



EDUNAKHO MEDIA PACK

EMPOWERING STUDENTS TO MAKE THE BEST DEGREE DECISIONS

Who we are

In today's digital age, video is king for prospective students making crucial decisions about their education, particularly because of the popularity of social media. At EDUNAKHO, we are at the forefront of this revolution, crafting compelling videos and content tailored specifically for those eyeing an MBA or specialized Master's in Business.

OUR MISSION

We spotlight what makes your institution exceptional through dynamic video storytelling, supported with editorial content. We curate authentic material to showcase your unique identity, brand and values, reaching prospective students worldwide with lasting impact.

OUR APPROACH

With video at our core. We leverage its power to engage and inspire, bringing your institution's stories to life in multiple formats and channels, with expertise in sourcing, producing, and presenting captivating visual and written content. All of this with the ultimate goal of bringing top quality candidates to your classroom.

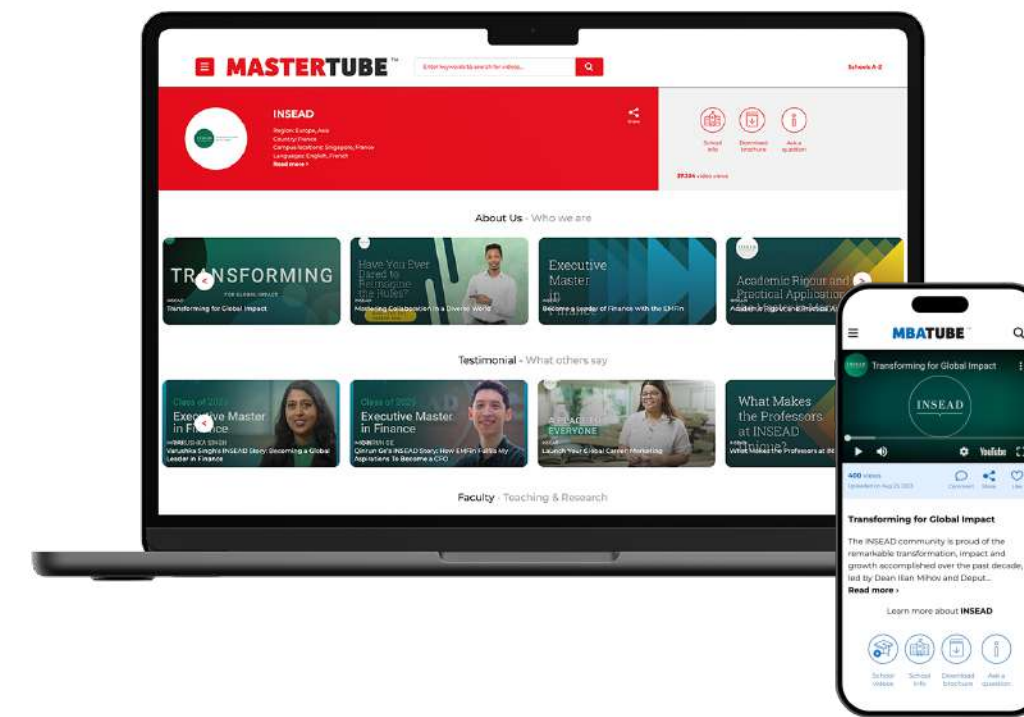
OUR PLATFORMS

MBATUBE.COM AND MASTERTUBE.COM:

Premier destinations for hosting your institution's most compelling video content. Much like YouTube, you manage your very own video channel to showcase your latest and greatest videos to our audience.

