THE Talk Global Study Fair

CONTENT & LEAD GENERATION

Media Plan Proposal



RECAP OF THE BRIEF

The Talk Global Study Fair will be help in early 2025 in Ho Chi Minh City and Hanoi, Vietnam.

CLIENT EXPECTATION

The role of digital marketing is to **ensure awareness and conversion** through an effective content and perfomance strategy to ensure the following KPI:

HANOI — **Registration Goal: 2000**
50% from Meta/ TikTok/ Google Ads

HCMC — **Registration Goal: 2500**
50% from Meta/ TikTok/ Google Ads









JOBS TO BE DONE

Talk Global Study Fair would like to create an effective campaign for **The Talk Global Study Fair** that:



Appeals to **both parents and students** who are keen on pursuing education abroad.



Presenting the fair as **the one-stop destination** for all the information about studies abroad.

KEY TACTICS TO ACHIEVE GOALS



Insight Mining
to understand
the best messaging
for audience



Content & Creative
Strategy



Effective
Performance
Media Strategy

INSIGHTS

Current trends of Studying Abroad in Vietnam



OVERVIEW

There is a constant **high demand** for studying abroad in Vietnam:

- Vietnam has the most study abroad students in Southeast Asia, and **ranked 9th in the world** for outbound tertiary student mobility.

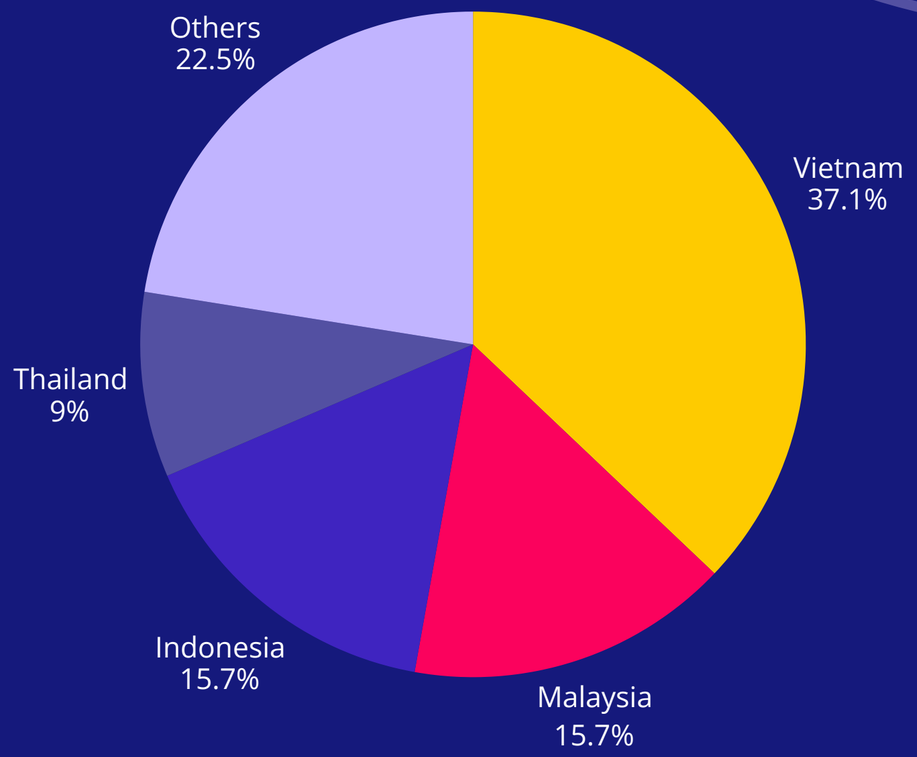
  (Source: Acumen's Key Trends South East Asia Report, 2024;
  Market Report Vietnam – The Vietnamese Study Abroad Market, educationfair.net, 2024)

- As of September 2024, there are **more than 230,000 Vietnamese** studying abroad globally.

  (Source: thanhnien.vn, 2024)

- **Nearly 1,400 Vietnamese students** went study abroad within 9 months of 2024.

  (Source: Department of International Cooperation, Vietnam Ministry of Education and Training, 2024)



Outbound Higher Education Student Flows From Southeast Asia By Source Country
UNESCO global student flows 2021/22, accessed Oct 2023

REASONS & MOTIVATIONS

There are **many key drivers** for such high demands in study abroad in Vietnam:



DEMOGRAPHIC

25% of Vietnam population is from **16 to 30**, **who would seek good education**. This fuels the demand for both international and transnational education.

