



2019-2020
CAMPUS FRANCE
INTERNATIONAL
CAMPAIGN



EDITORIAL

The “Choose France” national strategy of attractiveness was launched in November 2018 by the Prime Minister Mr. Édouard Philippe, at the Rencontres Universitaires de la francophonie (French-speaking University meetings). It aims to welcome 500,000 international students by 2027; students who choose France. This also aims to simplify administrative procedures (visa, accommodation...), to develop courses in English and, teaching in French as a foreign language and, to multiply university partnerships and, exchanges, mostly with Africa.

Campus France is at the heart of this new strategy of attractiveness, through the improved promotion of studies in France and, the development of course catalogs. Also, the introduction of the “Choose France” label allows to measure the hosting quality of our institutions, and, finally to launch a major communication campaign on a global scale.

It is the first time that France develops a campaign on a world-wide scale. The campaign is original, fun and, meaningful at the same time. It is inspired by the theme of dreams and, presents concrete examples of students who fulfilled and, lived their dreams in France.

In an increasingly competitive world of higher education, France desires to maintain its status as a major host country and, its ability to attract the best students in its institutions, whether they come from Africa, Asia or America.

France has numerous strengths: diversity of courses, excellence in institutions and, research, sturdier links with companies and, entrepreneurial spirit, unparalleled lifestyle environment, cultural and, heritage diversity, geographical centrality in Europe. It's up to us to make them known better and, to show the brilliant students around the world who still don't know us that much, that they are more than welcome in France!

Béatrice Khaiat,
Managing Director of Campus France

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"I have always been a lover of languages. It was to study the French language that I chose France."

Leah Vandever (USA), a linguist and, a specialist in rare sounds, studied linguistics at a French university.



**A global attractiveness
campaign for higher
education in France**

Since its creation in 2010, Campus France has been working to promote French attractiveness to foreign students. The Agency relies on 370 institutions and, three conferences (Conference of University Presidents, Conference of Specialized Schools, Conference of Directors for French Schools of Engineering) that are members of Forum Campus France. The Agency counts on a network of 256 spaces and, branches in the world that are part of the French diplomatic network in 126 countries. 1.7 million people follow Campus France on social media and, through its 80 websites launched in 32 languages.

Campus France launches an unprecedented campaign so that high school students and, students will favor France as a destination for their high education studies.

A KNOWN ATTRACTIVENESS AND, A TRADITION OF HOSPITALITY

French higher education remains very attractive in the world, and, more particularly in French-speaking Africa. France has indeed significant assets:

- An excellent higher education system that is known by international students;
- Courses in all areas, with 1,500 courses taught in English);
- Quality research with 62 Nobel Prize winners and, 15 Fields Medals;
- Constant financial support from the State to institutions and, students (two-thirds of the study fees are financed for university fees, there are grants and, exemptions, free student social security, subsidized CROUS meals, housing assistance - CAF-, etc.);
- A major global economic power and, an enabling environment for innovation, entrepreneurship and, start-ups;
- The 5th most spoken language in the world;
- Geographical and, geopolitical situation in the heart of Europe;
- A fine cultural environment and, life-style;
- An open and, multicultural France ;

As a result, **France is the fourth host country for international students in mobility** (after the United States, the United Kingdom and, Australia), and, the **first non-English speaking host country** with 343,000 foreign students according to statistics of 2018. Morocco, Algeria, China, Italy and, Tunisia are among the top 5 countries sending the most students to France.

There are three goals to this campaign: maintaining the attractiveness of France in the French-speaking countries; developing the reputation of studies in France (and, from France) in countries where it remains unknown; attract those who consider France as a possible destination and, make them come to France to study.



NEW CHALLENGES

The increasing internationalization of higher education results in the expanding of mobility (linguistic, degree-granting, exchange, internship) and, the increasing demand, of young people from all over the world seeking diploma recognition as well as quality in their environment and, a true academic "experience".

This opening of the world of higher education is coupled with increased competition from countries willing to attract the best students. The traditionally attractive Anglo-Saxon countries like the United Kingdom, the United States, Canada or Australia benefit from the reputation of their institutions and, especially from the status of English as the current lingua franca. New mobility countries such as the Netherlands, China, Turkey, Saudi Arabia, etc. are developing motivating attractiveness policies and, specifically targeting emerging countries. All seek to maintain or increase their soft power, attract a future skilled workforce, create economic links with alumni and, open new markets and, contribute to the pacification of international relations. Many offer courses in English (Netherlands, Germany), develop campuses abroad (Australia) or at home (China), offer scholarships (Turkey, Saudi Arabia) or encourage language-learning visits (China, Japan).

