

## Fair Report

*This report serves as a summary and evaluation of an Education New Zealand PACE 2008 Marketing Event. Written initially as a confidential document between ENZ, NZTE and participating institutions, this report will also be available for industry access at the Market Information section of [www.educationnz.org.nz](http://www.educationnz.org.nz) approximately 6 months after the event date.*

---

|               |                             |
|---------------|-----------------------------|
| Name of Event | New Zealand Education Fairs |
| Country Name  | India                       |
| Event Date    | 13 – 20 April 2008          |

---

## Table of Contents

|     |                                      |    |
|-----|--------------------------------------|----|
| 1.  | Executive Summary                    | 3  |
| 2.  | Event Details                        | 4  |
| 2.1 | Promotional Activities               | 4  |
| 2.2 | Participants/NZ Representatives      | 7  |
| 2.3 | Presentations and Speeches           | 7  |
| 2.4 | Seminar Schedule                     | 7  |
| 2.5 | Agent Session                        | 8  |
| 2.6 | Giveaway items                       | 8  |
| 2.7 | Attendance                           | 8  |
| 2.8 | Further information                  | 8  |
| 3.  | Summary of Participants' Evaluations | 9  |
| 4.  | Recommendations for Future Events    | 12 |

## 1. Executive Summary

- The first round of fairs for 2008 was successfully organised in Mumbai on 13 April, Cochin on 16 April and New Delhi on 20 April.
- The 3 fairs attracted a total of 1025 visitors
- The overall response at the fairs was good, the turn out was slightly lower than last year in Cochin & New Delhi but enough to keep all participants busy. However, the response at the Mumbai fair was very disappointing.
- Agents had some concerns about the print advert creative.
- The outdoor campaign in Cochin was very well received.
- The DHL consignment arrived in all the cities in time, no issues on that front.
- The press coverage was managed by a new PR agency - Perfect Relations, response in Delhi and Cochin was fine, however Mumbai suffered on that front as well.
- Other events held around the fairs included a couple of cocktails hosted by some of the NZIER members.

## 2. Event Details

### 2.1 Promotional Activities

The promotional campaign included newspaper adverts, yahoo! internet campaign, café coffee day campaign and billboards, all these were sourced locally.

#### Print Advertisements:

##### **Objective:**

- To drive in maximum numbers to the education fairs in New Delhi, Mumbai & Cochin.
- To promote New Zealand as a preferred destination for not just higher studies but also for career opportunities.

##### **Target Group:**

A comprehensive media campaign was developed keeping the above objective in mind. The fairs were promoted through three to four inserts in the popular newspapers in each of the cities.

For greater impact in terms of registration, we explored the city supplements in Delhi & Mumbai this time which helped us increase the number of inserts.

| Publication                             | Date     | Advert Size | Colour |
|---|----------|-------------|--------|
| <b>Mumbai:</b>                          |          |             |        |
| Education Times                         | 7 April  | 180 sq.cm   | Colour |
| Bombay Times                            | 11 April | 180 sq.cm   | Colour |
| Bombay Times                            | 12 April | 180 sq.cm   | Colour |
| Mid-Day                                 | 12 April | 180 sq.cm   | Colour |
|   |          |             |        |
| <b>Cochin:</b>                          |          |             |        |
| Malayala Manorama                       | 14 April | 183 sq.cm   | Colour |
| Malayala Manorama                       | 15 April | 183 sq.cm   | Colour |
| Education Plus (Kerala & Tamil Nadu)    | 14 April | 180 sq.cm   | Colour |
| New India Express (Coimbatore & Cochin) | 12 April | 180 sq.cm   | Colour |
|   |          |             |        |
| <b>New Delhi:</b>                       |          |             |        |
| Education Times                         | 14 April | 180 sq.cm   | Colour |
| Delhi Times                             | 19 April | 180 sq.cm   | Colour |
| HT City                                 | 17 April | 180 sq.cm   | Colour |
| HT City                                 | 18 April | 180 sq.cm   | Colour |
| HT Horizon                              | 16 April | 180 sq.cm   | Colour |
| Mid Day                                 | 18 April | 180 sq.cm   | Colour |
|   |          |             |        |

**Campaign Feedback & Results:** The newspaper adverts did not generate much awareness in Mumbai. The NZIER members felt that the ad design was not attractive enough, also the number of insertions were not very high so might have got lost in clutter in the advertising space.