MBATUBE™

MASTERTUBE™

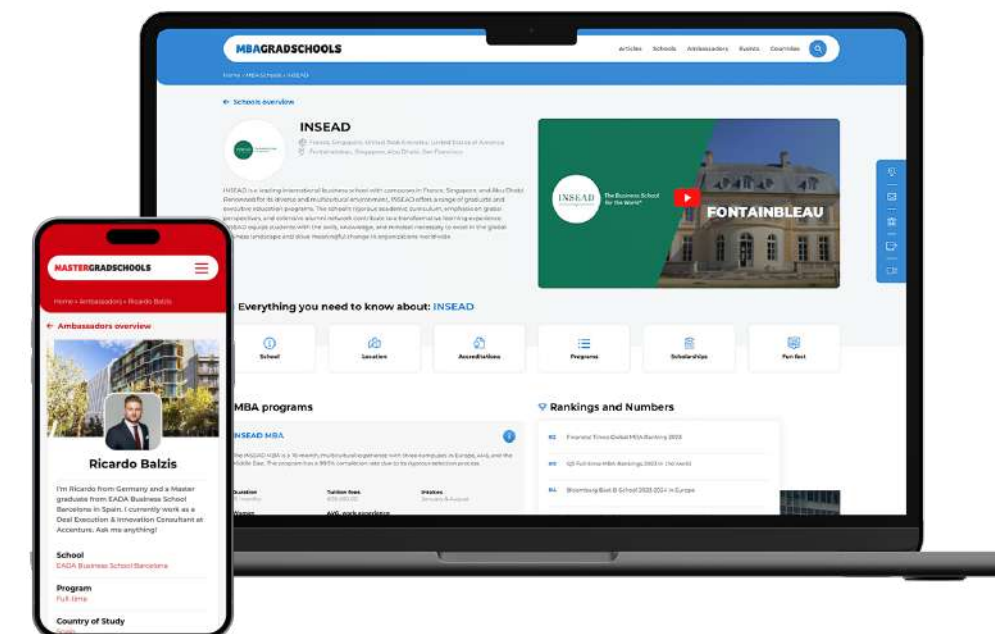


MBAGRADSCHOOLS.COM AND MASTERGRADSCHOOLS.COM:

A wholistic approach to profile your institution. Here we will showcase institution with compelling editorial content and allow you to directly connect with prospective candidates through a variety of formats such as an eligibility checker, event signups, and ambassador chats.

MBAGRADSCHOOLS

MASTERGRADSCHOOLS



Stats & Demographics

Discover the extensive reach and detailed audience breakdown of our four websites. We hope that our data provides a clear picture of who is engaging with our platforms, ensuring you understand the demographics and interests of our users. Additionally, review a sample of the last 1,000 opt-ins to gain deeper insight into the high caliber of prospective students showing interest in your school.

