

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

#APAIE24

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024

Official Media Partner

**THE CHRONICLE
OF HIGHER EDUCATION.**

Diamond Sponsors



Session 7E: Weds 6th March, 09:30 – 10:00

Leveraging AI in Student Recruitment Across the Asia-Pacific Region

Bosco Anthony
Global Rev Gen, Australia

Chair
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Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024





Global Rev Gen (GRG)

**We are a full integrated
agency collective
specialising in Digital
Media Buying and
strategic consultancy.**



Sydney – Melbourne - Brisbane - Cebu - London – Belgrade- Vancouver

GRG.

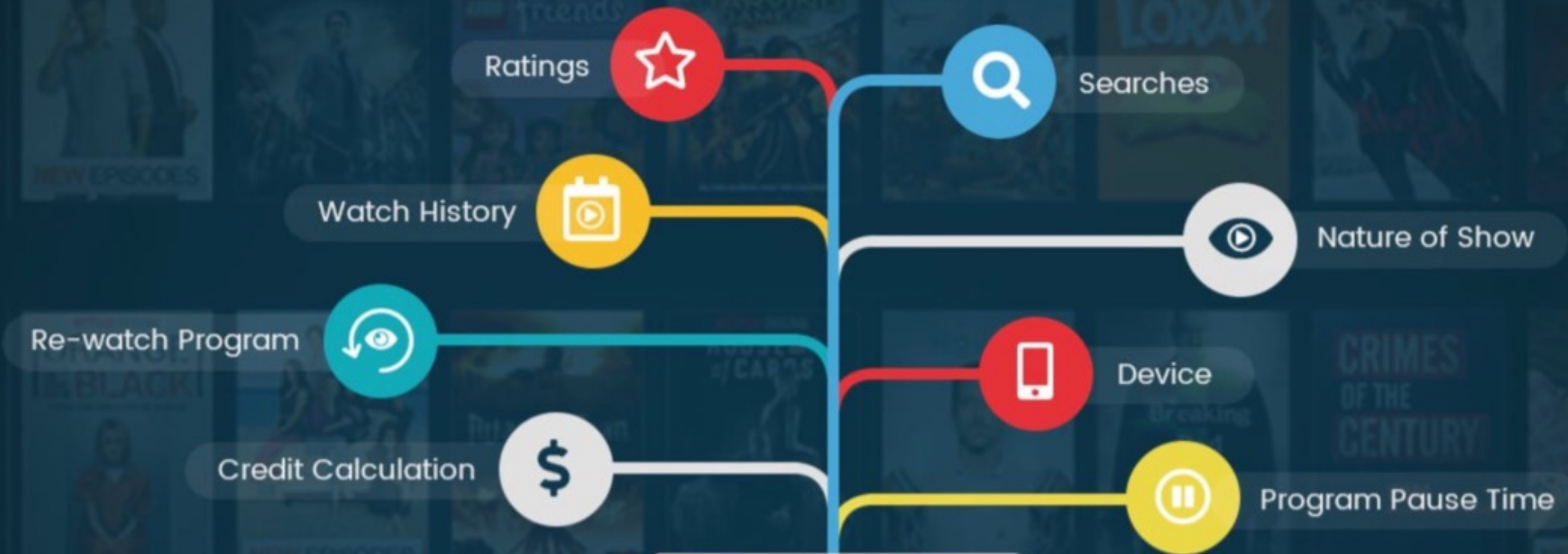
Agenda

Part 1 – Tech Innovation Trends
**Part 2 – Localisation Trends and
Campaign Case Studies**
Part 3 - Future Proofing
Group Discussion and Q&A

