

PACE 2007

Promotional Activity  
Calendar for Education



## Fair Report

*This report serves as a summary and evaluation of an Education New Zealand PACE 2007 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.*

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Name of Event	New Zealand Education Fairs
Country Name	India
Event Date	30 August – 11 September 2007

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### Appendix A

## 1. Executive Summary

- New Zealand Education fairs are held in India twice annually, in April and September. This September 2007 series of fairs was structured as follows:

Chandigarh 30 August  
New Delhi 1 September  
Kolkata 2 September  
Lucknow 4 September  
Hyderabad 6 September  
Mumbai 8 September  
Bangalore 9 September  
Chennai 11 September

- The 8 fairs attracted a total of 2,689 visitors
- The overall response at all the fairs was good, the turn out was not huge but enough to keep participants busy.
- Participation by NZ institutions was comparatively low in the cities of Kolkata, Bangalore & Chennai
- The print advertising campaign was well received.
- For the first time outdoor advertisement was used as a prime medium for promotions and seemed to be well received in the smaller centres. Advertising in Multiplex cinemas was also explored for the first time in some of the cities, which added to the campaign awareness.
- The DHL consignment of participants' paper based promotional material arrived in all cities in good time
- The press coverage was managed well by Ogilvy, although there is still room for improvement in the major cities of Delhi & Mumbai
- Other events held around the fairs included cocktail evenings hosted by some of the members of the NZIER agent group

## 2. Event Details

### 2.1 Promotional Activities

#### **Print Advertisements:**

Education New Zealand's objective for India is to promote New Zealand as a preferred destination for education, including the opportunity for potential PR status. There is a often strong migration element to promotional campaigns.

#### **Objectives:**

- To drive maximum numbers of visitors to the education fairs in Chandigarh, New Delhi, Kolkata, Lucknow, Hyderabad, Mumbai, Bangalore & Chennai.
- To raise New Zealand's profile as a preferred destination for educational and migration outcomes

#### **Target Group:**

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

All print ads were 180cm<sup>2</sup>. For greater impact, the print plan was a mix of main editions of leading dailies, and education supplements.

<b>Publication</b>	<b>Date</b>	<b>B/W or Colour</b>
<b>Chandigarh:</b> Education Times Times of India The Tribune	27 August 29 August 29 August	Colour Colour B/W
<b>New Delhi:</b> Education Times – Delhi + Jaipur Times of India Hindustan Times Mid-Day	27 August 31 August 31 August 31 August	Colour Colour B/W Colour
<b>Kolkata:</b> Education Times – Kolkata + Patna Times of India – Kolkata Times of India – Patna Times of India – Guwahati Times of India - Bhubaneswar The Telegraph	27 August 1 September 1 September 1 September 1 September	Colour Colour Colour Colour B/W
<b>Lucknow:</b> Education Times – Lucknow + Kanpur Times of India – Lucknow Dainik Jagaran Times of India – Kanpur	3 September 2 September 2 September 2 September	Colour Colour B/W Colour

<b>Publication</b>	<b>Date</b>	<b>B/W or Colour</b>
<b>Hyderabad:</b> Education Times Times of India Deccan Chronicle	3 September 5 September 5 September	Colour Colour B/W
<b>Mumbai:</b> Education Times – Mumbai + Pune + Nagpur + Ahmedabad + Baroda Times of India – Mumbai Times of India – Pune Times of India – Nagpur Times of India - Ahmedabad Mid-Day Mumbai Mirror	3 September  7 September 7 September 7 September 7 September 7 September 6 September	Colour  Colour Colour Colour Colour Colour Colour
<b>Bangalore:</b> Education Times Times of India – Blore Times of India – Mangalore Times of India - Mysore Deccan Herald Bangalore Mirror	3 September 8 September 8 September 8 September 8 September 7 September	Colour Colour Colour Colour B/W Colour
<b>Chennai:</b> Hindu – Chennai Hindu – TN Education Times	10 September 9 September 3 September	B/W B/W Colour

### **Radio Campaign:**

Radio spots were included in the promotional campaign for Chandigarh, Hyderabad and Bangalore only. The activity ran one week prior to the fair.