MBATUBE™
MBAGRADSCHOOLS

ANNUAL PAGE VIEWS 1M+

SOCIAL MEDIA FOLLOWING

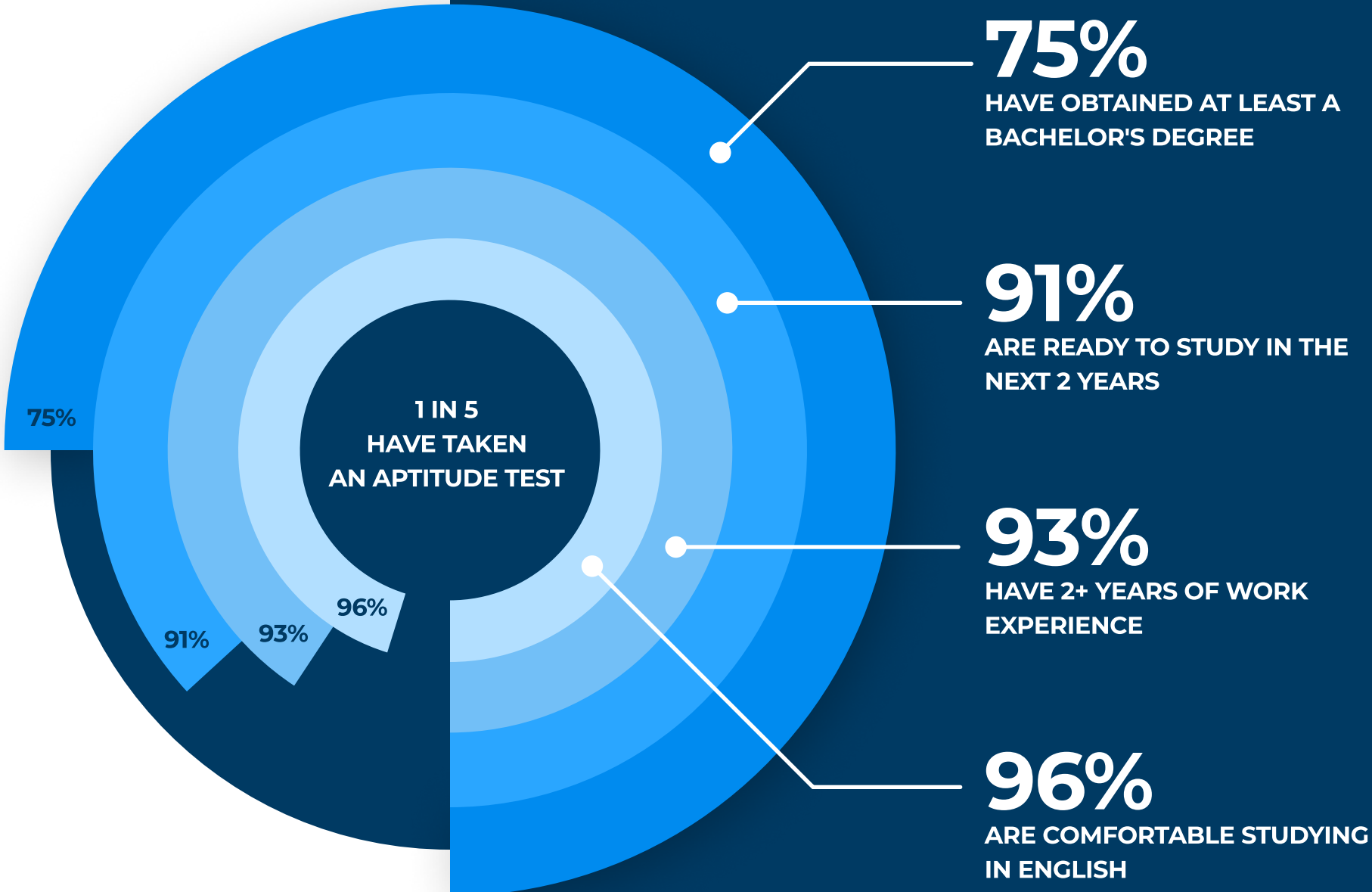
100k+

AGE

24-34

TOP COUNTRIES

- USA 🇺🇸
- India 🇮🇳
- Germany 🇩🇪
- Canada 🇨🇦
- UK 🇬🇧



MASTERTUBE™
MASTERGRADSCHOOLS

ANNUAL PAGE VIEWS 1M+

SOCIAL MEDIA FOLLOWING

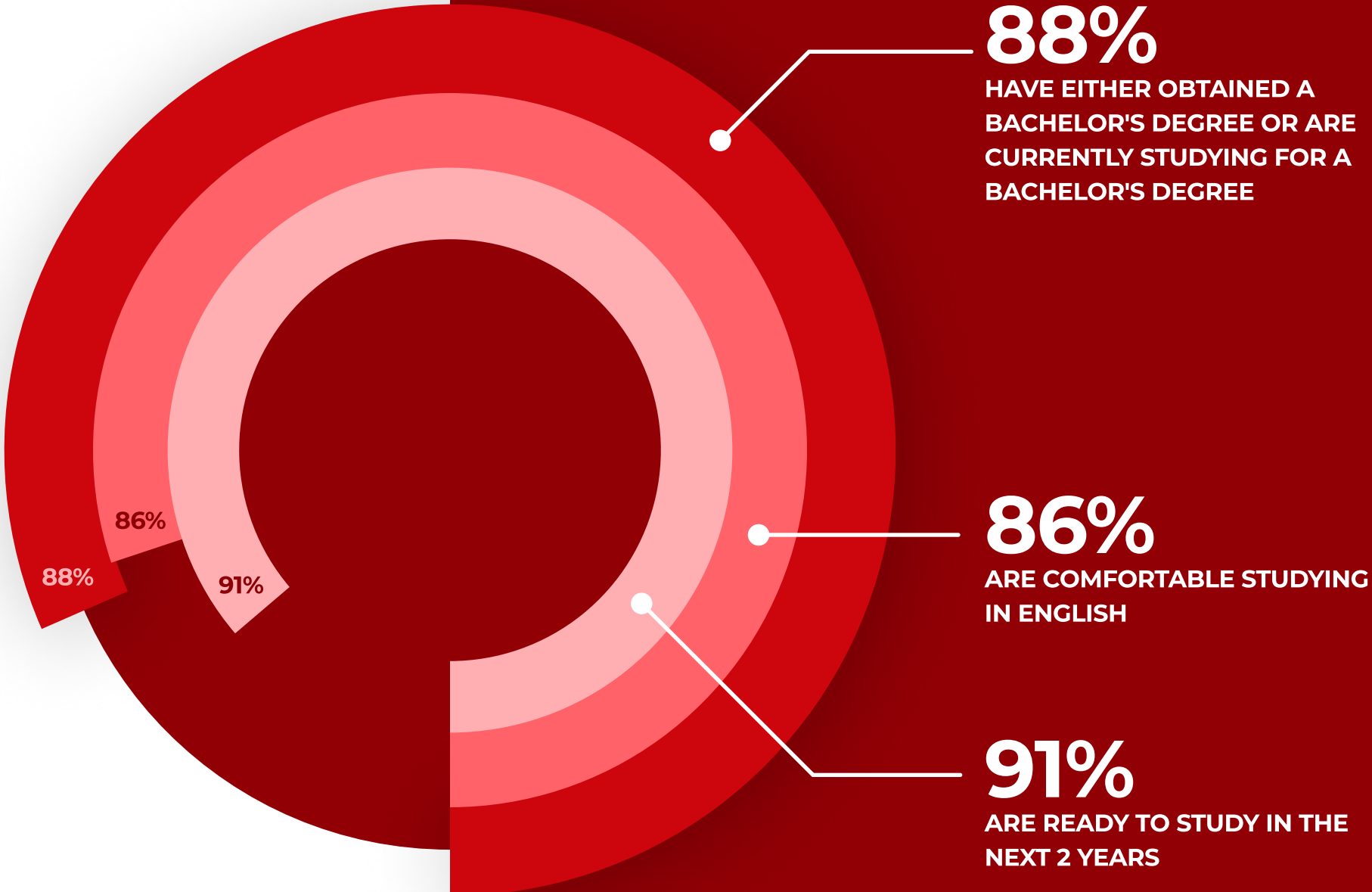
100k+

AGE

20-30

TOP COUNTRIES

- USA 🇺🇸
- India 🇮🇳
- France 🇫🇷
- UK 🇬🇧
- Canada 🇨🇦



Unlocking Potential Through Our Packages

We empower schools to create compelling narratives that resonate with our global audience. Our platforms offer:

- 1. Video Content:** Engaging videos from concept to final product. As a video production company working exclusively in higher business education, we understand the message you want to get across and can also provide 3rd party promotion.
- 2. Editorial Content:** Compelling written pieces for brand storytelling, we take care of the entire process from start to finish. Every article we write also has a video element which adds both credibility and engagement.
- 3. Lead Generation:** Every lead that we generate for you is highly targeted, is pre-qualified based on your eligibility criteria, and opts in specifically to your institution.
- 4. Visibility:** Through our 4 websites, you have the opportunity to be featured alongside ~500 business schools worldwide including ~80% of the Financial Times Top 100.