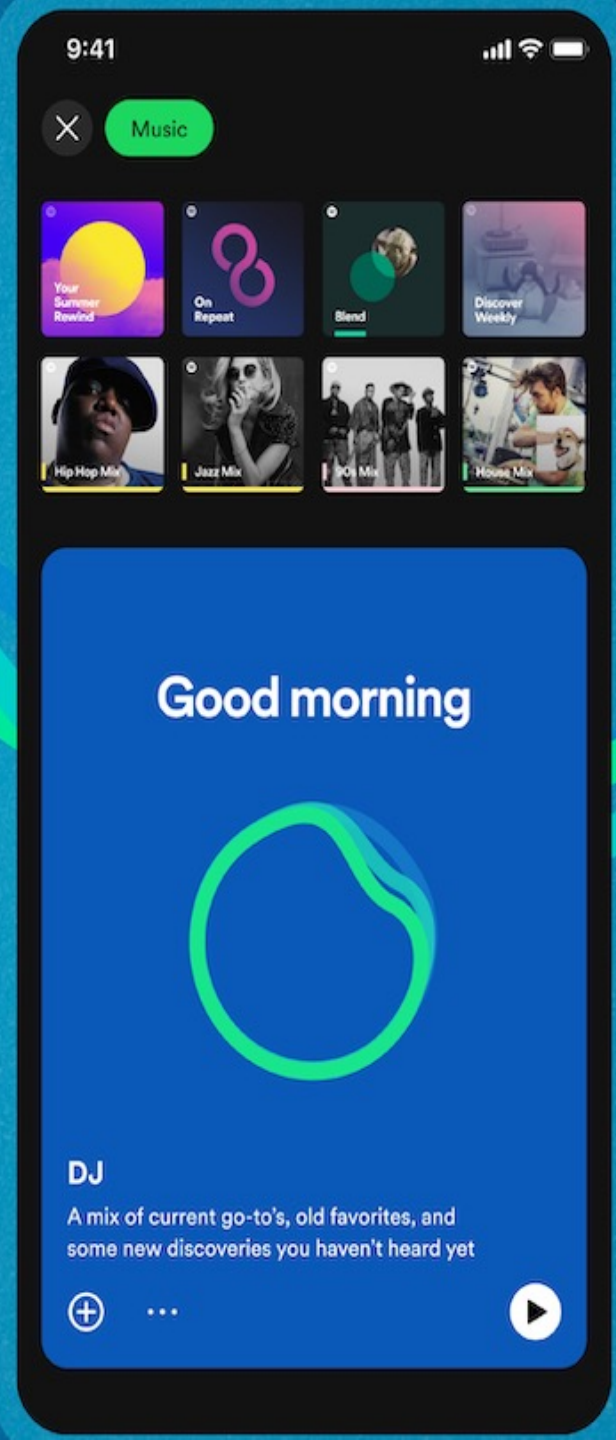




Part 1 – Tech Innovation Trends



Meet your DJ



**YOUR PHONE WHEN YOU
SAY YOU WANT TO BUY SOMETHING**

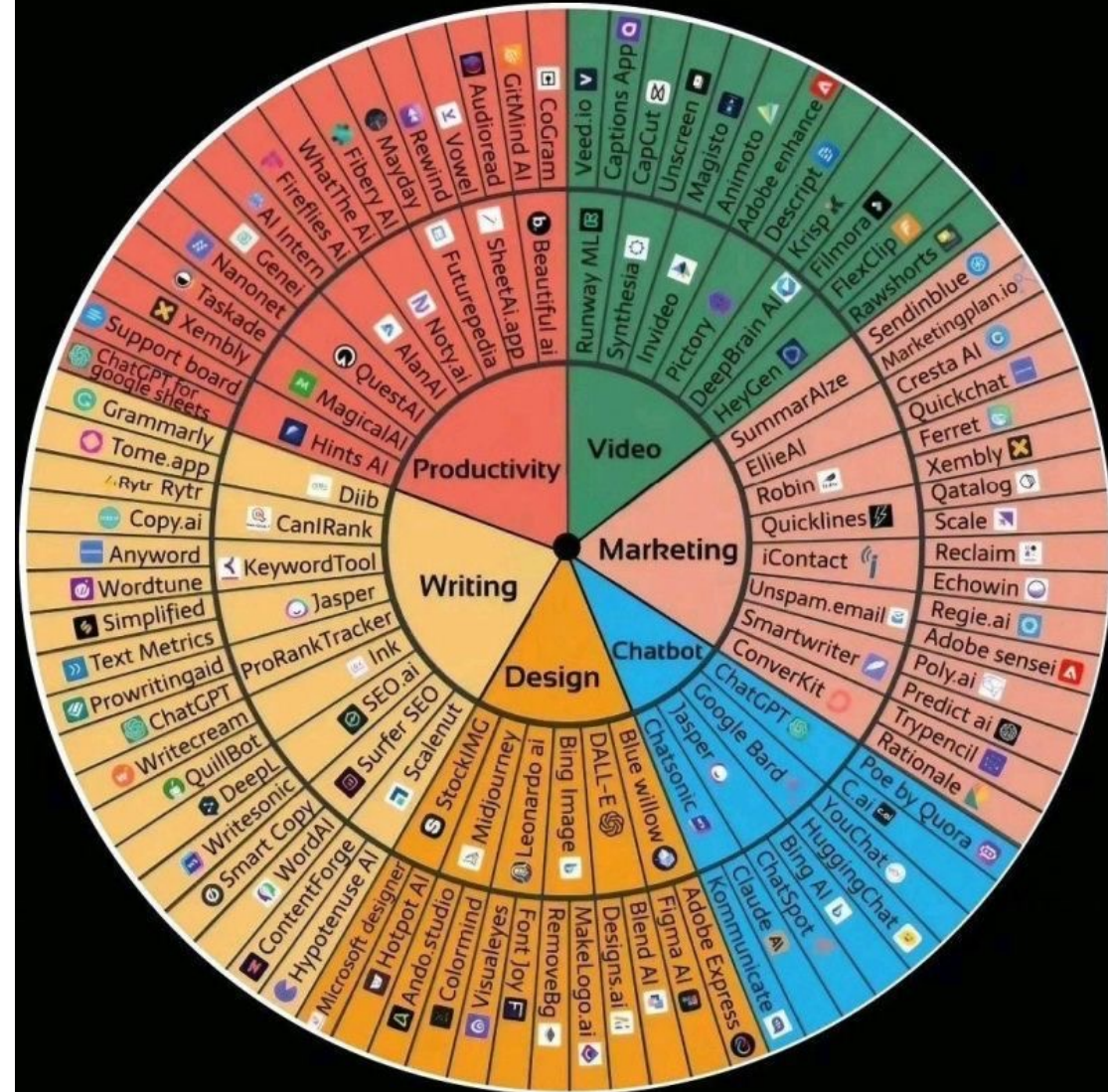


Key Considerations

AI is evolving
Trend Snapshot
Risk Management
Landscape Change
Framework Development
Fear Vs Truth
Blended Marketing and Comms

UNESCO Framework
A human rights approach to AI
<https://www.unesco.org/en/artificial-intelligence/recommendation-ethics>