Radio spots were not used in Delhi & Mumbai as the number of radio stations has increased, which has led to a decrease in the effectiveness of the advertisements. Most advertisers are now airing their spots on multiple channels which becomes rather expensive. Hence, it was decided to do away with radio advertising in these cities and explore other mediums.

### **Outdoor Activity:**

A major outdoor campaign was explored this time in conjunction with the local NZIER agencies.

**Chandigarh:**

Display Mobile vans were used to promote the Chandigarh fair, these vans travelled all over the city.

Cable ads ran on the local TV channel in the form of a bottom scroll to promote the fairs.

Newspaper flyers and banners were also used to add to the outdoor campaign.

City	Location	Media	Size	Type
Chandigarh	2 Display Mobile Vans - city wide 15 days	Mobile Van	15"X7"X2 15"X2"X2	
Chandigarh	Cable Ad: 1 hour/ day for 15 days	Cable Ad	Bottom strip on TV	
Chandigarh	Radio Ad: MyFM	Radio	7spotsX15secX 7 days	
Chandigarh	100,000 newspaper inserts	Inserts		
Chandigarh	Banners: 100 locations	Banners		
Chandigarh	Display at Fun Republic Mall	Display	5"X17"	Front Lit

**Campaign Feedback & Result:**

The student database collected during registration did not give a very clear indication on the campaign effectiveness. About 10% of the students said that 'they came to know about the fair through one of the above outdoor mediums'.

The local NZIER members felt that the outdoor campaign did supplement the print adverts and helped raise the profile of New Zealand education, therefore should be continued the subsequent fairs.

**New Delhi:**

Static Slides promoting the New Zealand Education Fair were displayed at all the theatres of a popular multiplex chain called PVR Cinemas. These slides gave details about the Delhi fair; they were featured before the start of every film screening.

Translites were also put up at the above mentioned multiplex. These were backlit banners which were displayed in the foyer/waiting areas in these theatres.

**Campaign Feedback & Result:**

The student database collected during registration did not give a very clear indication on the campaign effectiveness. Very few students actually mentioned the multiplex adverts in their registration details.

The local NZIER members felt that the multiplex campaign was merely supplementing the print adverts, but that it is an interesting and cost effective medium to explore.

**Kolkata:**

Static Slides & Translite were used to promote the New Zealand Education Fair at a popular multiplex chain called INOX cinemas.

Hoardings (outdoor banners) were put up at five locations across the city, promoting the fair. This activity was undertaken two weeks before the fair. Mobile vans were also sourced for two weeks, which moved around prime locations in the city.

Activity	Location	Details	Duration
Ad clips at cinema halls	Inox Forum Inox City Centre 89 Cinemas	60 second commercial	1 week
Hoardings	- Esplanade - Sealdah - Saltlake - Bhawanipore - Lanndowne Juntion	20ftX10ft 20ftX20ft 20ftX10ft 20ftX10ft	2 weeks
Mobile Van	Across the city	8ftX5ft 5ftX5ft (backlit)	2 weeks
Banner	100 cloth banners – across the city	Single Colour	3 weeks

**Campaign Feedback & Result:**

The student database collected during registration was quite encouraging in terms of the campaign effectiveness. About 21% of the students said that 'they came to know about the fair through one of the above outdoor mediums'.

The local NZIER members felt that the outdoor campaign did supplement the print adverts and helped raise the profile of New Zealand education, therefore should be continued for subsequent fairs.

**Lucknow:**

Hoardings were up at two locations across the city, promoting the fair. This activity was undertaken two weeks before the fair. Mobile vans were also sourced for two weeks, to move around the prime locations in the city. In addition to this 20,000 flyers were distributed from various locations and about 100 banners were placed around the city.

Activity	Location	Size	Duration
Display Mobile Van	Across the town	7X5X2; 5X5X1; 2X2X1	
Hoardings	Hazrat ganj Gomti Ngr flyover	40X20 40X20	1 Month
100 Banners	Cloth	2 meters each	
Flyers	20,000 flyers	A4	

**Campaign Feedback & Result:**

The student database collected during registration did not give a very clear indication on the campaign effectiveness. About 10% of the students said that 'they came to know about the fair through one of the above outdoor mediums'.