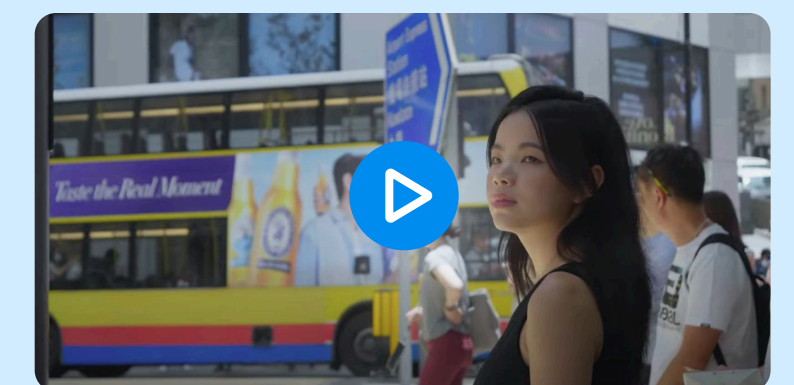
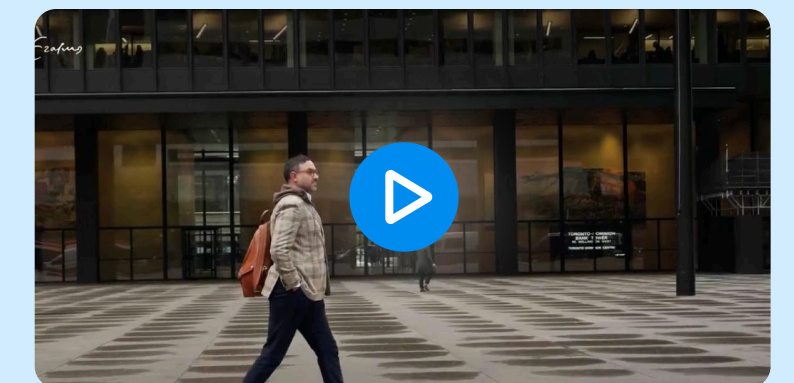
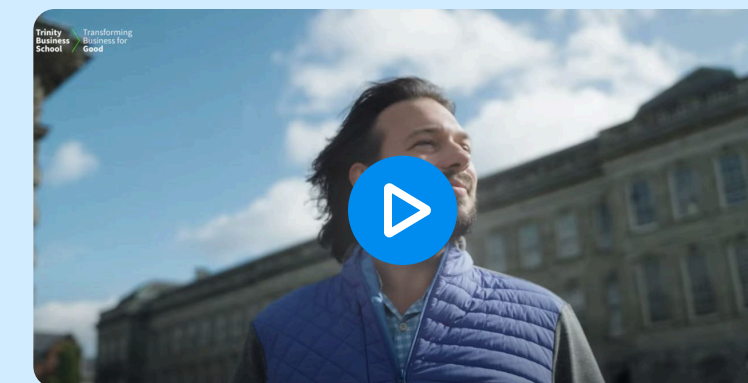
OUR ANNUAL PACKAGES:

PREMIUM PACKAGES	PREMIUM PLUS PACKAGES
Upgraded school landing page (12 months)	Upgraded school landing page (12 months)
1 x Motion graphic video (according to template)	1 x Motion graphic video (according to template)
2 x Vlog style video interviews	2 x On-site video productions (single testimonial)
2 x Sponsored Articles	2 x Sponsored Articles
100 x Qualified leads (with eligibility quiz)	100 x Qualified leads (with eligibility quiz)
€ 6,850	€ 14,850

Benefits working with our production unit:

- Professional production with experienced team
- Clip selection is done by us
- Our expertise and niche is higher education specialist
- Content will be promoted on our portals
- Content will be school branded and you get full license and ownership of the final videos
- Raw footage of final productions available to repurpose.

Examples:



Note:

- 1 filming location
- 1 speaker per video (for multiple speakers or other formats, please enquire for details and pricing)
- 3 edit rounds
- 1/2 day production
- Worldwide productions as listed on our global production tour

Unlocking Potential Through Our Packages

Our expert video production team is here to transform your story into a captivating commercial masterpiece. Specializing in higher education (Business Schools), we provide full-service consultation from storyboard to final product, ensuring your vision is brought to life with precision and creativity.

What We Offer:

- **Professional Video Production:** High-quality, engaging videos tailored to your brand.
- **On-Site Expertise:** We capture your essence with professional flair and style.
- **End-to-End Consultation:** From concept development to final edits, we're with you every step of the way.
- **3rd Party Promotion:** Amplify your reach through our established platforms.

Partner with us to create a video that not only tells your story but captivates your audience and elevates your brand.