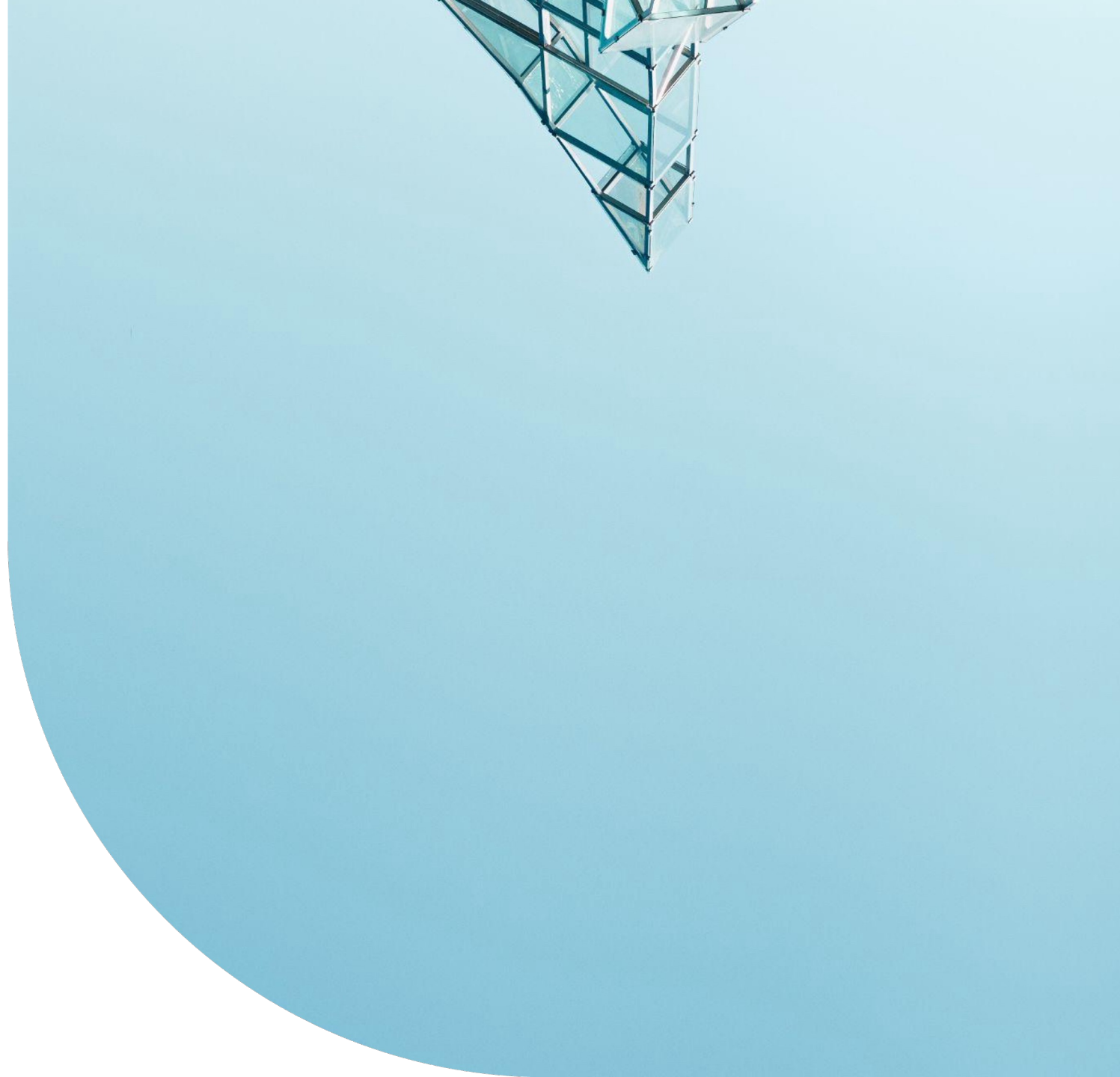
120 MIND-BLOWING AI TOOLS



Experienced Reality



Generative AI



Marketing Automation



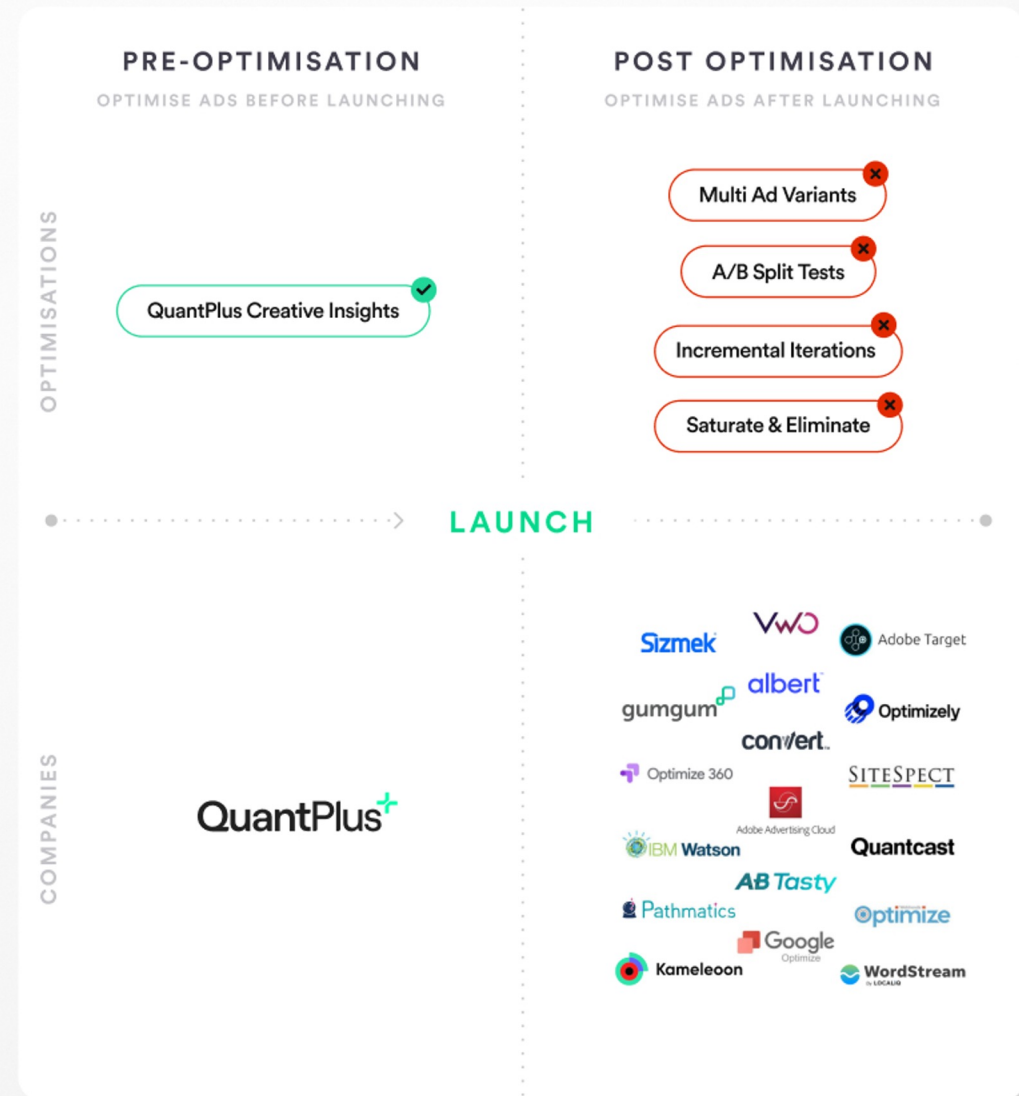
Creative Enhancements



QuantPlus⁺

AI Driven Insights for Advertising Creative

Why's QuantPlus uniquely different to anything you've seen before

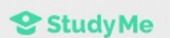


So we put it to the test

Starting in the Education space...

We spent 12 months developing the worlds first AI engine for analysing ad creative.

We worked with leading institutions, analysing over 35 education markets world wide



Example Creative

How to build successful ads informed by insights

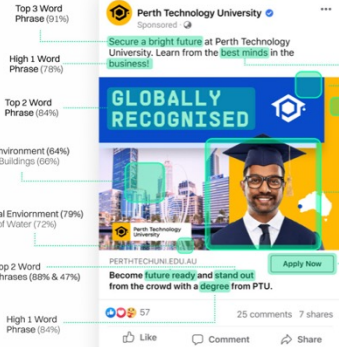
Take a look at how we used the best ranking elements & insights

Images

Image Tag Overview

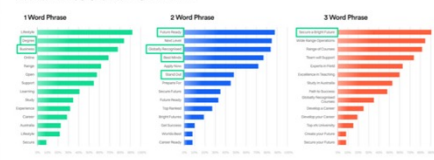


Images People Category in Detail



Phrases

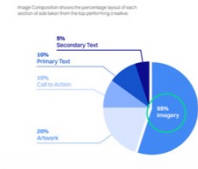
Top Phrases by Best Performing Ads



Colour Palette



Image Composition



Top CTA's



QUANTPLUS LAUNCHES WORLD-FIRST AI AD REPORTING SYSTEM



SHARE THIS