(Source: Report on Vietnamese Youth 2015-2018, MOHA & UNFPA, 2020)



ECONOMIC & INCOME GROWTH

Over the past 30 years, Vietnam's economy has grown at an average of 6.8% per year, which led to a **rising middle class with the financial capacity** to pursue better education.

(Source: Southeast Asia's Pursuit of the Emerging Market's Growth Crown, Bain & Co, 2022)



CONSTRAINTS IN LOCAL EDUCATION SYSTEMS

Vietnam's Education Systems face face both **capacity and quality constraints,** like chronic shortage of teachers & enrollment seats, exam pressure, controversial textbook changes, impractical study programme...

(Source: vietnamnet.vn, 2023)



CULTURAL & FINANCIAL MOTIVATIONS

According to research, many Vietnamese families view studying abroad as a chance for **Better education** (31%), **Status symbol** (23.9%), **Personal development** (23.3%) and **Immigration** (21.8%)

(Source: FindingSchool's Vietnam Market Insight, 2024)

EXPECTATIONS & PRIORITIES

Parents' priorities when choosing a study abroad program:
Economics & **Safety**

- Financial aid
- Safe environments
- Curriculum

Students' priorities when choosing a study abroad program:
Academic excellence & **Living environment**

- Course material
- Tuition and fee waivers
- Personal growth
- Campus facilities
- Career Prospects
- Immigration chance

(Source: FindingSchool Survey, 2024; IDP Survey, 2024; Factors influencing Vietnamese Students' decision to study in South Korea, University of Danang, 2024)

EXPECTATIONS & PRIORITIES

It’s also important to be aware of **regional differences** in Vietnam regarding what families prioritize in study abroad

Northern Vietnamese parents & students

- School Ranking
- Test Scores
- Number of Graduates

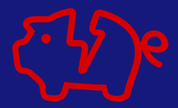
Southern Vietnamese parents & students

- School Location (Safety)
- Financial Aid / Scholarship packages

(Source: International Trade Administration, U.S. Department of Commerce, 2024)

CONCERNS & CHALLENGES

Key barriers may deter Vietnamese families from pursuing study abroad



Financial Overrun

Vietnamese families without proper budget preparation might face **huge financial pressure** from high tuition fees, increasing living expenses due to economic recession, part-time job searching difficulties…



Complicated Application

Complicated application process, high competition and low acceptance rate, tighten immigration & visa policy from developed countries like Australia, Canada, UK,…make study abroad a daunting experience for both parents and students.



Culture Shock

Language barrier, lack of social skills & cultural understanding, lack of support network, homesickness and isolation…., in order word, **Culture Shock**, can become critical challenges for study abroad students and their academic pursuits.

(Source: FindingSchool Survey, 2024; IDP Survey, 2024; tuoitre.vn, 2024)

FINANCIAL CAPABILITY

Vietnam spends around **USD 3 ~ 4 billion** annually sending students abroad to study.

(Source: BMI Market Report Vietnam)

- 90% of outbound students from Vietnam are **self-funded**.

  (Source: BMI Market Report Vietnam)

- Spending on education accounts for **47% of total household expenditure**.

  (Source: HSBC Report, 2018)

- The majority of parents are willing to spend around **43,000 ~ 130,000 USD** on studying abroad.

  (Source: FindingSchool Survey, 2024)

- Tuition fees at domestic international schools can be up to **34,700 USD/year**, while the quality is not adequate. That led to increased rate of students choose to study abroad from high school level.