In this context, France must maintain its position in the French-speaking world and, promote the excellence of its educational offer, especially to emerging regions (China, India, Russia, South-East Asia, Portuguese and, English-speaking Africa, Latin America).

However, French higher education institutions sometimes lack recognition in some emerging countries. France does not naturally appear as a study destination open to non-francophones and, likely to present professional offers.

THE "CHOOSE FRANCE" STRATEGY

It is important for France to react and, to develop a new attractiveness strategy giving public institutions the means to develop their international strategy and, better accommodate foreign students. On 19 November 2018, Prime Minister Edouard Philippe launched the "Bienvenue en France/Choose France" strategy at the Rencontres Universitaires de la Francophonie. The goal is to **attract 500,000 international students by 2027**

This new attractiveness strategy is based on a complete system including:

- actions to improve the hosting of international students (creation of reception desks, student sponsorship system, etc.) financed by the MESRI for a total of 10 million € in 2019 (Call for «Choose France» projects)
- the simplification, fluidification and, dematerialization of administrative procedures (obtaining a visa, a residence permit ...);
- the development of courses in English as well as courses for French as a foreign language (FLE);
- the introduction of differentiated fees for extra-community students studying for a bachelor's degree (2770 €) and, a master's degree

- (3770 €) in public institutions under the supervision of MESRI. The government, however, continues to subsidize the studies of international students by two-thirds of their tuition fees;
- the tripling of scholarships and, exemptions issued by the French government to the best international students, so that tuition fees are not an impediment to mobility. Institutions may also waive tuition fees for up to 10% of their total student population;
- the creation in the medium term of French foreign campuses or new branches of French higher education institutions, particularly in Africa. These innovative partnerships, co-built with local institutions and, adapted to the needs of the countries, aim to meet the enormous need for training of African youth.

Our goal is to 500,000 international students by 2027

At the heart of this attractiveness strategy, the supervisory ministries (MESRI and, MEAE) entrusted **Campus France** with the promotion of the French university system, the launch of the «Choose France» label for the reception of international students, and, the implementation of a global communication campaign.

"France enjoys a substantial influence in the fields of physics and, chemistry, for methods and, the working environment". Wei Zhao (of Chinese origin), creator of sustainable energy solutions, completed his chemistry Ph.D. in France"

Wei Zhao (of Chinese origin), creator of sustainable energy solutions, completed his chemistry Ph.D. in France.

a) The "Choose France" label

Known for their academic quality, French higher education institutions are also constantly improving how they host new international students, as it is a primary indicator in the choice of the destination. Also, the **"Choose France" label** lists, describes and, explains all the reception facilities available to students (housing, administration and, services, languages used, reception and, sponsorship programs, digital services, etc.). There are three main goals:

- to inform the international students about the actual hosting conditions within the institutions;
- to attest to the quality of hospitality and, promote the institutions' initiatives in this area;
- to promote a culture of hospitality in universities and, schools and, help institutions define their priorities and, action plans for hosting.

By promoting hospitality services and, their improvements, the label represents a tool for foreign outreach to French higher education institutions and, is a guarantee of safety for international students. To date, 165 establishments have engaged in a labeling process and, 25 have been labeled by the Minister of Higher Education, Research and, Innovation, Frédérique Vidal.

b) A global communication campaign

The new Campus France campaign aims to attract talents and, enable students to achieve their goals by choosing France. The concept of the campaign is based on one **specific idea**: to inspire this new generation, to make them dream about their studies, about their professional future and, France.

This campaign is intended to **be broadcast around the world**. While relying on regions that are traditional providers of mobility (Maghreb, West Africa), it also targets emerging countries (China, India, Vietnam, Indonesia ...) and, non-French speaking countries in Africa, where the reputation of France, as a destination for higher education remains unknown but offers significant potential.

The challenge for France is to highlight its many areas of academic excellence, particularly in mathematics, sciences, engineering, climate sciences, economics, business, law and, political science, etc. France is thus fortunate to be able to offer a wide range of training, from agricultural and, vocational high schools to Specialized Schools, but also IUTs or preparatory classes. The strengths of French higher education, in a subtle comparison with the Anglo-Saxon models, will be highlighted.