QUANTPLUS HAS LAUNCHED A "WORLD-FIRST AI-DRIVEN" INSIGHTS REPORTING SYSTEM THAT CAN BREAK DOWN ADVERTISING CREATIVE PERFORMANCE AT AN "ELEMENTAL" LEVEL AND BOOST ROI BY UP TO 300 PER CENT (LEAD IMAGE L-R: WILLIAM BAKHOS, CO-FOUNDER, BRAD PICKETT, CO-FOUNDER AND CEO, SALVADOR KLEIN, CO-FOUNDER).

QuantPlus said that its tech had analysed up to 60 billion impressions over 30 countries and deconstructed ad creatives and ranking the elements against performance data to find the elements that perform best.



- Colours**
- Wording:** Primary and secondary text, keywords, CTAs
- Type of Imagery:**
- People:** gender, number of people, attire, complexion
- Context:** natural vs built environment
- Objects Shown:** technology, industry specific objects
- Design and layout:** insights around graphics vs photos
- And more...**



Success Stories







SECURE YOUR FUTURE IN AUSTRALIA

MAKE GREAT HAPPEN



RTO 0275 | CRICOS 03020E | HEP PRV13003

Quant⁺

Colour Palette

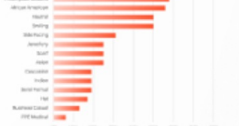


Quant⁺

Images People Category in Detail

Top Image Tags in People Category

It shows the most common image tags in the People category.



Quant⁺

Images People Category in Detail

Gender Distribution in People Category

It shows the gender distribution of images in the People category.