OUR VIDEO PACKAGES:

VIDEO PACKAGE 3	VIDEO PACKAGE 5
3 x full-length videos (max 5mins)	5 x full-length videos (max 5mins)
3 x social teasers (max 30s)	5 x social teasers (max 30s)
captions & uncaptioned version	captions & uncaptioned version
SRT Files	SRT Files
Raw footage from final video for repurpose	Raw footage from final video for repurpose
€ 12,750	€ 20,000

FOR INDIVIDUAL VIDEOS:

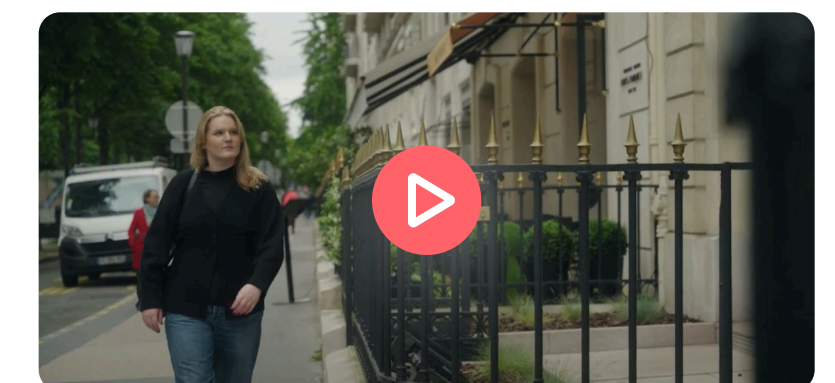
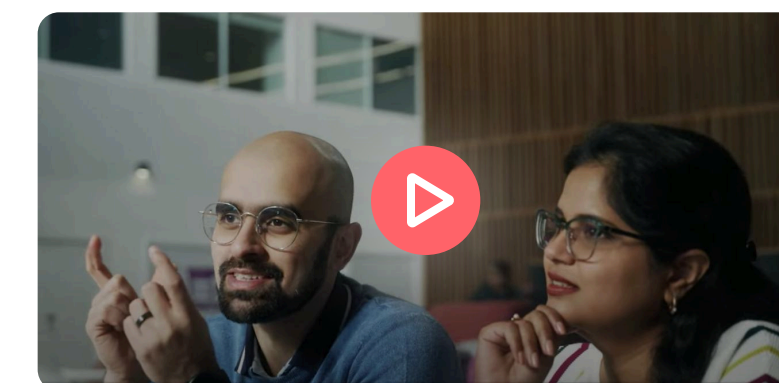
per full-length video +
teaser (per aspect ratio)

€ 4,500

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Examples:



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Maximize your impact and reach your goals

Elevate your offerings by integrating additional services beyond our listed packages:

- **Email Campaigns:** Targeted Email Campaigns. We design a mailing to promote your message and send to 1000 targeted leads meeting your demographic targets (region/country/age).
- **Editorial Content:** Our sponsored articles spotlight your marketing strategy's key elements, such as your career center, diverse classrooms, or innovative programs. Each article is paired with a credibility-boosting video asset, bringing the content to life.
- **Display Advertising:** Our high-traffic portals attract thousands of dedicated candidates daily, making them the perfect platform for you to reach and influence potential students.