  (Source: IDP Survey, 2022)

Estimated Annual spending of Vietnamese families on study abroad in some countries and territories 2024

(Source: IDP, 2024)

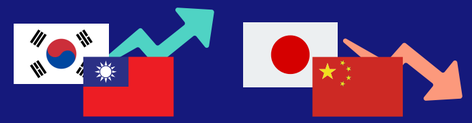
Destination	Duration	Estimated Tuition Cost (Bachelor level)
Australia	3 - 4 years	**25,000 ~ 52,000 AUD/year** (420mil ~ 875mil VND/year)
UK	3 - 5 years	**11,000 ~ 25,000 GBP/year** (360mil ~ 821mil VND/year)
Canada	3 - 4 years	**17,000 ~ 38,000 CAD/year** (310mil ~ 690mil VND/year)
US	4 years	**12,000 ~ 50,000 USD/year** (304mil ~ 1.2bil VND/year)
Ireland	4 years	**9,750 ~ 54,135 EUR/year** (265mil ~ 1,4bil VND/year)
New Zealand	4 years	**20,000 ~ 28,000 NZD/year** (304mil ~ 425mil VND/year)
Singapore	4 years	**Public universities: 6,000 SGD ~ 17,000 SGD/year** (114mil ~ 324miil VND/year) **Private universities: 10,500 SGD ~ 22,000 SGD/year** (200mil ~ 420mil VND/year)
Japan	4 years	**National and public universities: 540,000 JPY/year** (90mil VND/year) **Private universities: 700,000 ~ 875,000 JPY/year** (115mil ~ 144mil/year)
Korea	4 years	**20,000 – 25,000 USD/year** (508mil ~ 635mil VND/year)
China	4 years	**2,000 – 4,000 USD/year** (50mil ~ 100mil VND/year)

DESTINATIONS

Asia: There’s a shift in choice

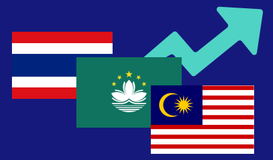
- Demand for **Korea and Taiwan increase**, while those for Japan and China decrease.

  (Source: thanhnien.vn, 2024)



- Interest increases for **Thailand, Macau (CN), Malaysia**.

  (Source: dantri.com.vn, 2024)



English-speaking countries: Demand remains high

- **Australia, US, Canada & New Zealand** successively are Vietnamese students’ top choices.

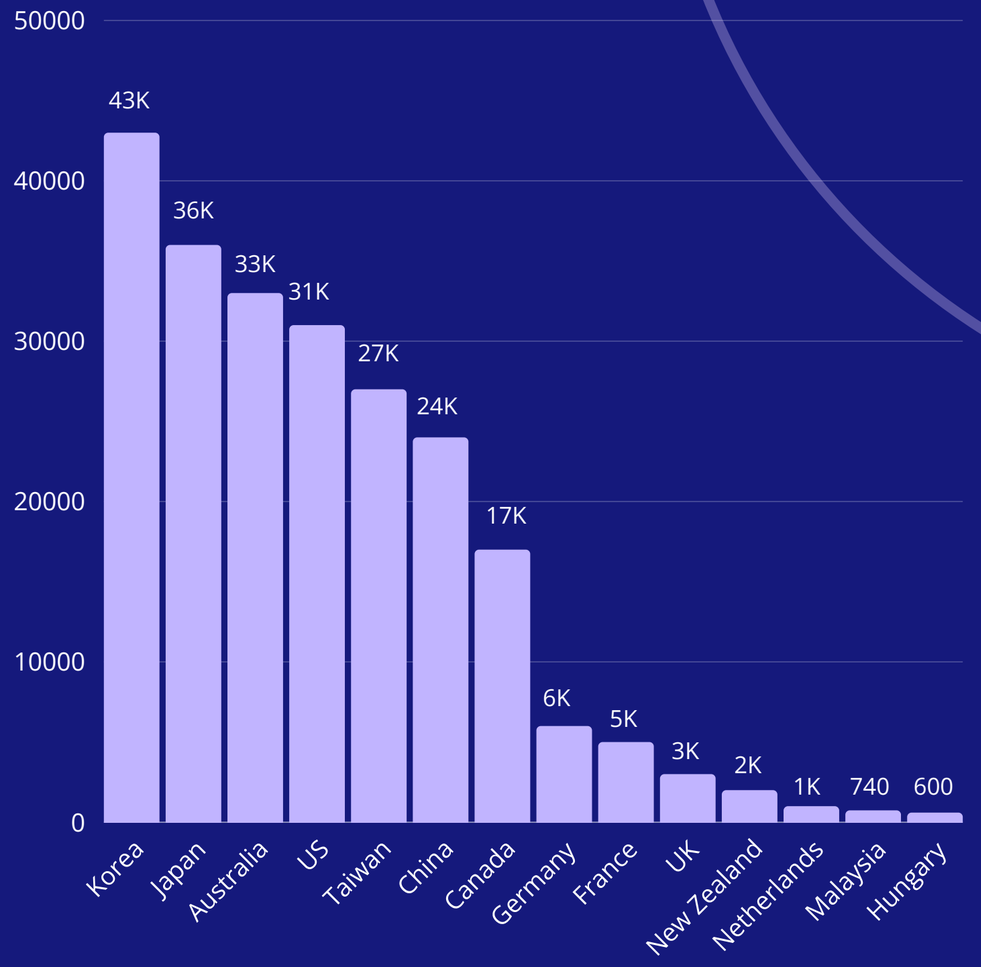
  (Source: idp.com, 2024)