62%



38%

Population Distribution in People Category

It shows the population distribution of images in the People category.



47%

Quant⁺

Images Image Tag Overview

Image Tag Category Proliferation

It shows the proliferation of image tags in the People category.



Image Tag Category Performance

It shows the performance of image tags in the People category.





ORIGINAL CREATIVE



CREATIVE WITH QUANT PLUS INSIGHTS IMPLEMENTED

+33%

Return on Investment

+90%

Unique Visits to LP



JCU is a more lenient brand and liberal towards adding elements coming from QuantPlus Insights.



ACU is more conservative towards which elements they can add into the creative. They also run with 1 creative and no localised version of the creative.



ENGLISH LANGUAGE



LOCALISED LANGUAGE



JCU had 2 English creative iterations and 2 localised creative



ACU had 1 English creative and no localised language ads



JCU recorded a much higher Conversion Rate compared to ACU's campaign and in turn delivered 6.6x lower than ACU's Cost Per Lead



1.12%
CONVERSION RATE
\$145.32
CPL

0.07%
CONVERSION RATE
\$965.86
CPL



Achieve an education at a university in the top 2% with scholarships available.

acu.edu.au



QuantPlus Photoshoot for ACU



Multicultural group shot



Indoor Environment



Built Environment

Director and Governance Courses

Advertiser name	Subset of Impression	Imp Market Sh	Subset of Spe	Spend Market Sh
education.vic.gov.au	64,049,010	43.56%	276,874.73	39.10%
deakin.edu.au	36,689,860	24.95%	121,120.67	17.10%
tafensw.edu.au	30,688,712	20.87%	260,060.30	36.72%
utas.edu.au	4,497,564	3.06%	14,029.64	1.98%
aicd.com.au	3,343,263	2.27%	10,283.62	1.45%
vu.edu.au	2,687,415	1.83%	8,497.78	1.20%
uwa.edu.au	1,922,772	1.31%	6,051.19	0.85%
governanceinstitute.com.au	1,152,393	0.78%	4,237.77	0.60%
swinburne.edu.au	754,998	0.51%	2,349.45	0.33%
advisoryboardcentre.com	479,893	0.33%	1,613.45	0.23%
sj.vic.edu.au	366,779	0.25%	1,484.28	0.21%
ibm-institute.com	227,923	0.16%	768.29	0.11%
likenoother.wa.gov.au	70,677	0.05%	387.22	0.05%
isa.org	57,311	0.04%	227.46	0.03%
scu.edu.au	29,157	0.02%	109.26	0.02%
freecoursesinengland.co.uk	15,306	0.01%	54.69	0.01%
executiveeducation.wharton.upenn.edu	504	0.00%	1.25	0.00%
informa.com.au	402	0.00%	0.86	0.00%
iata.org	31	0.00%	0.08	0.00%

QuantPlus Lite

UTS Online
Sponsored

Stay imaginative. Stay connected. Implement business practices driven by social values.

Master of Business Administration (Online)

Choose to specialise in:

- Business Analytics
- Digital Marketing
- Technology Management
- Health
- Organisational Learning

UTS Online

Victoria University Online
Sponsored

Gain a Tier 1 MBA from a leading Australian university.

MASTER OF BUSINESS ADMINISTRATION

GRADUATE IN 2 YEARS, PART-TIME

VICTORIA UNIVERSITY ONLINE

ONLINE.VU.EDU.AU
100% Online With No Exams or Textbooks
Delivered by the internationally respected Victorian Graduate School of Business, our MBA course will help you to achieve your...

Learn More

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Complete in 24 months part-time.

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Transform the Future of Business

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AUSTRALIAN INSTITUTE of BUSINESS

NO DEGREE? NO PROBLEM

Use your work experience to get into your MBA.

CHECK YOUR ELIGIBILITY



End of financial year sale

Register for inhouse governance and risk training



Find out more

Drive better performance.

Make your mark as a director
Effective Director Course

Learn more

Ready to take your directorship to the next level?

Learn more



Part 2 – Localisation



高等教育领先者，位居全球1%的五星大学

伍伦贡大学 (UOW) 是一所享誉全球的机构，致力于提供高标准的教育体验，是享誉世界的现代青年大学之一。



Leader in higher education, among the top 1% of 5-star universities worldwide

The University of Wollongong (UOW) is a globally renowned institution committed to providing a high-standard educational experience, widely regarded as **one of the leading modern universities globally**.

Fill in with one click

Next time you autofill, read and agree to the Autofill Information Authorisation Form

Submit and learn more about the program

The University of Wollongong (UOW)

Ranked in the top 1% of universities worldwide.

30th in the world in the Times Higher Education Young University Rankings 2023

Ranked top 5 in Australia in the QILT Employer Satisfaction Survey 2022.