EMAIL CAMPAIGNS

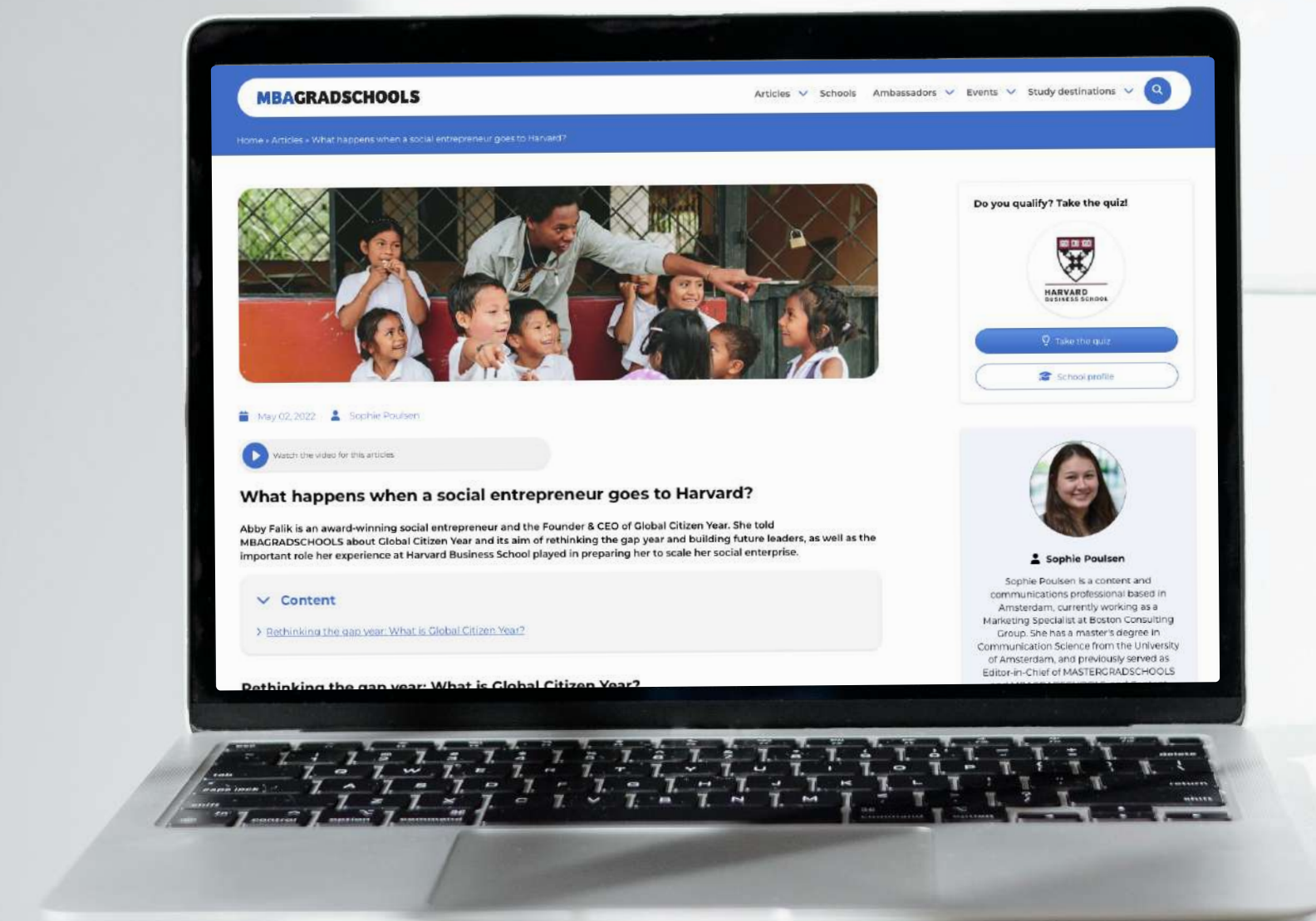
Unit		Rates
1 x Direct Email Campaign per campaign. (For multiple campaigns, please enquire)	Example →	€ 2,500
Featured Article Email Campaign	Example →	€ 2,000 per article
Newsletter	Example →	€ 1,000 per entry

EDITORIAL CONTENT

Number of Articles		Rates
1 Article		€ 2,000
3 Articles		€ 5,500
5 Articles		€ 9,000

DISPLAY ADVERTISING

Ad Type		Rates
MBATube/MasterTube HomePage Video Skin Takeover		€ 1,000 for 1 month
Banners (50k Impressions)		€ 1,000



Maximize your impact and reach your goals

Elevate your offerings by integrating additional services beyond our listed packages:

- YouTube Advertising:** In a competitive landscape where everyone vies for quality leads from the same sources, our YouTube campaigns offer access to a new audience. They not only drive click-through traffic but also generate targeted leads, allowing you to measure success through impressions, traffic, and new leads.
- Video Content Creation:** Get ready to shine in the spotlight! Our expert video production team is geared up to transform your story into a captivating commercial masterpiece. Not only will we bring you a professional video, but with our experience specializing in higher education, we will consult with you from story board to final product. On-site or remote, we will infuse your essence with professional flair and style, and bring the added value of 3rd party promotion through our platforms.

