

# STARTER PACK

# FOR AGENTS

STUDY UK  
DISCOVER YOU



INTRODUCTION

This pack is for agents that represent UK institutions and work with prospective international students.

The materials provided in this pack, which should not be modified in any way, will help you to share unique stories about student life in the UK, whilst demonstrating the breadth of what the UK has to offer, ultimately attracting students to choose the UK instead of its competitors.

**This pack contains:**

- ♦ an overview of the Study UK campaign
- ♦ a brief explanation about the Study UK brand
- ♦ a description of the assets available and how to access them
- ♦ advice about where to go to for support and further guidance.

STUDY UK: DISCOVER YOU CAMPAIGN

The British Council is working in partnership with the GREAT Britain campaign on Study UK: Discover You. This is a new campaign to promote the benefits of a UK education to international students. Study UK: Discover You replaces the Education UK brand, which is being phased out in a planned transition across all countries.

The Study UK: Discover You campaign aims to promote UK higher education, attract the brightest and best students to choose the UK and support universities in their international objectives.

STUDY UK BRAND: CAMPAIGN PROPOSITION

The campaign is based on research into what international students most value about a UK education. They told us that as well as world-class qualifications, a UK education offers them support in a nurturing environment, progressive teaching and inspirational experiences that broaden their horizons and help them reach their potential.

From that research, the campaign proposition (a brief statement outlining the benefits) was developed:

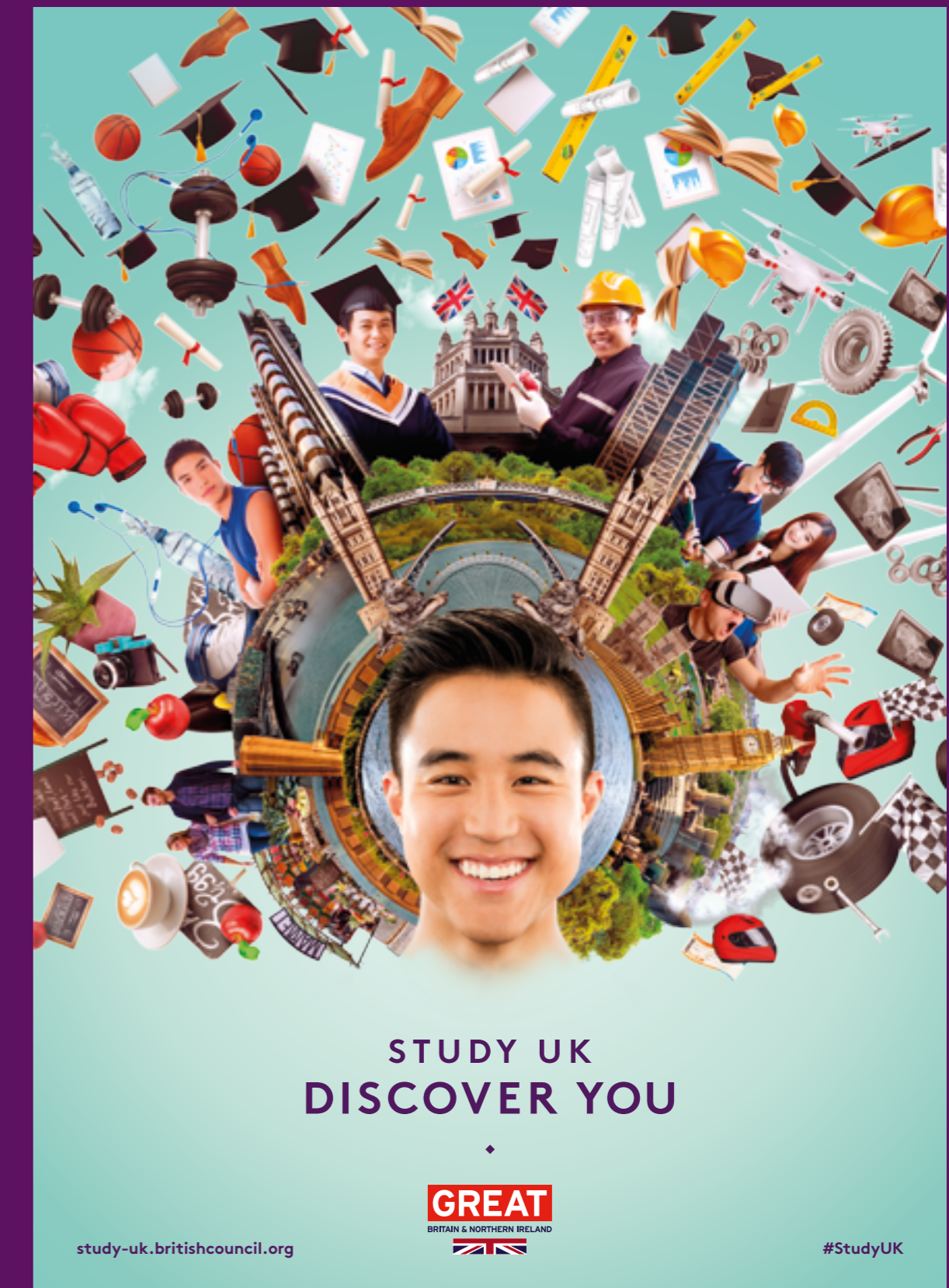
*‘The experiences, knowledge and confidence gained by studying in the UK will inspire you to take your own path.’*