Source: QS World University Rankings 2024, Times Higher Education Young University Rankings 2023, QILT Employer Satisfaction Survey 2022

伍伦贡大学 (UOW)

Top 1%

位居全球1%的大学之列*

Top 30

高等年轻大学中排名前30位*

Top 5

在2022年QILT雇主满意度调查中，位列澳大利亚前五*

来源: QS World University Rankings 2024, Times Higher Education Young University Rankings 2023, QILT Employer Satisfaction Survey 2022

Advance your career and belong to one of the best

拓展你的职业生涯
成为更好的自己

伍伦贡大学UOW是一所高等教育和研究领域的全球领先者。提供个性化和实用为特色的澳洲教育，为你进入职场和适应职业目标做好准备。

UOW不仅是学生获得五星级教育的地方，还助力学生完成学位后获得就业的机会。目前，UOW有31,464名在校学生，其中超过6,500名为国际学生，分布在我们的伍伦贡主校区、UOW悉尼商学院和利物浦校区。

探索更多伍伦贡大学课程

遍布全球的合作网络

UOW拥有广泛的海外合作网络，与400多家海外机构签订了正式合作协议，内容涵盖了研究合作、学生和教职员工交流、留学和项目交付等方面。

作为全球大学合作网络(UGPN)的成员，UOW积极与世界各地知名大学的学者和学生互动，共同解决全球性挑战。



了解更多

learn more about

The University of Wollongong (UOW) is a global leader in the field of higher education and research. It offers **high-quality education characterized by personalisation and practicality**, preparing you for entering the workforce and starting your career goals.

UOW is a place where students not only get a **five-star education**, but also the opportunity of gaining employment upon completion of their degree. At present UOW has 31,464 students currently enrolled. Over 6,500 of these being international students this is across our main Wollongong campus, the UOW Sydney Business School, and our Liverpool campus.

Explore more about degrees at UOW Australia

Global Network of Partnerships

Encompassing a rich network with overseas institutions, UOW has formal agreements with more than **400 overseas institutions**, covering research collaboration, student and staff exchange, study abroad and program delivery.

As a member of the University Global Partnership Network (UGPN), UOW actively engages with scholars and students from renowned universities worldwide, collaboratively **addressing global challenges**.

Northfields Ave Wollongong, NSW 2522 Australia
International: +61 2 4221 3218

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UOW Australia
Advance your career

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Ripudaman - Video



Giving you the entire view of Udaipur,

plogmanofindia • Follow
Original audio

plogmanofindia Edited • 5d
Our country is blessed to have the hardworking farmers working day in and out to produce food which reaches our plates. In the process, they face a lot of hardships and uncertainty.

Project MARVI, which stands for Managing Groundwater Use and Sustaining Aquifer Recharge through Village-level Interventions, is an initiative led by Western Sydney University spanning a decade. Its primary objective is to facilitate the sustainable utilization of groundwater resources through on-ground knowledge, technology and farmer participation.

This initiative empowers farmers with crucial knowledge and resources to




Liked by **bamboobridgeeco** and others
5 days ago

Add a comment...



The Creatives


Bahasa Creative

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...




✕

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international.curtin.edu.au
Belajar di Australia


[Learn more](#)


   1.1K

20 Comments




68 Shares

 Like

 Comment

 Share


English Creative

**Curtin University** 
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...




✕

Don't meet the English requirements for University? You may be eligible for Curtin's free, 10-week English Language Program. Find out more: <http://curtin.edu/xza78b>





international.curtin.edu.au
Study in Australia


[Learn more](#)

