2022

UMC INTERNSHIP Indonesia Market

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3. Partnership
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2022

01

BRAINSTORMING

Market research, media selection,
initial campaign blueprint

WHAT'S STEP 0?

Know your audience

Who are the consumers?
Are you targeting high school students, undergrads, parents or the general public?

Know your channel

What are the biggest media platforms in your area?

Know your purpose

Your goals can range from raising awareness, advertising a specific school (Taicang), or specific majors

MARKET RESEARCH

SELECTING THE RIGHT VENDOR

DEMOGRAPHIC & PSYCHOGRAPHICS

Age range, gender, location, income median (buying power), etc

MEDIA USED BY COMPETITORS

How do they advertise? What marketing angles do they use?

COVERAGE

Country-wide, city-wide, etc

COST

Budget, payment flexibility

Past market researches

- Newspaper
- Radio
- Billboard

MEDIA SELECTION

PRIORITIZATION MATRIX: IMPACT & EFFORT

IMPACT

An initiative with a high impact would mean one of the followings:

- The initiative is **urgent** (within the right time frame)
- The initiative can generate **high-quality** marketing leads

EFFORT

The “effort” criteria is assessed based on the followings:

- Ease of implementation
- Time frame required
- Resources required (Number of people, capital investment, etc.)

PRIORITIZATION MATRIX

	INITIATIVE	IMPACT	EFFORT
1	Billboard	●	Very high
2	Radio	● ● ●	Low
3	Newspaper	● ●	Low
4	Instagram	● ●	Medium
5	Tiktok	●	Medium
6	Youtube	● ● ●	High

CAMPAIGN BLUEPRINT

We chose to go with:

RADIO

- Mustang (youth-centric radio)

NEWSPAPER

- Kompas (indonesia's #1 newspaper)
- Jakarta Post (english-based newspaper)

2022

02

MEDIA CHANNELS

CRITERIA FOR MEDIA PARTNERS

High **Credibility**

How is this media's reputation?

Value for money

Are their exposure worth the price?

Number of **Viewers**

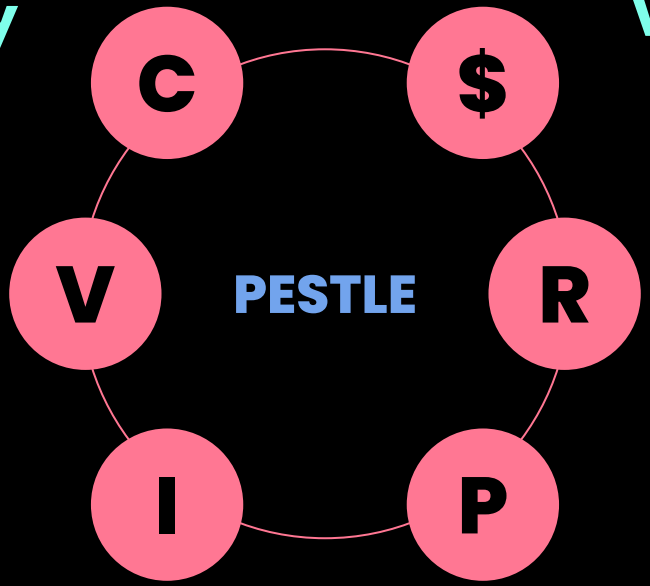
Look at their other/previous ads

Post-campaign **report**

Are they able to provide a detailed report?

Aligns with XJTLU's **Image**

Fits the **purpose** of our Campaign



SOME CHANNEL IDEAS

Format	Examples
Writing	Newspaper, Blog articles
Audio	Radio: spots, adlibs
Visuals	Billboard, Instagram, TikTok, YouTube
Edu agents	Edu fairs

CHANNELS WE'VE USED

RADIO

Targets students looking for universities and parents commuting to/from work

NEWSPAPER

Goal: boost XJTLU credibility, soft-sell by entering the general audience through economic angle, raise awareness

SOCIAL MEDIA

Is usually a bundle offer from our media partners

RADIO

Listeners: 2.649.000 (2020)
Reach: 9 cities in Indonesia

Value ±**380 USD/airtime**

Listeners: 298,000 (2020)
Reach: Jakarta

Value ±**60 USD/airtime**

Listeners: -
Reach: Jakarta

Value ±**60 USD/airtime**

NEWSPAPER

KOMPAS

TheJakartaPost

JAKARTAGLOBE

SOCIAL MEDIA

2022

03

PARTNERSHIP

How-to and What to Expect

Overall steps

CONTACT

Reach out to the media partners you're interested in, ask them about pricing & availability