### **Radio Campaign:**

Radio spots were done in two radio stations in New Delhi. The activity ran three days prior to the fair. These ads added to the promotional campaign in the city.

Radio spots were not used in Mumbai as the number of radio stations has increased, which has led to decrease in the effectiveness of the advertisements, however the NZIER members felt that it is still a useful medium. Therefore, radio ads will be included in Mumbai for the next fairs, however they will have to be for multiple stations. Cochin agents have never advised us on radio spots, therefore it has never been included in the campaign.

The radio stations used for the New Delhi advertising were HIT 95 FM and FEVER 104 FM.

### **Outdoor Activity - Cochin:**

Outdoor campaign through billboards was undertaken in Cochin. The creatives for the same were organised by NZTE and the task was executed by Jubeerich Consultancy. The break up for the outdoor signage's was:

|     |              |
|-----|--------------|
| 12  | Billboards   |
| 35  | Signboards   |
| 15  | Arch         |
| 100 | Flex Banners |

### **PR Activity:**

A new PR agency – Perfect Relations, was appointed PR exercise for the education fair in three cities – Mumbai, Cochin & New Delhi.

#### Objective

To generate more footfalls to the fair in each city

To establish New Zealand as a prime destination to study and work

#### During fair:

One-on-one interviews were organised with the some of the New Zealand fair attendees and the key spokesperson in Delhi & Cochin to highlight courses offered by New Zealand institutions. Interviews with the spokesperson highlighted various benefits of studying in New Zealand, tuition costs, living costs, scholarships, etc that are essential to know before making a decision.

Along with this the spokesperson also highlighted the growing demand of skilled manpower in various areas and therefore ample job opportunities which were available in the country.

**Comments:** The pre-event press release was not disseminated very well, also did not generate much media or student interest especially for the Mumbai fair. There were no press interactions arranged for the Mumbai fair, Cochin had a press conference which was attended by 18 local media personnel. New Delhi fair had couple of press interactions as well. Overall work done by Perfect Relations was not very impressive.

### **Yahoo India Campaign:**

Internet advertising was repeated after the successful run during the September fairs. Pop-up, clickable banners were displayed on Yahoo Mail! and Yahoo Messenger!. This campaign ran

for three weeks and was undertaken on a regional split basis with concentration on Mumbai, New Delhi and Kerala. Certain demographics were identified for the campaign, e.g. Age, city of origin, etc.

| <b>Campaign start date:</b>                 | <b>1-Apr-08</b>  | <b>Campaign end date:</b> |                   | <b>20-Apr-08</b> |                              |
|---|------------------|---------------------------|-------------------|------------------|------------------------------|
| <b>Property</b>                             | <b>Position</b>  | <b>Size</b>               | <b>Start date</b> | <b>End date</b>  | <b>Suggested Impressions</b> |
| <b>Y! India Homepage Property</b>           |                  |                           |                   |                  |                              |
| Home Page (1 Week Activity)                 | Standard         | 350x200                   | 1-Apr-08          | 10-Apr-08        | 2,200,000                    |
|   |                  |                           |                   |                  |                              |
| <b>Y ! India 'Communication' Properties</b> |                  |                           |                   |                  |                              |
| Mail  | Large Rectangle  | 300x250                   | 1-Apr-08          | 19-Apr-08        | 1,500,000                    |
| Mail  | North – Rollover | 728x400                   | 1-Apr-08          | 19-Apr-08        | 3,500,000                    |
| Mail  | Monster          | 425x600                   | 1-Apr-08          | 19-Apr-08        | 1,100,000                    |
| Messenger                                   | Large Rectangle  | 300x250                   | 1-Apr-08          | 19-Apr-08        | 1,000,000                    |
|   |                  |                           |                   |                  |                              |
| <b>Total Impressions</b>                    |                  |                           |                   |                  | <b>9,300,000</b>             |

***Campaign Feedback & Result:***

The student database collected during registration was very encouraging in terms of the campaign effectiveness. Over 25% of the overall students said that ‘they came to know about the fair through the internet/yahoo/online’.

**Café Coffee Day (CCD) Campaign:**

CCD is one of the most popular chain of coffee shops in India, 10 outlets each were identified in Delhi & Mumbai for the fair promotion campaign. Branded placards and posters giving information about the fairs were put up at all these outlets. The campaign ran for about 20 days before the fairs in each of the cities.