However, considering that it was New Zealand's first foray in Lucknow, it was important to create a big outdoor splash. The local NZIER members felt that the outdoor campaign did supplement the print adverts and helped raise the profile of New Zealand education, therefore should be continued for the subsequent fairs.

**Hyderabad:**

Moving hoardings were used for one week before the fair for promotions. The van travelled about 40 kilometres across the city everyday. Static slides were also used at one of the popular INOX multiplex.

Activity	Location	Details	Duration
Radio Spots		20 seconds	1 week
Ad Film	Prasadz Multiplex	5 screens	1 week
Moving Hoardings	City wide	Travel 40 kms	1 week
Hoardings			1 week

**Campaign Feedback & Result:**

The student database collected during registration was slightly discouraging in terms of measuring the campaign effectiveness. Less than 5% of the students said that 'they came to know about the fair through one of the above outdoor mediums'.

The local NZIER members felt that the outdoor campaign did supplement the print adverts and helped raise the profile of New Zealand education, therefore should be continued for subsequent fairs.

**Mumbai:**

Static slides and Translite were used at three popular multiplexes in Mumbai; this promotion ran for two weeks before the fairs.

**Campaign Feedback & Result:**

The student database collected during registration did not give a very clear indication on the campaign effectiveness. Very few students mentioned these adverts in their registration details.

The local NZIER members felt on one hand that the multiplex campaign was merely supplementing the print adverts but that it is an interesting and cost effective medium to explore.

**Bangalore:**

Moving Hoardings were used for one week before the fair, the van travelled about 40 kilometres across the city everyday. Static slides & Translites were also used at one of the popular INOX multiplex cinemas. A couple of outdoor flex hoardings were also put up at prominent locations in Bangalore.

Activity	Location/Provider	Details	Duration
Radio Spots	Radio City	700 seconds total	1 week
Multiplex	INOX		

Moving Hoarding		40 kms per day	1 week
Outdoor Flex Hoardings			1 week

**Campaign Feedback & Result:**

The student database collected during registration was slightly discouraging in terms of measuring the campaign effectiveness. Less than 5% of the students said that 'they came to know about the fair through one of the above outdoor mediums'.

The local NZIER members felt that the outdoor campaign did supplement the print adverts and helped raise the profile of New Zealand education, therefore should be continued for subsequent fairs.

**PR Activity:**

Details of the PR campaign for all eight cities (Chandigarh, New Delhi, Lucknow, Kolkata, Hyderabad, Mumbai, Bangalore & Chennai) is as follows:

**Objective**

To generate more visitors to the fair in each city

To promote New Zealand as a prime destination to study and work/migrate

**Press Release Dissemination**

A press release was drafted and disseminated for a pre-event press release to all education media a week before the fair in each city. This helped inform students and parents about basic fair details such as dates, venues and what New Zealand has to offer at a broader level.

**During the fairs:**

One-on-one interviews were organised with some of the New Zealand fair attendees and the key spokesperson in each city to highlight courses offered by New Zealand institutions. Interviews with the spokesperson highlighted various benefits of studying in New Zealand, for example tuition costs, living costs, scholarships, etc to help those with their decision making.

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.

**Yahoo India Campaign:**

Internet advertising was trialled for the first time for the India fairs. Pop-up, clickable banners were displayed on Yahoo Mail! and Yahoo Messenger! This campaign ran for two weeks and was undertaken on an all India basis. Certain demographics were identified for the campaign, eg. Age, city of origin, etc.

Property	Position	Size	Start Date	End Date	No. of Impressions
Mail	Welcome page	300X250	17 Aug	31 Aug	600,000
Mail	Compose Message	728X90	17 Aug	31 Aug	1,300,000
Mail	Sign Out	425X600	17 Aug	31 Aug	400,000
Messenger		300X250	17 Aug	31 Aug	400,000

**Campaign Feedback & Result:**

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

The local NZIER members felt that it was an excellent move, however they felt it would be worthwhile also experimenting on social networking sites for online promotions for the next fairs.