TIMELINE

Adjust the timeline with XJTLU admission's, high school graduation, public holidays etc

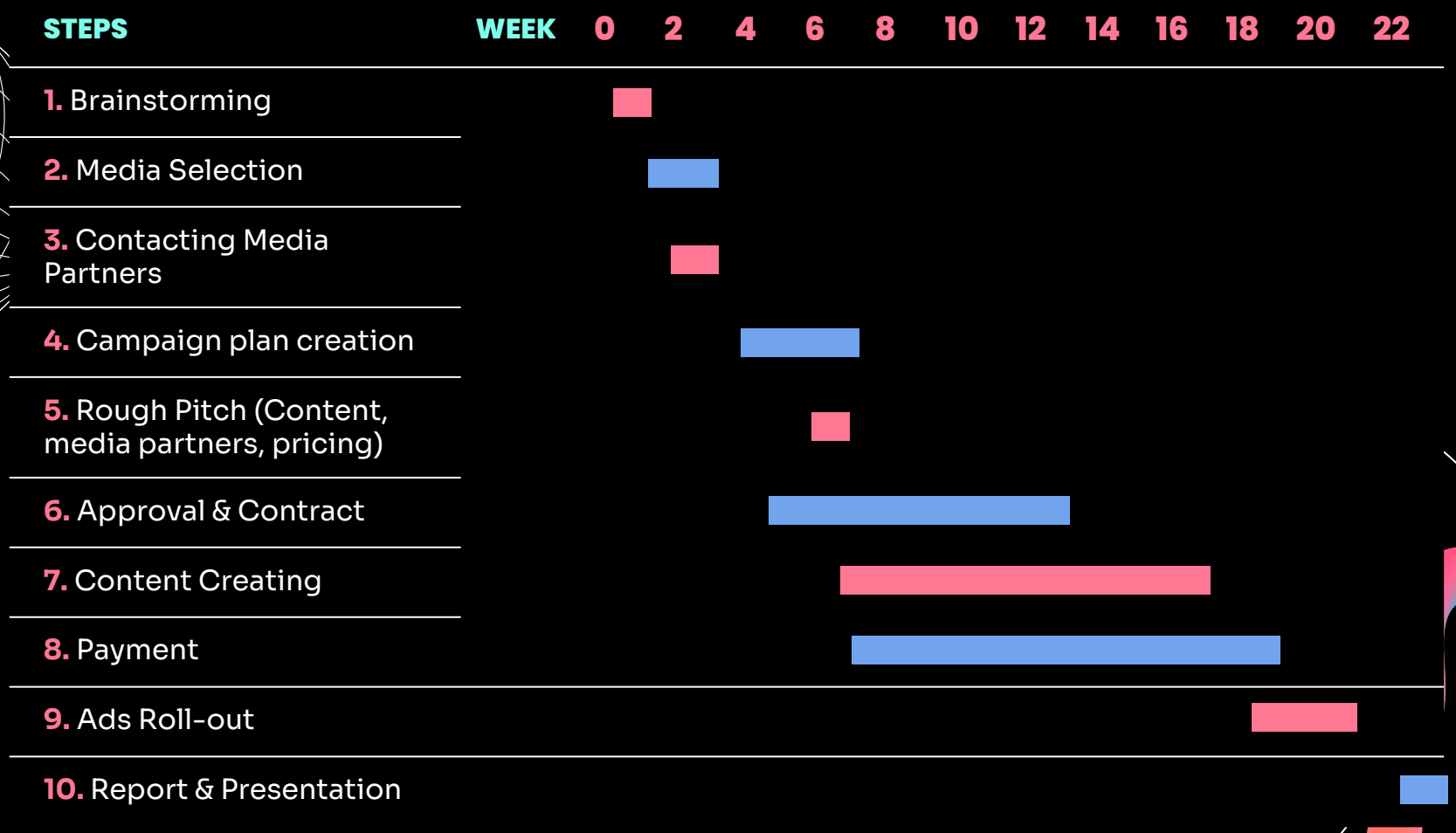
CONTENT

Decide what kind of content you want to have published by them

CONTRACT

If UMC China Team approves, go ahead and bind the partnership with legal contract(s)