"I chose France for its many quality courses in the fields of computer science, data science."

Rodica Guisse (Moldavian), IT engineer in a French multinational. She is currently working in robotics on an international scale, after completing a double degree in the United States and, France. She is accompanied by Buddy, a robot made in France.

It should also be noted that more than **1,500 programs are taught in English** at the Grandes Ecoles and, more often at universities, especially at the master's degree level. It is thus possible to study in France without having to learn French in advance, in courses of excellence open to internationals learning French during their stay in France. In a complementary way, the mastery of French represents an additional asset for students in mobility, given its place in the world (5th most spoken language and, language of diplomacy) and, in Africa.

Choose France

Studying in France made my dream come true

MARWAN, a water management specialist who chose to sharpen his skills in a French university.

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"Studying in France has given me the opportunity to discover the latest technologies and, the latest solutions in the field of hydropower."

Marwan Shamekh (Jordanian), a specialist in water management. To improve in this area, he chose a French university.

Choose France

Studying in France made my dream come true

SANDRA, a defender of rights in the field of education and graduate of International Management in France.

LES HOMMES NAISSENT ET DEMEURENT LIBRES ET ÉGAUX...

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"I think everything is possible when you meet the right people, the right opportunities. Living in France made me realize that I could take risks, find what suits me"

Testimony of Sandra Omo (Nigerian), involved with the rights to an education, she enrolled in a course of International Management in France.

AN INTERACTIVE AND, ENGAGING COMMUNICATION CAMPAIGN

The communication campaign bets on interactivity to better engage students and reach out to young people. Campus France has decided to change the usual approach of a top-down communication and, now puts both students but also alumni, institutions and, more generally all the prescribers involved in the choice of studies at the center of its communication. Students take interest in an institution because it has been recommended by a relative. It is precisely this form of recommendation and, proximity that has been adopted on a larger scale for the design of this campaign.

The specificity of this new campaign is based on a co-construction involving a broad range of international students who have chosen France. Former students, who at one point chose France for its higher education, become initiators, actors and, relays of a much more engaging campaign.

A sample of foreign students was invited by Campus France to take part in participatory working groups, in order to gather their feedback from France, and, to assess their sensitivity to different messages and, communication tools.

The feedbacks guided the selections of Campus France for this campaign. The first conclusion was to launch a digital device as part of the international communication. Campus France entered the privileged public space of young people with horizontal communication, relayed within the international student community.

Besides, the testimonials of these students, who entrusted Campus France with their desires, expectations and, hopes before coming to France, nourished and, enriched the entire design process of the campaign.



"I wanted to continue to live my passion everywhere, as long as possible."

Isabelle Mesquita (Brazilian) designer of ethical fashion, she chose France to train in the excellence of fashion professions.

"The factors that matter to me are the balance between professional and, personal life, artistic culture, lifestyle and, acknowledgment of skills."

Pankaj Salley-Jah (Indian), business creator, he was trained in innovation and, entrepreneurship in France.

These are the aspirations they had when making their choices. Campus France turned them into ... dreams! The new campaign, inspired and, inspiring, unfolds the dreamlike student universe. It reflects its desires, ideals, requirements. Thus, the 2019-2020 campaign **revolves around the theme of the "dream" of a student anywhere in the world**, through an original interactive video.

The entire communication device (as detailed in Part 2) of this 2019-2020 international campaign, features real alumni profiles and, students from all over the world.

The 2019-2020 print campaign features twelve true profiles of foreign students who have completed their higher education in France. Each profile narrates the arrival on the French territory, apprehensions, hopes, joys, to sum up, a personal and, professional journey.



Samir Memmoud

As he is attracted by the architectural heritage of France and, by great architects such as Jean Nouvel or Christian de Portzamparc, this young, curious, and, voluntary Algerian already was a graduate of architecture in his country, however he chose to renew the experience in Paris, with an International Master of Technics, Heritage and, Industry Territories. As part of this master, he participates in workshops and, wants to pursue his career in research.



Rodica Guisset

This young Moldovan and, Romanian mother is a software publisher, who creates executioner robots. When she arrived in France for a double degree at UPEC (Creteil), she also took French pastry lessons! And, if France has allowed her to develop her passions, it also helped advance her career: Rodica develops valuable software allowing professionals to devote themselves entirely to their core business.