***Comments:***

Unfortunately the campaign was not managed very well by the CCD sales personnel. During the mystery checks undertaken by NZTE staff it was noticed that some outlets had not displayed the material at all & some had not done it prominently. The fair database did not show much effectiveness of the campaign either.

## 2.2 Participants/NZ Representatives

Twenty one NZ institutes participated in the New Zealand Education Fairs. This list included 5 universities, 9 Institutes of Technology & Polytechnics and 7 Private Training Establishments

| Institution Name                           | Participant Name      |
|--|-----------------------|
| AUT University                             | Pamela Miller         |
|  | Sophie Rose Power     |
| Cornell Institute of Business & Technology | Harjinder Singh Sadra |
|  | Duncan Sharp          |
| CPIT                                       | Annie Goh             |
| Eastern Institute of Technology            | Helen Kemp            |
| ICL Education                              | Ewen Mackenzie-Bowie  |
| Lincoln University                         | Jenny Wilson          |
| Manukau Institute of Technology            | Kerry Clarke          |
| Massey University                          | Farnaaz Mohammed      |
| Natcoll Design                             | Sue Allard            |
| Newton College of Business & Technology    | Ashish Trivedi        |
|  | Paul Chalmers         |
| North Shore International Academy          | Girish Nair           |
| NorthTec                                   | Maira Hagenson        |
| NZ Career College                          | Feroz Ali             |
| PIHMS                                      | Dean McCallum         |
|  | Sandy Baijals         |
| Southern Institute of Technology           | Kenneth McDonald      |
|  | Ansari Ma             |
| UCOL                                       | Bruce Osborne         |
| Unitec NZ                                  | Vivienne Kingsbury    |
| University of Canterbury                   | Farida Memon          |
| University of Waikato                      | Brett Muir            |
|  | Jason Duncan          |
| Wellington Institute of Technology         | Prabha Ravi           |
| Wintec                                     | Robyn McCollum        |
|  | Susan Stephens        |

## 2.3 Presentations and Speeches

Mr Paul Vaughan, Trade Commissioner did a short speech while addressing the media at the press conference in Cochin. The press were informed about the key benefits of studying in New Zealand and the New Zealand government policy towards international students.

## 2.4 Seminar Schedule

There were two rounds of student seminars arranged in each of the cities; the seminar schedule was included in the newspaper adverts as well.

- 1.00 – 2.00pm Student Visas, conducted by Immigration New Zealand staff
- 2.00 – 3.00pm Studying in New Zealand, conducted by Jugnu Roy, NZTE in Delhi & Mumbai  
And Paul Vaughan, NZTE in Cochin.

## 2.5 Agent Session (if Applicable)

A morning briefing and an evening de-briefing session was organised in each of the fair cities. These sessions were attended by the NZ institution representatives, INZ staff, NZTE staff and local NZIER members.

The morning session was to update the participants about the marketing and promotional activities undertaken to promote the fair in each of the cities. The briefing dealt with the marketing activities undertaken by the agents, the quality of students they were getting, subject areas which were becoming popular in their market, competitor activity and what needs to be done to further develop the market. NZTE discussed the promotional activities undertaken for the fair publicity in that city.

The evening meeting was mainly a feedback session to discuss the fair, what went well and what could be improved for future events. Also, some of the NZIER members used this forum to discuss their difficulties with NZ institutions regarding turn around times, commissions and student poaching happening in Auckland.

## 2.6 Giveaway Items

Visitors were given:

- Study in New Zealand booklet for international students (blue booklet)
- Handbook of Courses & Costs – 2008
- List of participating NZIER members (by city, locally printed)

## 2.7 Attendance

The attendance at all the fairs was:

| LOCATION     | NO. OF VISITORS APRIL 2008 | NO. OF VISITORS APRIL 2007 |
|--------------|----------------------------|----------------------------|
| Mumbai       | 225                        | 435                        |
| Cochin       | 350                        | 400                        |
| New Delhi    | 450                        | 600                        |
| <b>TOTAL</b> | <b>1025</b>                | <b>1435</b>                |

## 2.8 Further Information

- Mumbai is proving out to be less effective as a fair city, with the footfalls going down consistently and considerably year after year. This could be attributed to a combination of factors:
  - Too many education fairs in the city
  - The NZ fair advertising was either insufficient or ineffective
  - The Mumbai NZIER members did not put in much effort to promote the fairs
- Outdoor campaign in Cochin has proved out to be very effective yet again.
- Café Coffee Campaign was rather unsuccessful and will not be repeated for future fairs.
- The new PR agency Perfect Relations did not add much value.