TIMELINE ESTIMATION

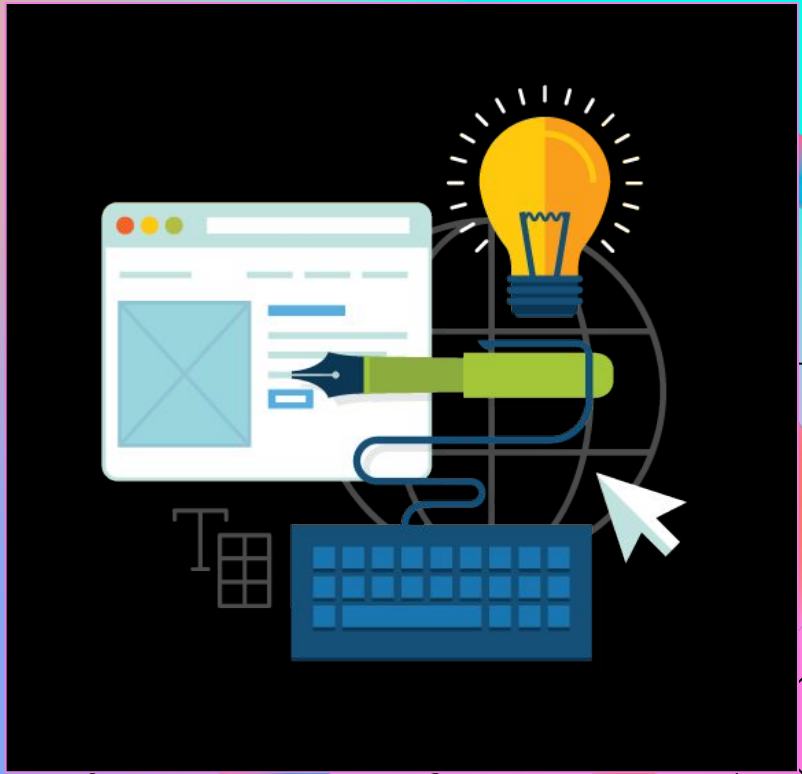


2022

04

CONTENT WRITING

A GUIDE



Newspaper

XJTLU, a world class university

NEWS TREN HEALTH FOOD EDUKASI PARAPUAN MONEY UMKM TEKNO LIFESTYLE HOMEY PROPERTI BOLA TRAVEL OTOMOTIF SAINS HYPE VIK KOLOM JEO IMAGES

ADVERTORIAL

Siap Hadapi Persaingan Ketat di Dunia Kerja, Xi'an Jiaotong-Liverpool University Bekali Mahasiswa dengan Pendidikan Kelas Dunia

Kompas.com - 14/04/2022, 09:29 WIB

TER

1 Kemena Lebaran Muham Dibaca 99.3

2 Cerita S Mudik G Saya Kir Dibaca 54.3

3 Polisi di Pengen Ditahan Dibaca 27.3

KOMPAS

KOMPAS.com NEWS TREN HEALTH FOOD EDUKASI PARAPUAN MONEY UMKM TEKNO LIFESTYLE HOMEY PROPERTI BOLA TRAVE

BAGIKAN: Siap Hadapi Persaingan Ketat di Dunia Kerja, Xi'an Jiaotong-Liverpool University Bekali Maha

KOMPAS.com - "Tuntutlah ilmu hingga ke negeri Cina". Pepatah tersebut menunjukkan kekayaan China akan ilmu dan sejarah. Faktanya, peradaban China merupakan salah satu peradaban tertua di dunia, dan China memiliki sejarah tercatat yang kurang lebih sepanjang 3,500 tahun.

Empat Reka Cipta Besar, yakni bubuk mesiu, kertas, percetakan, dan kompas, yang berperan besar dalam sejarah kemajuan sains dan teknologi pun berasal dari negara tersebut.

China di masa kini tetap relevan. Dalam dua dekade terakhir, nama China terus melejit dan China memegang posisi penting dalam berbagai urusan dunia, terutama ekonomi dan politik global.

Di samping itu, bahasa Mandarin telah menjadi salah satu bahasa terpenting di dunia yang dipilih sebagai salah satu bahasa resmi di Perserikatan Bangsa-Bangsa (PBB).

Berkat peran China yang kian penting, lulusan yang memiliki pemahaman tentang China digemari oleh banyak perusahaan, terutama perusahaan yang memiliki hubungan bisnis dengan negara tersebut.