## 2.2 Participants/NZ Representatives

Thirty six representatives from twenty one institutions attended at least one of the India fairs, as listed below:

<b>Institution Name</b>	<b>Participant Name</b>
Auckland University of Technology	Pamela Miller
Auckland University of Technology	Eather Mohammed Abdul Ghani
Auckland University of Technology	Darius Singh
Christchurch Polytechnic Institute of Technology	Annie Goh
Cornell Institute of Business & Technology	Harjinder Sadra
Eastern Institute of Technology	Helen Kemp
Eastern Institute of Technology	William Smith
Going Places Education	Karen Friedberg
Going Places Education	Diwakarr Chandio
Lincoln University	Jenny Wilson
Lincoln University	Peter Jarvis
Manukau Institute of Technology	Kerry Clarke
Massey University	Bruce Graham
Massey University	Anne Crothers
Natcoll Design Technology	Sue Allard
New Zealand Career College	Feroz Ali
New Zealand Career College	April Aмоса
New Zealand Career College	Teena Hireme
Otago University	Wayne Angus
Otago University	Sarah Todd
Pacific International Hotel Management School	Dean McCallum
Pacific International Hotel Management School	Sadhana Baijal
UCOL	Bruce Osborne
Unitec	Vivienne Kingsbury
University of Canterbury	Farida Memon
University of Canterbury	Greg O'Beirne
University of Waikato	Nazli Effendi
University of Waikato	Brett Muir
University of Waikato	Asad Mohsin
Victoria University	Roger Armstrong
Waikato Institute of Technology	Robyn McCollum
Wellington Institute of Technology	Prabha Ravi
Western Institute of Technology at Taranaki	Carol Allen
Western Institute of Technology at Taranaki	Glen West
Whitireia Community Polytechnic	Kaye Le Gros
Whitireia Community Polytechnic	Julie McGowan

### 2.3 Presentations and Speeches

Paul Vaughan, Trade Commissioner, did a short speech while addressing the media at the press conference in Chandigarh, Lucknow & Hyderabad; Perya Short, Education Counsellor, did a similar speech in Kolkata and Jugnu Roy, Trade Development Manager, in Chennai. The press were informed about 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

### 2.5 Agent Session

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

The morning session was to update participants on the marketing and promotional activities undertaken to promote the fair in each of the cities. In some cities the local NZIER members gave a short update on the local education institutions and the kind of students to expect, which was especially useful for some of the new NZ participants. 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 on for future events. Also, some of the NZIER members used this forum to discuss their difficulties with NZ institutions regarding application turnaround times, commissions and student poaching happening in Auckland.

### 2.6 Giveaway Items

Visitors were given:

- Study in New Zealand booklet(produced specifically for the fair, paua blue)
- Handbook of Courses & Costs– 2008
- List of participating NZIER agents (city wise, locally printed)

## 2.7 Attendance

The attendance at all the fairs was as follows:

LOCATION	NO. OF VISITORS SEPT 2007	NO. OF VISITORS SEPTEMBER 2006
Chandigarh	738	350
New Delhi	367	575 (2 days)
Kolkata	186	175
Lucknow	184	-
Hyderabad	278	185
Mumbai	389	617 (2 days)
Bangalore	253	275
Chennai	294	400
<b>TOTAL</b>	<b>2689</b>	<b>2577</b>