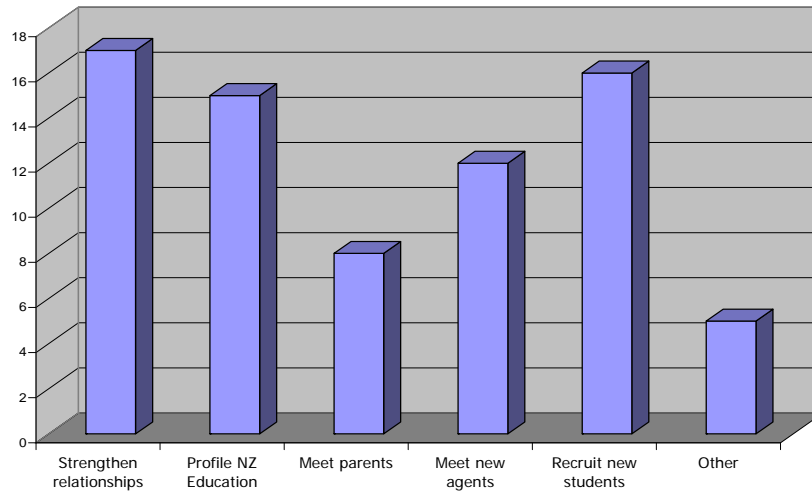
All the delegates were provided with a detailed briefing pack

### 3. Summary of Participants' Evaluations

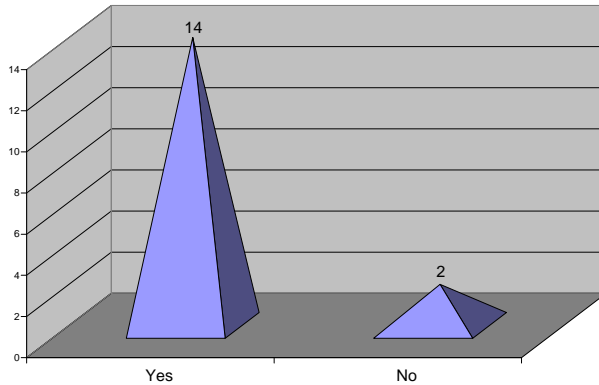
From the twenty one institutes that attended the fairs, seventeen evaluation forms were received by ENZ.

Evaluation form feedback showed:

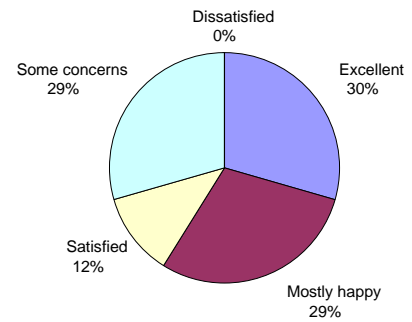
**Reasons for Attending**



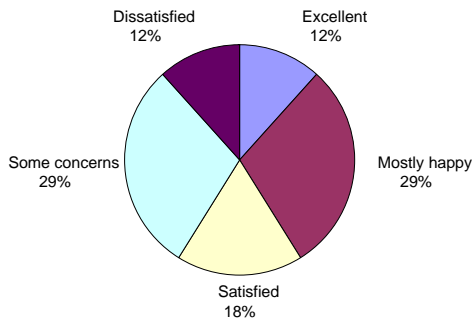
**Objectives in Attending Were Met**



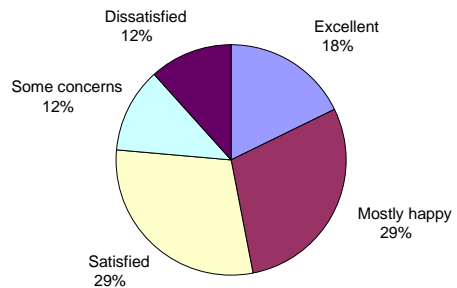
**Rate Organisation**



**Rate Value of Participation**



**Rate Overall Satisfaction**



Fourteen felt their objectives had been met, fourteen would return, two would need to consider it and one had no comment.