Sandra Omo

After completing a master's degree in International Business, halfway between Prague, Lyons and, New York, this former Miss Nigeria puts her notoriety, determination and, training at the service of creating awareness among young Nigerians about the benefits of contraception and, the dangers of early marriage.



Kristina Prokopets

For this Russian researcher, the first milestone was her international master's degree in computer vision at the University of Burgundy. Once the master completed, it was necessary to choose whether to stay or leave. Her meeting with the fascinating EnCov research team in Clermont-Ferrand, then with her husband, convinced her. She is now working at the CEA List at the Saclay Research Center to develop 3D reconstruction solutions to train medical students in neonatal resuscitation.



Marwan Shamekh

As he comes from an area where water management is a central issue for the inhabitants' daily lives, this dynamic and optimistic Jordanian came to benefit from the French know-how in this field. He joined the Euroquae in Sophia Antipolis and, currently works at Suez, where he specializes in resource management and, water data collection.



Wei Zhao

It was as part of an exchange program between a university of Shanghai and, the Ecole Centrale de Lille that this tireless Chinese scientist arrived in France. After a double degree in Applied Analytical Chemistry, a Master's degree at the Ecole Centrale de Lille in partnership with the Institut Français de Pétrole, then a Ph.D. in partnership with ENS de Lyon, he finally left chemistry to dedicate himself to physics and, more precisely to solar energy: another challenge that this contemporary art lover has brilliantly faced.



Isabelle Mesquita

Bringing colors of Brazil to France: a winning bet for this fashion designer from Rio de Janeiro. After a master's in Management, Fashion and, Luxury obtained in Paris, Isabelle opened her first workshop, in the Parisian street of rue de Rivoli, where she develops approaches of up-cycling (recycling of fabrics for the manufacture of clothes or accessories). Today, between France and, Brazil, she contributes to French cultural diversity by sharing her Parisian workshop with other friends who are artists as well.



Thierno Gueye

A healthy food truck to encourage good food practices in Senegal: this is the project launched by Thierno and, its partners, graduates and, winners of the "Graine d'Agro" contest organized by their school Montpellier-SupAgro. Goals and, ideals flourish for this Senegalese entrepreneur. Promoting Senegalese products, boosting the employability of young people, promoting local expertise: so many issues in which Thierno invests with passion.



Léah Vandever

Halfway between the American Indiana Jones and, the very French Jules Verne, this American linguist is currently a Ph.D. student at the University Bordeaux-Montaigne. She digs up and, dissects rare consonants from all over the world. She loves swimming and, snowboarding. For Leah, France and more precisely, the South West of France is her playing field because of the excellence of its research centers and, its living environment.



Pankaj Salley

In a quest for innovation, a balance between professional and, personal life, Pankaj left India and, landed in France for his higher education. He has no regrets as he is today an accomplished businessman: co-manager of a platform of medical aid services in India, and, independent seminarist often called by considerable French schools such as Montpellier Business School, the EMLV, or Paris Dauphine.



Junghwa Yi

After her first year of Master of Research in Mechanical Engineering obtained in Korea, Junghwa chose to continue her studies in France at Centrale Supélec where she brilliantly pursues a new Master in Aeronautical Research. She is passionate about aeronautics, and, she is a scholar at heart. She is now a member of the EM2C laboratory in partnership with CNRS and, Paris-Saclay University.



Hariyo Susteyo

While visiting Burgundy to learn the French wine culture, this former gastronomy student fell in love with French vineyards and, decided to start a Professional Certificate of Agricultural Business Management (BP-REA) in Beaune. He is now the first Indonesian winemaker based in Burgundy and, manager of the SCEV of the Main d'Or.

These twelve alumni identified by Campus France have volunteered to become the faces of the French higher education abroad. Photoshoots were organized with Campus France representatives and, under the guidance of the photographer Audoin Desforges, well-known in the cinematographic field, and, famous for his refined and, creative profiles.

These twelve unique profiles are the first prints for the new Campus France campaign, inspiring special setups and, mixing the professions and, the passions of each. More fun videos will come to complement these prints.

Again, it was the students and, alumni of Campus France who inspired and, gave birth to the content and, visual format of this 2019-2020 campaign entitled: "It is studying in France that I fulfilled my dream".

“The work culture, the network (professors, researchers, entrepreneurs), France have awakened my entrepreneurial spirit.”