From print to online, Study UK has a distinct look and feel.

Each master image background depicts a different student recalling their experience of studying in the UK.

The backgrounds contain the following:

- ◆ the student at the centre of the image
- ◆ the university, city and local area
- ◆ the wider student experience
- ◆ objects and artefacts.



## HOW YOU CAN GET INVOLVED

### Use the Study UK print-ready assets

We have created print-ready artwork that should not be edited or modified in any way. Please use them for any activity aimed at potential students.

- ♦ Pull-up banners
- ♦ Posters (These come in two different sizes – A4 and A3 in portrait)

Download the assets [here](#)



PULL UP BANNERS



POSTER TEMPLATE

# HOW YOU CAN GET INVOLVED

## Share our content

We have a lot of content that you can use in promotional activities.

## Alumni films

The Study UK alumni film series highlights all the aspects of the UK higher education system that make it world renowned: its impeccable academic standards, its progressive and supportive teaching, its internationally recognised qualifications and its positive impact on graduate employability. You can find these on our [Study UK YouTube](#) channel.

## Social media channels

Connect with us to keep up to speed with the latest news and content to help you promote Study UK: Discover You.



• STUDY UK •  
DISCOVER  
YOU

### SOCIAL MEDIA ASSETS AND CHANNELS

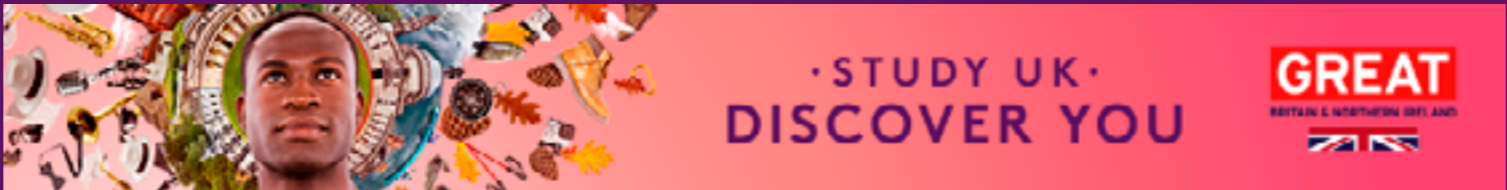
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### VIDEO ADVERTISING



### ALUMNI FILMS



### ANIMATED AD BANNERS



### POWERPOINT SCREENS

### Take part in our MOOC

As part of the Study UK: Discover You campaign, we are launching our first ever free **massive open online course (MOOC) aimed at agents**.

This is to help and support you with your promotional activities.

This is an excellent opportunity for you to join an online community, interact with other agents and share expertise while learning new things.

You will come away with information to help you when communicating with students about how modern, diverse and culturally rich the UK is.

From information about the UK education system to hearing from students first-hand, you can learn online at your own pace.

### Be listed as a trained agent

The British Council has been successfully offering access to the highly respected British Council Agents Certificate since 2006.

The benefits of the British Council Agents Certificate include:

- ♦ access to and recognition of ongoing professional development with the British Council
- ♦ a qualification that is acknowledged among UK education institutions
- ♦ the opportunity to achieve advanced agent status and be placed on the public **British Council Trained Agent List**
- ♦ increased international recognition

Find out how to **apply** for training.

# STUDY UK DISCOVER YOU



If you are interested in taking part  
in British Council training, please contact:  
[agent.enquiries@britishcouncil.org](mailto:agent.enquiries@britishcouncil.org)

Please send any enquiries around the assets  
in this pack to: [GREATbrand@britishcouncil.org](mailto:GREATbrand@britishcouncil.org)