### Further Information

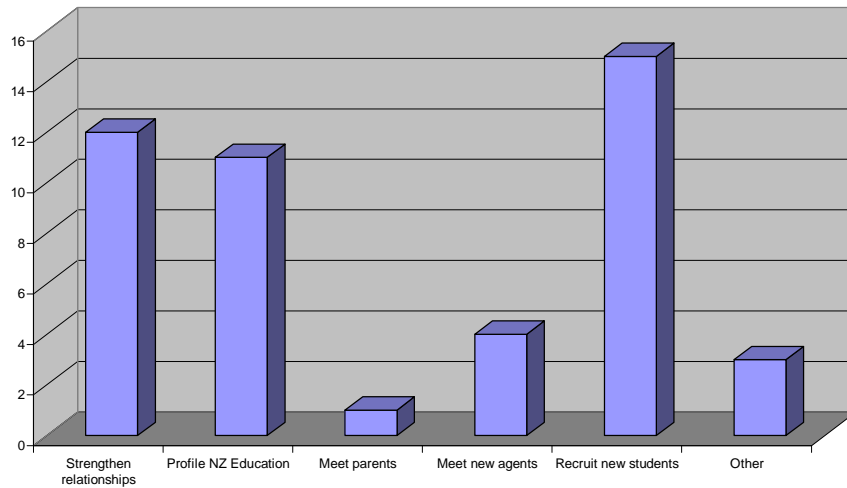
- Some of the participants (ITP's) were unhappy with the floor plan during the initial couple of cities. However, the floor plan was revised by the ENZ staff midway which comforted all the institutions.
- The overall New Zealand institution participation was rather low across all the cities, which was rather disappointing. Also The University of Auckland was not present again, which discouraged the local NZIER agents.
- Some of the NZIER agents, especially in Chandigarh, were quite proactive. They had pre-registered groups of students from a senior secondary schools and a design college. This led to a large increase in the number of students at the Chandigarh fair.
- For the first time the outdoor medium was used extensively as part of the promotional campaign. Some of the agents volunteered to identify and manage the outdoor campaign in some of the cities, in consultation with other NZIER members based in the city. This has been the first time that agents have been involved so closely with the fair promotions
- Also trialled for the first time was a pre registration option for visitors to contact agents prior the fairs. This was supported by agents and thought to add to the visitor's numbers
- Holding one day fairs in all the cities proved to be quite effective
- It was useful to have Education New Zealand staff present at the fairs, it helped sort out some of the matters on ground
- All participants were provided with a detailed briefing pack before leaving New Zealand and received a hard copy on arrival.

### 3. Summary of Participants' Evaluations

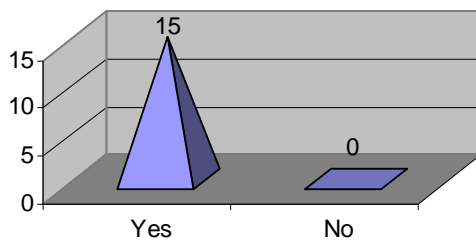
From the twenty one institutes that attended the fairs, fifteen evaluation forms were received by ENZ.

Evaluation form feedback showed the following information:

#### Objectives in Attending



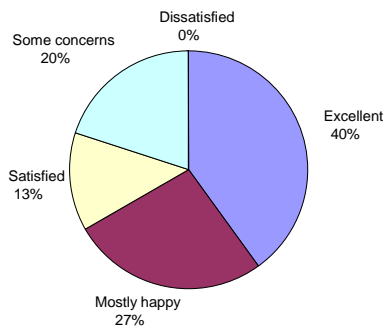
#### Objectives in attending were met



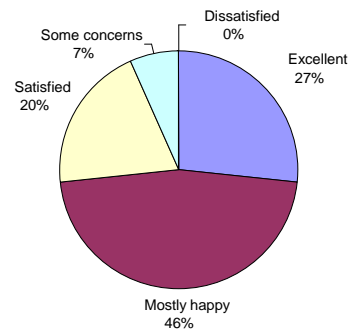
#### Ratings for Organisation



#### Rate the value of participation



#### Rate Overall Satisfaction



Areas of success were:

- The fairs were well organised
- Pre-fair organisation was very good and materials and branded materials for the fairs were well-prepared and appropriate
- Great branding, looked colourful and high tech
- Agents seemed pleased with the advertising of the fairs – esp. in the cities where outdoor advertising was utilised
- The outdoor campaign that NZIER agents conducted in the smaller cities was successful and went well.
- Fairs provide a good brand positioning and concrete relationship with agents
- Impressed with the collaborative marketing with the local agents and social functions were great
- ENZ was very helpful, took on suggestions and willing to make changes when possible ie. resolving floorplan issue of regional/sector requests
- High level of visitor interest and application numbers
- Any group transportation between cities well organised and successful ie. all pre arranged pick ups, train travel etc
- Consignment arrived on time and delivered to all venues
- Chandigarh, New Delhi and Mumbai were felt to be well attended with quality students
- Calcutta was felt to be quiet and therefore the one Institute concerned will consider whether to attend again based on this and the conversion of students from their attendance
- Higher quality students seem to be attending
- An awareness of NZ is out there in India