Thierno Gueye, champion of sustainable food, he followed a course as an agri-food engineer in France.

2

Digital tools for an innovative campaign

“What if studying in France allowed you to fulfill your dreams”

Campus France has developed different media and, innovative communication tools to convey its message.

DIGITAL TOOL

Campus France has favored a campaign based on digital tools, as part of international digital communication, closer to its target of students from around the world.

A 100 % interactive campaign

This new campaign features an original and, fun video with an interactive concept. To achieve this, Campus France has chosen the “3D compositing” audiovisual technique that mixes real and, animated images. The scripting of the video has favored the creation of new content and, the eloquence of the images to stir the student’s curiosity and, to allow them to imagine themselves as the people in the videos.

As the student navigates through the platform, the interactive video unfolds a new sequence and, unfolds a dream of life and, “self-fulfillment” in France. Far from compiling a catalog of the assets of France, this campaign invites students to question their dreams and, life projects: are they idealists in search of independence and, freedom? Or maybe pragmatists, looking for professional opportunities? The pursuit of the dream in the video depends on the adequacy between the desires of the student, and, what France will be able to offer them.

The goal of this interactive video is first to make the foreign student interact through an engaged conversation around their dreams. But it also aims to promote France as a preferred destination with its versatile opportunities.

This interactive video is hosted on a dedicated platform <https://realisetonreve.campusfrance.org>, where students can also find a semi-psychological quiz to assess themselves and, see if they match the following profiles: studious student, explorer or curious. More than a psychology test, this quiz allows the student to project themselves in their future dreams while discovering specific places and, references in France (cultural, historical, company wise, etc.).

Engaging and, inspirational teasing tools

Before the official launch, a teasing campaign was launched through the «making-of» of the print campaign, inspired by and, accomplished with former foreign students who became alumni. In addition, the broadcast of a video teaser «Make your dream come true», made it possible to unveil plans of the interactive campaign as well as testimonials of some of these foreign students that pursued their studies in France.

All these videos are broadcast on Campus France’s social media, as well as those of the local Campus France spaces with YouTube, Instagram and, Facebook as a priority.

Meanwhile, the campaign will be boosted by the progressive publication of the interests and, aspirations of these profiles through short videos, made with a light and, humorous tone.



A playful campaign, animated by a series of contests

The digital launch of this new campaign will be punctuated by two major competition games organized by Campus France in order to encourage public engagement and, to better understand, the usages of the demographic to be reached.



→ First contest: "What is your dream?"

This first contest aims to encourage students and, Internet users who follow the accounts of Campus France to share the dream they would like to achieve in France. The game, which will last for a month, from October to November 2019, will close, during the celebration of the 5th anniversary of France Alumni (a network of former international students in France). Five people from priority countries will be randomly drawn and, given the opportunity to win a three-day stay in France.

→ Second contest: "I know everything about France"

This second contest is a questionnaire about France. The questions tackle the fields of higher education, culture and, French gastronomy. The winner will be chosen by random draw among the best answers. Its activation, in January 2020, on social media, will allow a foreign student to win a VIP pass from the local French Institute for the 2020/2021 season.