- Interest for **UK** decreases, while those for **The Netherlands**, **Germany and France** increases.

  (Source: HESA UK, dantri.com.vn, 2024)





Number of Vietnamese students studying in some countries and territories in 2023

HESA UK report, 2024

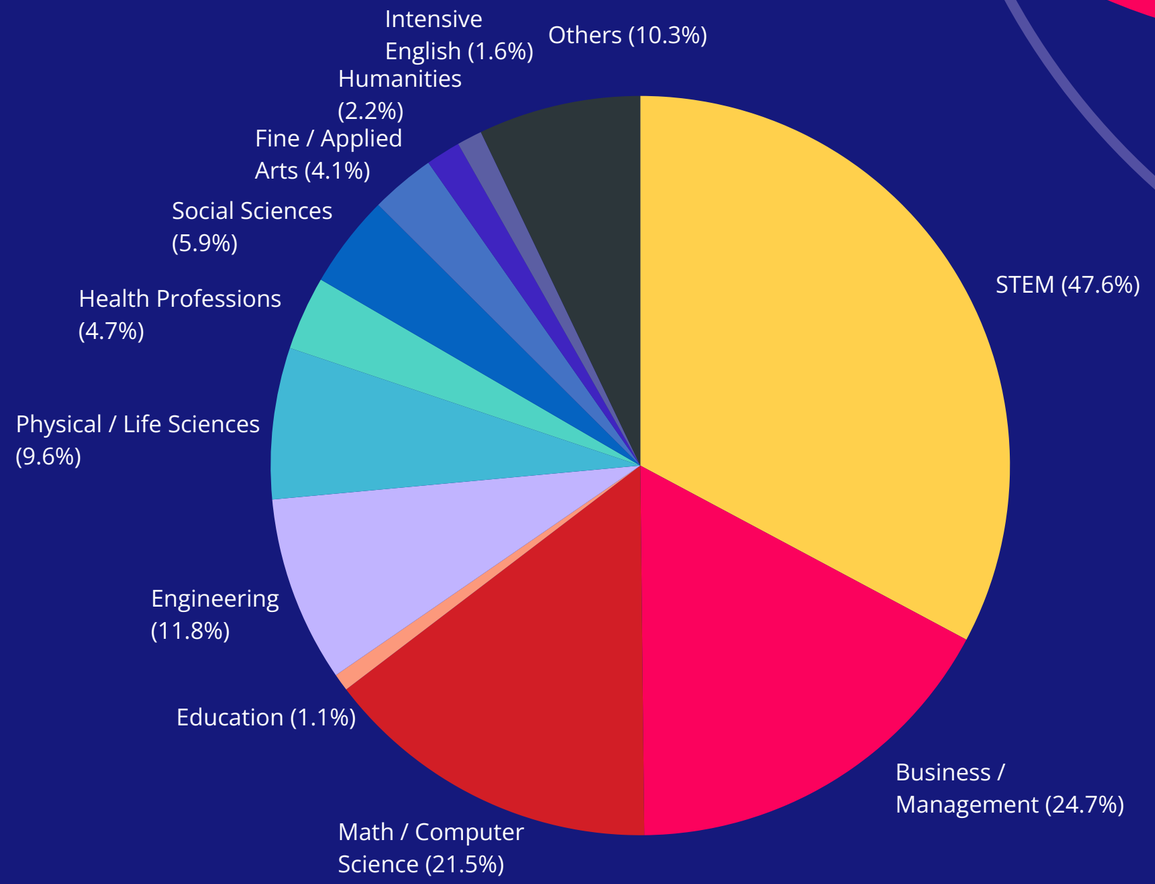
FIELDS OF STUDY

Top fields of study that Vietnamese looks for study abroad: **STEM**, **Business studies**, **Health-related studies** and **Tourism**.