Suggested Improvements were:

- Limiting the fairs numbers of the September series so as to not water down the product
- Concentrate our advertising budget to be more focused on the key cities
- Look into some regular advertising during the year when fairs are not being held
- Pre departure info to be received earlier

- A briefing presentation from ENZ/NZTE to talk about the overall campaign of the fairs/Strategies updates for India for the year/Market updates and competitor analysis and changes that ENZ/NZTE made to the fairs.
- INZ updates on market changes, stats, eg. approval rate for visas, what are the challenges & issues, NZIER Agents Vs non NZIER Agents, nos, %, approval rates
- Briefing/updates from NZIER Agents about market changes, how they feel about the overall markets, where their students go to etc
- Market intelligence is the area that needs improvement. Understand that a lot of information have been provided on the ENZ website, however an overall summary would be excellent for the providers
- NZIER top Agent Award - I think would be great to include the top 3 performing agents
- Look at where our students come from, and also the number of NZIER representations in the cities when deciding the cities we have an ENZ fair eg. Kolkata
- Suggested that next time a one day workshop with agents' counsellors is held before the fairs start
- Pre Fair and Post Fair briefing needs to be better structured and organised
- Agents need to know more about individual institutions
- More time available for other activities, meetings with parents and investigating other business opportunities etc
- Consider a Fair layout similar to Canada, advertise as a time to come and speak to operator directors and bring your information in order to get an offer of place
- Would like to see high schools targeted more/better
- More ownership/buy in from agents for advertising
- Re evaluate number of counsellors with agents
- Would not recommend using Taj Coromandel in Chennai again. Taj Connema a better location for students
- More group transportation where possible eg. Bangalore
- Consider a new location in Lucknow than the Taj
- Would prefer to have more time in Mumbai, Delhi and other major cities to do extra interviews and agent visits etc
- ENZ/NZTE/NZ Embassy should give thought to a reception event hosting the agents and institutions in the major cities (New Delhi and Mumbai) - at least considering something to make it an 'occasion'

- Where time allows, if the consignment boxes could be delivered to tables before the fair rather than left in the centre of the room for collection, that would make things a bit easier.

## 4. Recommendations for Future Events

- The September fairs with eight cities were found to be too extensive and gruelling, especially for institutions participating in all or most cities. An email and opinion form was sent out upon the conclusion of the fairs. Based on this feedback and ENZ and NZTE input, it was decided to reduce the fair numbers for 2008.. The current plan has been outlined in the PACE 2008 calendar and includes 3 fairs in April and 4 in September.
- The Fair cities will continue to be chosen based on the majority of NZ support, NZIER input and from NZTE guidance. Venues will be chosen taking into consideration what works best for the market and locals
- The concentration of the advertising budget will be more intense prior to fairs and other additional events will also be considered. PR companies within India will be sourced for this contract
- 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 timing will be prime areas of focus
- The briefing and debriefing session during the fair series will be examined and the structure re-evaluated
- The ENZ India website will continue to be maintained and added to. Feedback about the site is always welcome.
- The next NZIER meeting is scheduled for the 30 November in Calcutta
  - The agents will be asked to consider making their approval rate number public
  - If this is possible the next award of the top performing agent ENZ/NZTE will consider the announcement of 2<sup>nd</sup> and 3<sup>rd</sup> place also
  - To re evaluated the number of counsellors
  - Targeting more high schools and approaching them individually
  - Consideration for the next advertising and roles that individuals will play
- NZIER minutes will continue to be added to the ENZ India website
- Consider whether an offer of place system would be a possibility within this market, make a decision based on consensus
- Within the budget constraints consideration will be given to:
  - A possible one day workshop
  - A pre fair reception/event hosting NZTE/Embassy/NZ participants/NZIER agents
- ENZ and NZTE will re assess the general visitor registration format to consider whether more information can be sourced in future

- 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 (eg. social networking sites)

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## Appendix A

Ogilvy media clipping dossier samples will added to the website – complete booklet of these can be viewed at the Education New Zealand office