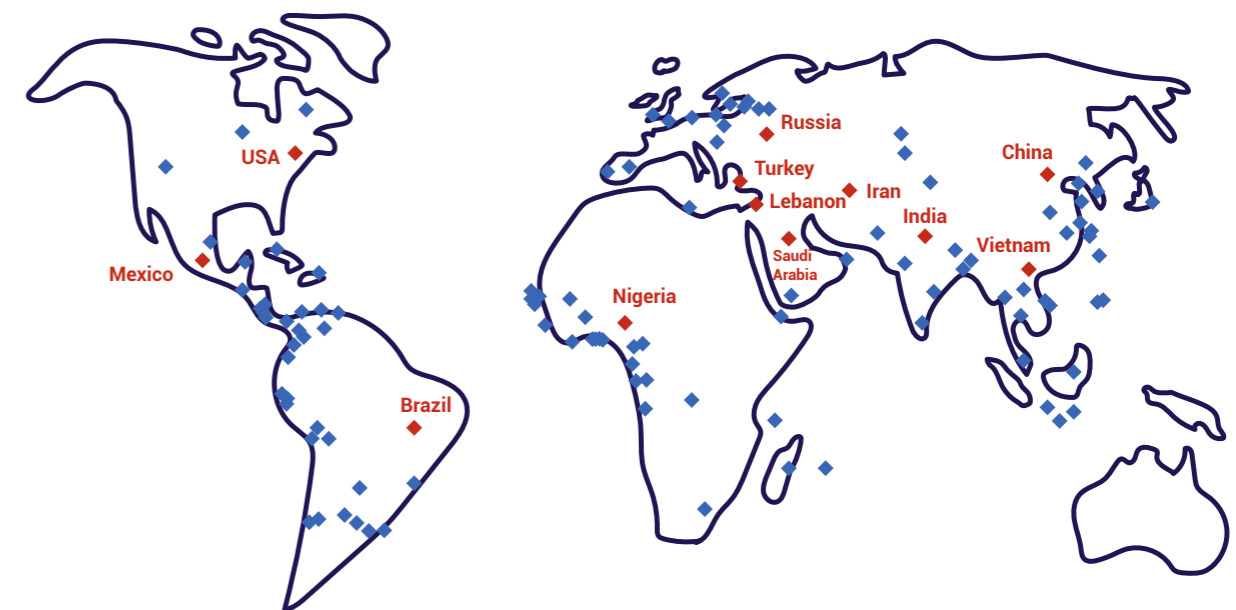


STUDENTS AS INFLUENCERS

The goal of a launch on social media is to reach a young and, international demographic. Campus France sought influencers, in France and, around the world who are part of the prescriptive or informative ecosystems for students.

The Campus France's challenge is to make the influencers committed, so they become active ambassadors of the campaign and, more generally, of the French higher education values.

The use of volunteer influencers who believe in the message they are conveying, and, especially local influencers who can relay the campaign on social media, is part of Campus France's desire to encourage horizontal communication, to allow foreign students to communicate, to interact with people carrying French excellence but also to identify with influencers.



Before the official launch of the campaign, Campus France wanted to assemble these stakeholders and, opinion leaders. An operation for influencers based in France was organized as an immersion meeting at Campus France, alongside the teams and, some alumni of Campus France.

Following these exchanges with the teams, the influencers had the opportunity to ... «fulfill their dreams» and, to exclusively discover the campaign video. Always in line with its approach of co-construction, Campus France was able to gather **these stakeholders' feedback specifying the project and, thus reinforce the bias of this new campaign, focused on the digital aspect and, interactivity.**

THE PRINT CAMPAIGN

The new 2019-2020 Campus France campaign, through various media, is available in several languages, primarily in French, English, Spanish and, Arabic, and, will be carried by all international Campus France spaces.



Choose France 

“ Studying in France made my dream come true ”



HARIYO (Indonesian)
Following a Management course in Bourgogne on the agricultural sector, he started running a vineyard.

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Choose France 

“ Studying in France made my dream come true ”



MARWAN (Jordanian)
A water management specialist who chose to sharpen his skills in a French university.

CAMPUS FRANCE 
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Choose France 

“ Studying in France made my dream come true ”



SAMIR (Algerian)
An architect, he chose France for studying an International Master's in heritage preservation.

CAMPUS FRANCE 
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Choose France 

“ Studying in France made my dream come true ”




PANKAJ (Indian)
A business creator and graduate of Innovation and Entrepreneurship in France.


CAMPUS FRANCE 
campusfrance.org

Choose France 

“ Studying in France made my dream come true ”



LEAH (US)
A linguist specialized in rare sounds who chose to study Language Sciences in a French university.

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Choose France 

“ Studying in France made my dream come true ”



THIERNO (Senegalese)
Championing food sustainability, he enrolled in a Food Engineering course in France.

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Choose France 

“ Studying in France made my dream come true ”



KRISTINA (Russia)
An AI researcher who graduated with a master's degree at a French university.


CAMPUS FRANCE 
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Choose France 

“ Studying in France made my dream come true ”



JUNGHWA (Korean)
A designer of tomorrow's planes, she chose France to lead her top-level research.

CAMPUS FRANCE 
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Choose France 

“ Studying in France made my dream come true ”



WEI
A creator of sustainable energy solutions who previously earned his Ph.D. in Chemistry in France.

CAMPUS FRANCE 
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Choose France 

“ Studying in France made my dream come true ”

ISABELLE (Brazilian)
An ethical fashion creator who chose France for its academic excellence in the fashion business.



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