(Source: Market snapshot: A guide to international student recruitment in Vietnam, ICEF, 2024)

- **Four-year University / Graduate Degree** remains top choice
- Interest in **High Schools/Boarding Schools** & **Online Programs** increases

(Source: International Trade Administration, U.S. Department of Commerce, 2024; BMI Market Report Vietnam)



Vietnamese students in the U.S. by field of study 2022 - 2023
International Trade Administration, U.S. Department of Commerce, 2024

NEW TRENDS

NEW INTEREST

With the rise of A.I and Big Tech layoffs, beside “hot fields” like Business or STEM, there’s now an increasing interest in **Niched fields** & **Vocational education,** like Culinary studies, Bartending, Beauty & Cosmetics, Marketing, Public relations, Education, Social sciences, Languages, Film, Media, Communications, Psychology, Art and Design...

- Vocational training in countries like Australia, New Zealand, Canada...**only takes 1-2 years** and tuition fees are **more affordable**.
- Vocational certificates **increase job opportunities** which can’t be easily replaced by A.I and automation.

(Source: Hotcourses Vietnam, 2024)

NEW DESTINATION

Traditionally, Vietnamese prioritize education opportunities in prestige English-speaking destinations like Australia, US, Canada... But with the post-pandemic economic difficulty and unstable world conflicts, students now **open for new destinations** like:

- Intra-Asian countries with proved **academic excellence, proximity and affordability advantages, employment opportunities** like Japan, Korea, Taiwan, Singapore, Thailand, Malaysia...
- Non-English speaking countries with **available English courses**, **more scholarships**, **affordable tuition fees** & **employment opportunities** like Germany, The Netherlands, France, Hungary...

(Source: Acumen's Key Trends South East Asia Report, 2024; dantri.com.vn, 2024)

USER BEHAVIORS

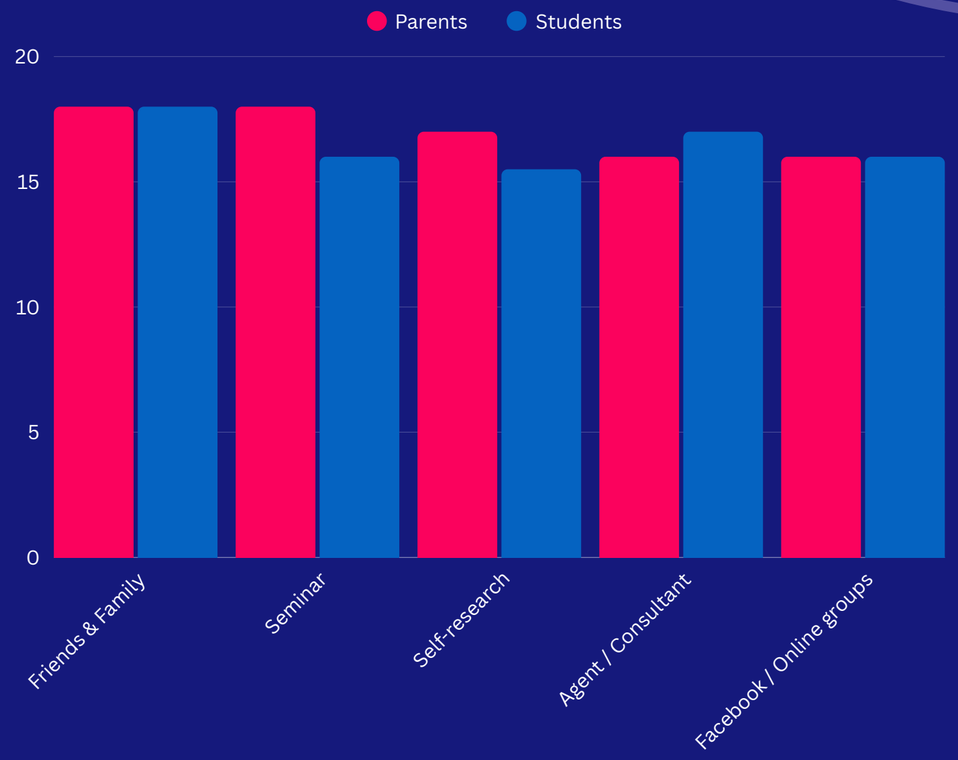
INFORMATION CHANNELS

- For study abroad information, both parents and students rely heavily on: **Friends & Family recommendation**, **Seminar**, **Self-research** (through online sources like search engines, institutional websites, social channels) and **Agent / Consultants**.

