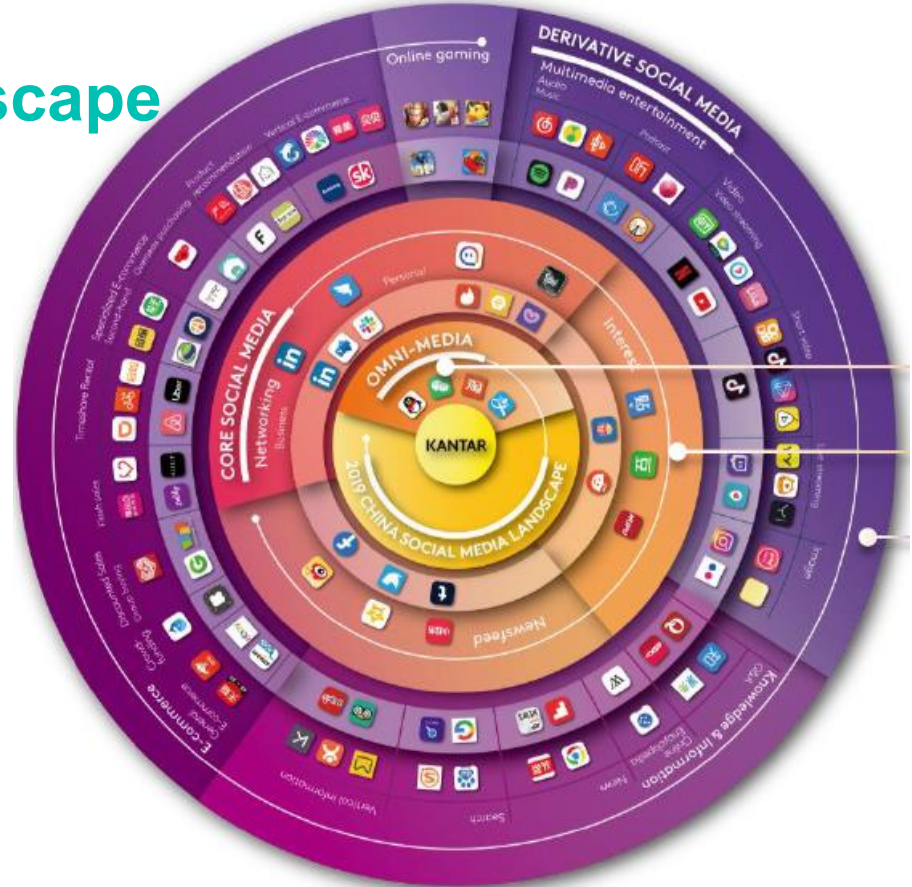


@StatistaCharts Source: CNNIC

Forbes **statista**

# China's social media landscape

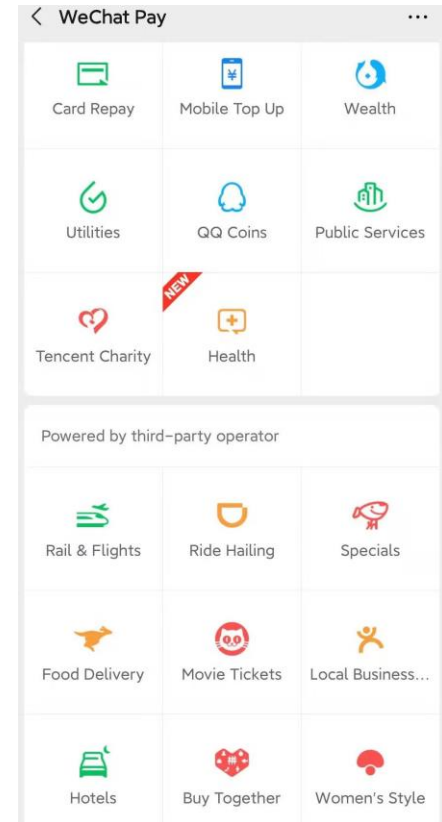
1. Omni-media
2. Core social media
3. Derivative social media



# Omni-media

A complex and matured media platform that consists of various functions, including search, networking, communication, entertaining, gaming, purchasing and the ability to share content within or outside the platform (with user volume >500 million).

In China, WeChat, QQ, Alipay and Taobao are the most representative Omni-media platforms.



## Gen Z on social media

- Protect personal privacy
- Value customised service
- Pay more for what they like
- Under the influence

“Hello, sir. The leather shoes you’ve ordered are now out-of-stock. Would you like me to find you another pair?”

“Can you get me the brown instead...No, black.”

“Mm mm, you bet. Black is easier to pair with other colors.”

**Gen Zers have an average attention span of 8 seconds**

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# Questions to consider for developing courses for Gen Z in China

1. Is this course a product or an experience?
2. Does the course include experiences that are personalized / unique?
3. Do the experiences on the course reflect Gen Z values?



## What's your USP?

"This year, tours that simply include visits to renowned overseas universities and sightseeing spots have lost their market. Instead, programs that provide **real learning experiences have taken over.**"

*Zhang Jie, Director of Overseas Study Tours, CTrip*

**"I had an enriching experience** and I think my English has improved significantly. I took a bus from my homestay family to school every day, and I also cooked food with them. It seems like I'm more independent than I expected."

*Ge Xiaotan, First-year senior high school*

# Questions / challenges to consider for marketing courses for Gen Z in China

- How do you communicate 'a unique experience' to a large number of customers?
- How can you personalize the customer experience – pre/during/post course?
- How can you leverage your current customers to influence future customers?

# Thank you

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