   385

2 Shares

 Like

 Comment

 Share

Split Test Results



\$12,000

\$\$\$

204

Leads

0.57%

CR

\$58.82

CPL

- Low Cost of Media
- Higher CR
- High Leads Volume
- Low CPL



Benchmarks

\$12,000

\$\$\$

31

Leads

0.42%

CR

\$383.33

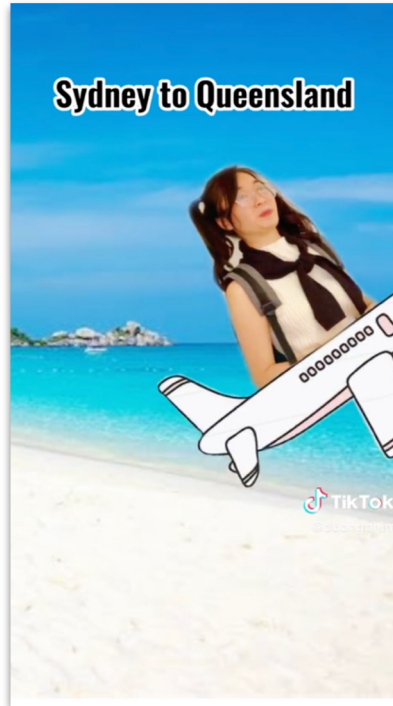
CPL

- High Cost of Media
- Lower CR
- Low Leads Volume
- High CPL

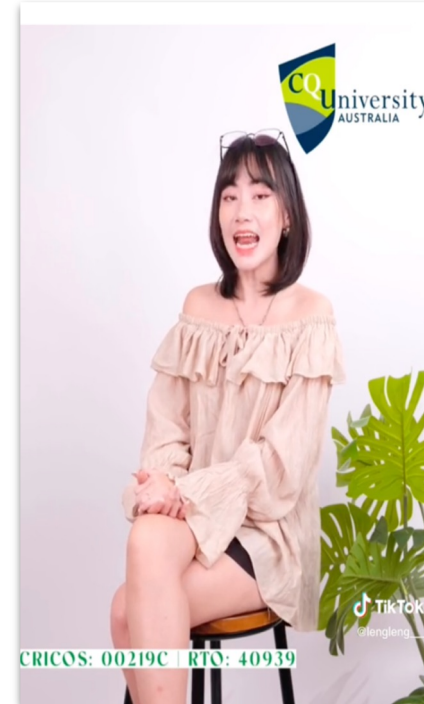
Creators Showcase



Theme: Lifestyle & CQU highlights



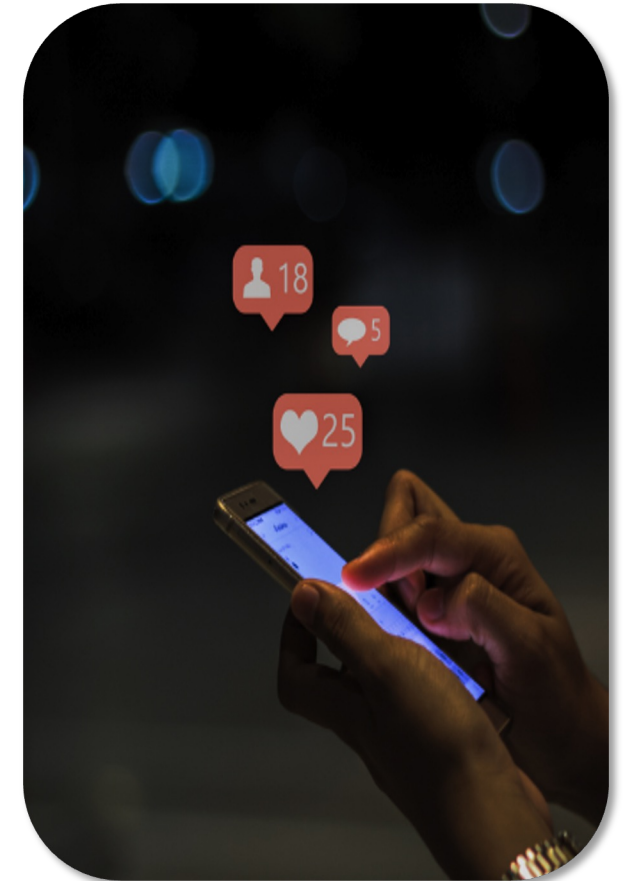
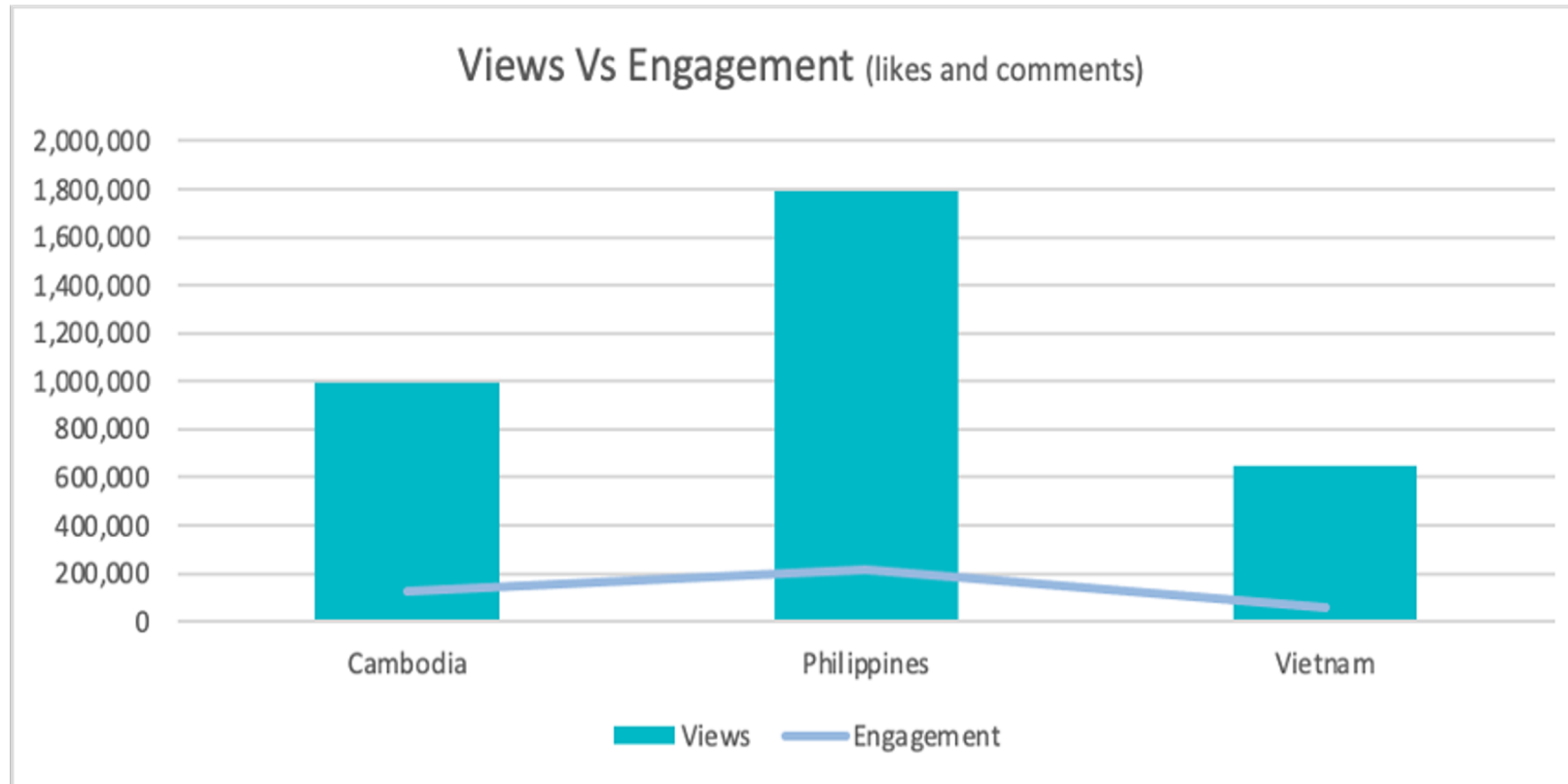
Theme: Destination



Theme: Personal Experience & CQU highlights

TikTok's short-form content allowed creators to be creative with CQU's messaging. Paired with high audience volume, CQU achieves incredible reach and engagement within the campaign.