  (Source: FindingSchool Survey, 2024)

- 92% of students said that **Face-to-Face Interaction with University Representatives and Agents** is very important.

  (Source: Market snapshot: A guide to international student recruitment in Vietnam, ICEF, 2024)



Parents vs. Students Preferred channels
FindingSchool Survey, 2024

USER BEHAVIORS

SOCIAL MEDIA PREFERENCES

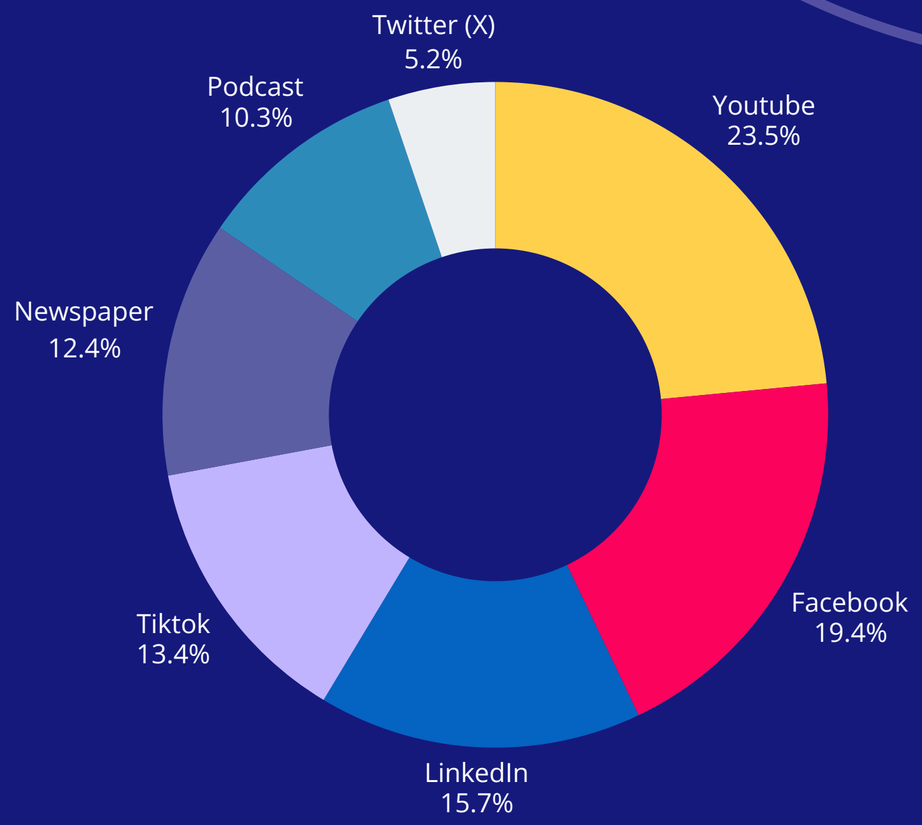
- **YouTube** and **Facebook** are the top social media channels, with Instagram, LinkedIn and TikTok also being popular.

  (Source: FindingSchool Survey, 2024)

- **LinkedIn** is the most popular platform that students use to search for job opportunities. Users receive job advertisements and get alerts on free training programs.

- **Google** takes the top position for search engines, followed by Coc Coc, a local alternative. Vietnamese parents and students often rely on official institutions' websites for study abroad information.

  (Source: International Trade Administration, U.S. Department of Commerce, 2024)



Most preferred social media channels
FindingSchool Survey, 2024

CONTENT & CREATIVE STRATEGY



KEY NOTES FOR DIGITAL MKT CAMPAIGN

Based on Insights of Study Abroad Market in Vietnam,
We suggest some key notes to enhance **The Talk Global Study Fair**'s digital marketing campaign:



CONTENT STRATEGY



CREATIVE VISUALS



PLATFORMS

KEY NOTES FOR DIGITAL MKT CAMPAIGN



CONTENT STRATEGY

BRANDING-FOCUS

- Establish the **The Talk Global Study Fair** as a trusted, professional, and comprehensive event for studying abroad.