Areas of success were:

- Good pre organisation and preliminary information provided to participants
- The fairs were well organised
- The execution of the fairs was excellent, with the ability to react to the attendance in Mumbai and increase radio in Delhi was a great move
- On ground arrangements were excellent, with INZ and NZTE presence and support appreciated
- On the day activities ran smoothly - student registrations etc
- Press coverage of the fairs good
- Good venues, great lunches, good turnout and participation of agents
- The advertising and turnout in Cochin and Delhi were great
- The information prior to the event allowed for preparation for a first timer, who was also pleasantly surprised by the number of students and they could not have spoken with anymore!
- Impressed with the entire coordination of the event providing a platform to meet objectives and opportunities to meet existing agents
- Collaboration with the local agent to advertise in Cochin was very good
- Good choice of cities

Suggested Improvements were:

- Pre and post fair meetings conducted in a more formal meeting structure with a formal agenda
- Presentation from INZ about facts including student permits, number applying and reasons why students are turned down
- More market intelligence from INZ and NZIER market experts
- Disappointed in the Mumbai agent effort in attracting students in comparison to Cochin and Delhi, suggestion of dropping an event held in this city
- Promotions to sell NZ better, create more excitement & imagination to make NZ stand out
- Advertising and promotional material thought to be too complex and suggested to simplified brand template i.e. bigger text, delete the photograph, black and white specific design
- More radio advertisement, as not done in Mumbai
- Advertising on the day of the fair, as it was done in Mumbai
- ENZ should have had a presence
- Need better policing of NZ non participants being in the fair venue
- Have the press interviews a few days before the fairs to generate interest and perhaps bring additional students to the day
- consider organising new agent workshops in some cities instead of fair, such as agent training, getting to know the new agents, especially for those agents who are not NZIER yet but have potential so that we can groom them
- A list of the NZIER agents available at in the front registration desk or on institutions tables
- The Fair Booklet had errors regarding new INZ details on 6 month work visa and reference to TOEFL being accepted
- Concerns on the outcome of students, quality of students, their seriousness about studying and short easy courses being made available to them
- NZIER should be more proactive in their markets and part of consultative process for Fair events
- Planning needs to be done well in advance so other activities can be coordinated, changes are coming to through too late
- Choose smaller cities with reasonable quality hotels where our money will go further
- There is a lack of unity between the NZ institutes; they need to understand that we all fall under the same umbrella "NZ Education". We have enough competition UK, US and Australia etc without in-fighting

## 4. Recommendations for Future Events

- A hard copy survey of cities was distributed at the fairs; this wasn't received by NZTE or ENZ. An online survey form was sent out by ENZ upon the conclusion of the fairs. Based on a wish by ENZ and participants to reduce the number of fairs for September, the fair series will be four instead of the usual seven.
- More reasonable Accommodation Options will be offered in future
- The PR company selection will be re-examined by ENZ and NZTE and it is likely that we will revert to Ogilvy.
- The consignment process went well and all arrived at the venues on time. DHL will continue to be the preferred carrier for this market
- ENZ and NZTE will continue to improve the pre departure briefing material. Content and early timing of confirmed activities will be a prime areas of focus,
- The briefing and debriefing session during the fair series will be examined and the structure re-evaluated, and an agenda proposed.
- INZ will be encouraged to continue attending the events
- Within the budget constraints consideration will be given to:
  - Changes to the promotional campaign which work for the specific cities i.e. more radio, dates of releases, press view timing etc
  - A pre fair reception/event hosting NZTE/Embassy/NZ participants/NZIER agents
  - A handout of the NZIER agents being made available in print form during the fairs
- ENZ will continue industry and NZIER consultation to gain more knowledge from those who market in India
- The publicity campaign for the fair was quite successful. Especially useful were the online and outdoor campaigns, they not only promoted the fair but also helped raise awareness of NZ education. Consideration will be given to:
  - Increasing investment for outdoor campaign, in all the fair cities.
  - Investing more in to the online campaign (e.g. social networking sites)
- Redesigned templates will be used for advertising, including a simplified version, larger text and appropriate for the source of advertising
- An extra checking stage will be added prior to the Booklet print
- Radio advertising should be continued for Delhi and Mumbai; however it would be beneficial to use multiple radio stations in order to get good mileage.

**Prepared by:**

Jugnu Roy

Trade Development Manager

NZTE, New Delhi, India

**Edits and Additions by:**

Laurette Farr

Project Manager

Education New Zealand

Completion Date: 19 June 2008