Views and engagement by countries




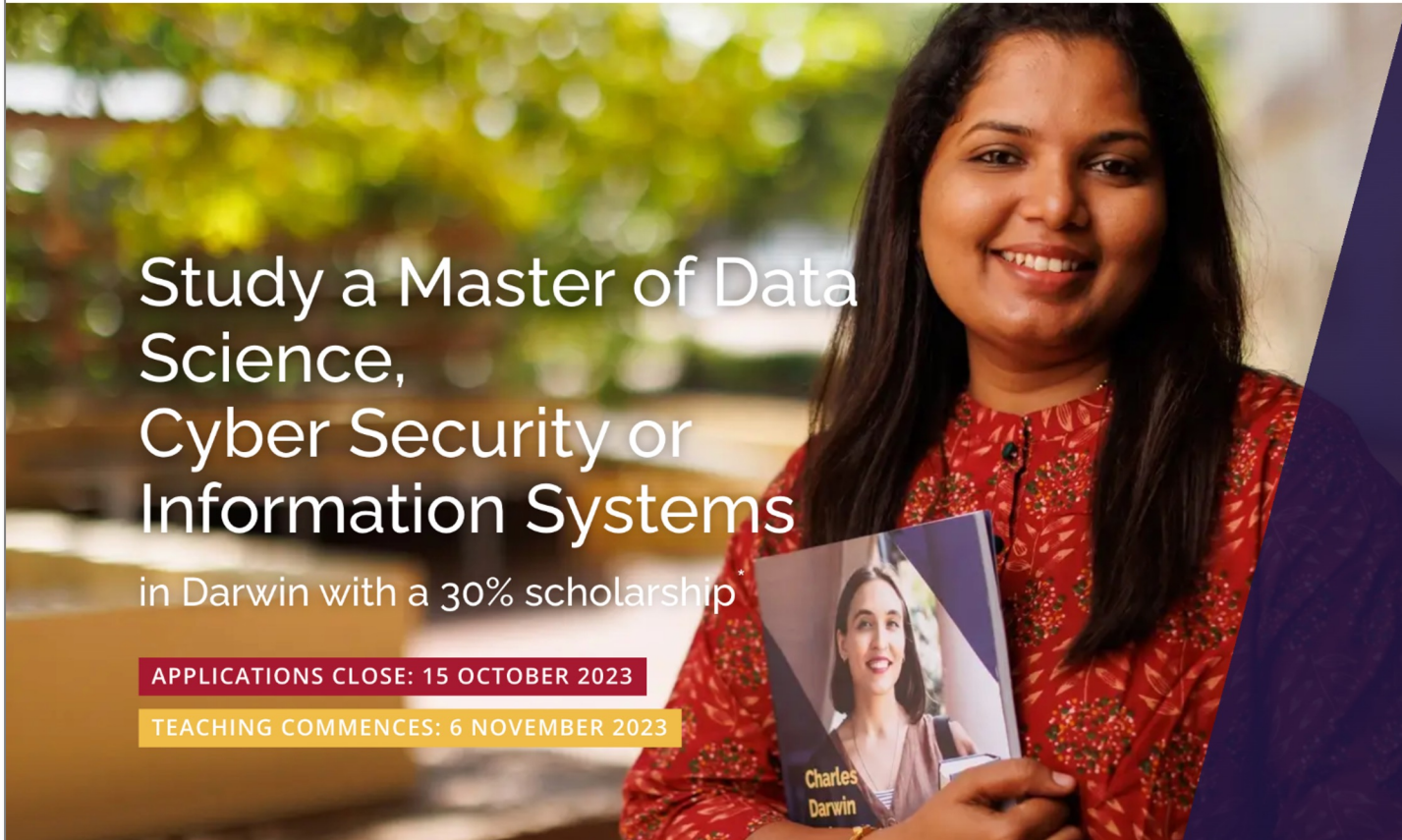
Philippines market have come out to be the strongest market in terms of views and engagement metrics

Traditional Media Services



Creative Services (Landing Pages)





Study a Master of Data Science, Cyber Security or Information Systems

in Darwin with a 30% scholarship*

APPLICATIONS CLOSE: 15 OCTOBER 2023

TEACHING COMMENCES: 6 NOVEMBER 2023

Request More Information

Request more information about studying Data Science, Cyber Security or Information Systems at CDU Darwin by completing the form below.

- Select a Course -

Request Information

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Part 3 – Future Proofing



**The workforce will not
be replaced by AI.**

**A workforce NOT
using AI will be
replaced by a
workforce using AI.**

THE INNOVATION FRAMEWORK

ADOPTION
PURPOSE
PROCESS
RHYTHM
OUTPUT
AUTHORITY
COLLABORATION
HUB

Workshop Roundtable:

1. **What is the biggest trend you are preparing for?**
2. **What is the current challenge you face as an education entity?**
3. **What can you do to prepare for change?**

Additional Resources

<https://globalrevgen.com/international-market-insights/>



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