Large Scale:

Large school presences from multiple countries and continents

Wide range of fields from niche specialized programs to popular degrees

Exclusive Access:

Exclusive interact with top Universities and Programs

Exclusive Scholarships, Discount, Funding Opportunities

USER-FOCUS

- Cater to parents & students' needs and expectations

Financial values:

How the fair can answer their concerns about Financial Planning: tuition fee, living expenses, chances for scholarship or aids

Educational values:

How the fair can introduce diverse study options (fields of study, prestige schools) for personal growth journeys and career prospects

Process values:

How the fair help streamline the application process with direct meeting & consulting, workshops & seminars, support services...

ACTIVITY-FOCUS

- Focus on registration call and showcase key activities

Pre-Fair Activities:

Teaser, Announcement, Count-down... that focus on registration drives

During the Fair Activities:

Live-update, School presentation, Workshop interaction...

Post-Fair Activities:

Recap, follow-up, experience feedback

KEY NOTES FOR DIGITAL MKT CAMPAIGN

CREATIVE VISUAL

- The visuals should align with the existing brand image to reinforce brand recognition and maintain a professional appearance.
- When targeting different audiences on different platforms (i.e parents and students), visuals should be customized separately

For Parents:

Design targeting Asian parents should be clean, professional, and reputable to inspire feelings of safety, quality, and trust.

For Students:

Students (who under 18, born after 2007) are Gen Z and Gen Alpha. To appeal these group, visual needs to be vibrant and energetic, evoking excitement and aspirations.







KEY NOTES FOR DIGITAL MKT CAMPAIGN

PLATFORMS

- Focus on popular platforms to catch both parents & students' attention:



Facebook, Instagram



Youtube



LinkedIn

- Consider utilizing Gen Z-based platforms to reach to students and cooperate with influencers / KOLs to get more viral and engagements:



Tiktok



Threads

- Consider utilizing email marketing and push sms (like Zalo Notification Service) to take advantage of available customer database



Email marketing

Zalo ZNS Zalo Push Notification

- Consider utilizing OOH banner, poster, leaflet,...within high school / campus ground, and online ad banner like Google GDN on education site / e-newspaper to maximize awareness



OOH Ads



Poster, Leaflet

Google GDN

EXAMPLES OF CREATIVE CONTENT

BRANDING-FOCUS

ANGLE Establish **The Talk Global Study Fair** as the **one-stop event** for global studies abroad's information.

- Supported by international institutions and organizations
- Multiple countries available
- Multiple prestige schools available
- Multiple education levels and fields of study available
- Exclusive chance for scholarship hunt, financial ads, free supported services...











Examples from competitors

EXAMPLES OF CREATIVE CONTENT

USER-FOCUS

ANGLE Establish **The Talk Global Study Fair** as the **one-stop event** for personalized guidance and consultations

- 1:1 Direct consulting on courses, career prospects, immigration chance with school representatives
- Consult on living environment, cultural exposure, language skills....
- Consult on scholarships and financial aids
- Consult on easy application and visa process









Examples from competitors

EXAMPLES OF CREATIVE CONTENT

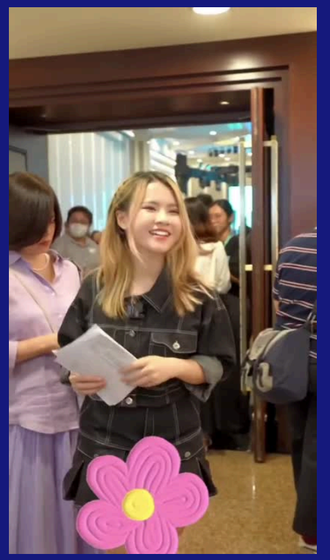
ACTIVITIES-FOCUS

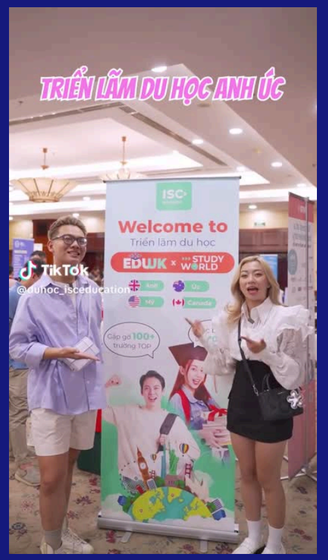
ANGLE Establish **The Talk Global Study Fair** as the **one-stop event** for transformative and valuable experience

