



There's a future in Canada for you!

Welcoming Prospective International Students to Canada Through a Video Campaign



#canadabound



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This campaign was designed to welcome prospective international students to Canada through current student and alumni videos, in which they share their experiences in Canada and explain why other students should come.

Video Format:

- 30-60 seconds to keep viewers engaged
- Can simply be recorded on a phone, computer or camera
- We encourage videos to be recorded in a prominent area on campus or in the city where institution is located

Tone:

- Since studying abroad is such a life-changing opportunity, videos that are personal and come from the heart resonate best with this audience

Suggested Content:

- Institution name, location, program
- What do you love about Canada? / Why are you glad you picked Canada for your study abroad destination?
- Why should other international students come to Canada?
- Our teams around the world have suggested that financial aid, co-op options, and scholarships at your institution are most important to prospective students. If the student has any experience in these areas, please have them touch on this during the video.
- Please end the video with the message: **There's a future in Canada for you!**

Distribution:

- Videos will be featured on a landing page with other participating institutions. Videos will also be shared with prospective students via the IDP network countries.

Let's help spread the word to international students:

There's a future in Canada for you!

Submit your video to:

Meghan.krohn@idp.com