Maka tidak heran, menempuh pendidikan ke China dan belajar bahasa Mandarin telah menjadi opsi yang semakin populer, termasuk bagi orang Indonesia.

Kementerian Pendidikan China mencatat, di tahun 2018, terdapat hampir 500,000 pelajar internasional yang berkuliah di lebih dari 1,000 universitas di China. Dan total pelajar Indonesia di China menempati peringkat ke–7.

Standar top dengan program studi beragam

Newspaper

XJTLU Entrepreneur College (Taicang), a niche college focused in technology and entrepreneurship

KOMPAS

TheJakartaPost

Newspaper

BUILDING BLOCKS OF A CONTENT

1 CONTEXT

2 PURPOSE

3 TARGET AUDIENCE

4 STYLE OF LANGUAGE

Online Newspaper

	DESCRIPTION	EXAMPLE
CONTEXT	• What story do you want to tell? • What is the background of your story?	• XJTLU as a world-class university • XJTLU Entrepreneur College (Taicang), a niche high education institution
PURPOSE	• What do you want do deliver? • What kind of impression do you want your target audience to have after reading the article?	• Promote XJTLU's world-class quality of teaching qualities and facilities • Connect interest in and growing success of entrepreneurial enterprises in Indonesia with XJTLU Entrepreneur College

Newspaper

	DESCRIPTION	EXAMPLE
TARGET AUDIENCE	• Who is this content written for? • Who do you expect reading this content?	• Nationality: Indonesian, Korean • Age group: teenagers/young adults, adults/parents
STYLE OF LANGUAGE	• How do you want your content to be written? • What is the tone of your content?	• Formal, informal • Political, medical, tech • Assertive, humourous, optimistic

Newspaper

CONDUCTING INTERVIEWS

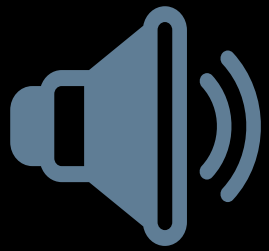
Newspaper

RULES & TIPS OF CONDUCTING AN INTERVIEW

1	Ask permission politely, introduce yourself, and interview purpose	6	Be neutral, never show if you disagree with an interviewee's opinion/perspective
2	Prepare and send questions ahead	7	Eye-contact
3	Do your research on the topic and person you're interviewing	8	Say thank you!
4	Be punctual and polite	9	Don't be nervous, make it flow like a normal conversation (but polite)
5	Don't cut/interrupt your interviewee	10	Feel free to circle back on interesting or unclear statements

Types of Radio Ads

SPOT



- Pre-recorded
- Hard sell

AD-LIBS

- Carried out by the host, conversation-style

Radio

SPOT

- Creative script that engages audience with a mini-story
- Script hits key selling points
- Language and tone relatable and interesting to target audience
- Script ends with a call to action (visit www.xjtlu.cn.edu or visit your nearest agent)

SPOT XJTLU

VO1: INTERVIEWER / GENDER F / RESPONSIBLE/MATURE/BUSINESS WOMAN VOICE

VO2: XJTLU ALUMNI / GENDER M / MUDA; FRESH GRADUATE

VO3: STRANGER 1 / GENDER F / MILLENNIAL VIBES

VO4: STRANGER 2 / GENDER M / HIGH-PITCHED VOICE

Specification

Voiceover	Gender	Tone/Voice	Age group	Persona
VO1	Female	Responsible, Mature, Authoritative	40-50s	Business Woman
VO2	Male	Youthful, Optimist	20s	Fresh Graduate
VO3	Female	Monotone, Mumbling	30s	Millennial
VO4	Male	High-pitched, Cheerful/happy	20s	Gen Z

AD-LIBS

- Two popular radio DJs have a relatable discussion about practical benefits of studying at XJTLU
- Loose scripts (four varieties covering different topics) were written in advance
- DJs ad-libbed about the content to keep presentations fresh for listeners and avoided repeat ad-fatigue
- Varieties of scripts included all-Indonesian or combination of Indonesian and English (to emphasise XJTLU's UK degrees)
- Ads were delivered over a period of two months because hearing about the brand several times increases likelihood of response to call to action
- Ad-libs ended with a call to action (visit www.xjtlu.cn.edu or visit your nearest agent)

THANK YOU