- **Utilize video format** through owned media or collab with Influencers / KOLs to boost event awareness and attendance
- Record of real-time immersive experience with engaging activities and workshops
- Long format for **Youtube**, short format for **Meta's Reels**, **Tiktok**
- Content can be pushed before, during and after event









Examples from competitors

MEDIA PLAN

MARKETING & REMARKETING CAMPAIGNS



MEDIA RECRUITMENT APPROACH



Drive consideration through **Key messages**



Target through **Demographic** and **Interest-relevance**

Target:

- **Prospective students** (Bachelor: 18 to 22, Master: 22 to 26)
- **Parents** (with kids in high school preparing for Bachelor)

(*) NOTE: media ads cannot target under 18 years of age

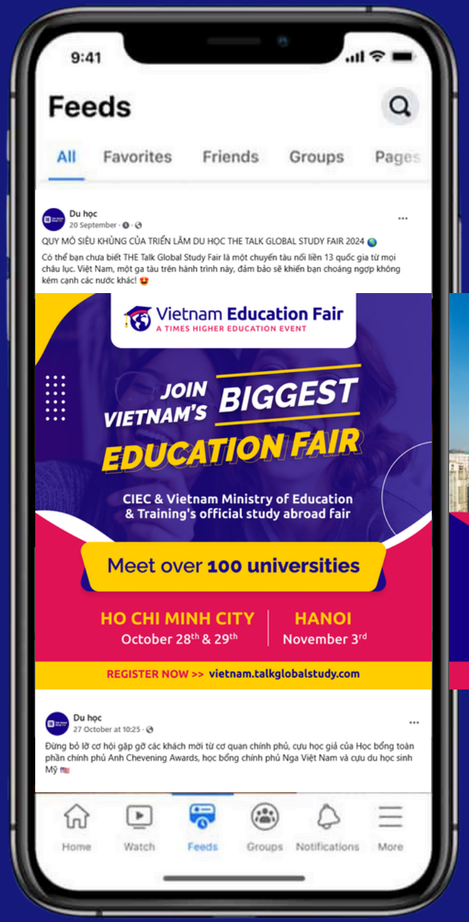


Use a mix of **high performing assets (paid ads)** and other digital assets to consider (Owned content, TikTok & Influencers)

AD CREATIVES NEEDED

- **1 image** ad static x 2 events
- **1 video** ad x 2 events
- **5 text content** for HCMC event
- **5 text content** for Hanoi event

We will provide the above included in media budget







Demo Ads Display

MEDIA STRATEGY

Step 1 → **Step 2** → **REGISTRATION** → **Step 3**

Creative Ads

- 1 image ad static
- 1 video ad
- 5 text content for HCMC event
- 5 text content for Hanoi event

Targeting

- **Devices**
- **Demographic** (wealthier prospects in higher income areas)
- **Interest groups** (those who has shown interest in or engaged with US, UK, International study or travel abroad, etc.)

Remarketing

We will remarket to those that have signed up will remarket registrations & conversion

BUDGET AND EXPECTED RESULTS

CLIENT KPI

HANOI

Registration Goal: 2000

50% from Meta/ TikTok/ Google Ads

HCMC

Registration Goal: 2500

50% from Meta/ TikTok/ Google Ads

30% turn out/attendance expected

DIGITAL KPI

HANOI

Total Registrations: 1000

HCMC

Total Registrations: 1250

BUDGET

HANOI

8500 USD

HCMC

13000 USD

RESULTS TO EXPECT



REGISTRATION

2250

(AS PER KPI)



VIEWS

700.000



ENGAGEMENT

20.000

OTHER ASPECTS TO CONSIDER

Landing Page Optimization

We can provide UX/UI and content consultation together for better results.
We see the current page has multiple steps before leading to registration.

Tiktok influencers content

We can connect with Tiktok Influencers / KOLs to raise awareness, boost engagement and call for registration.

Database marketing & Emailers

We can setup Email Marketing and make use of existing database.

Always-on Content on Facebook, Instagram

We recommend to create more pointed creative and boost content from December until event date.

THANK YOU