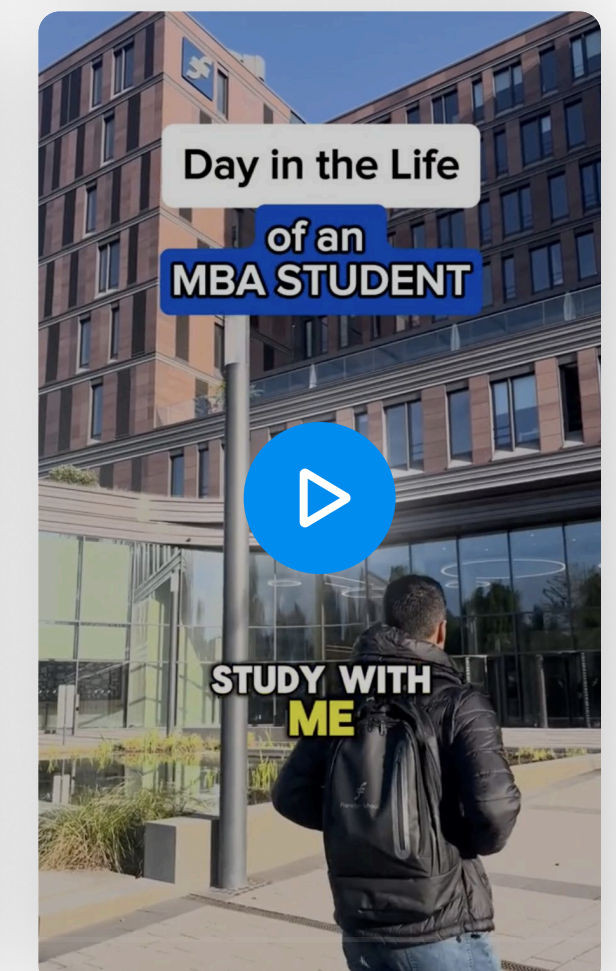
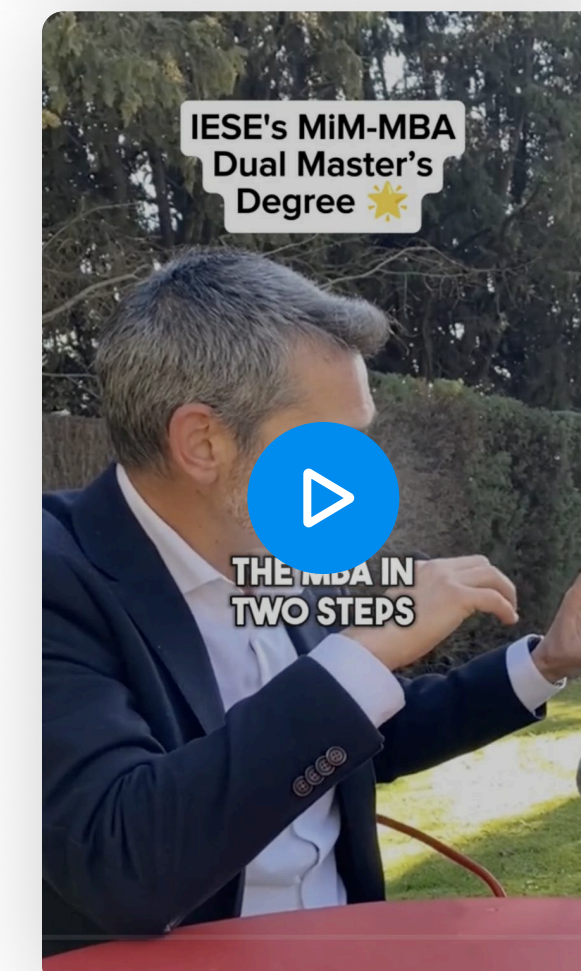
Please contact us for quotes

YOUTUBE ADVERTISING

Package	Duration	Details	Rates
Option A	6 Months	<ul style="list-style-type: none"> Lead campaign using a customizable lead form 3 month A/B testing 2 ad types (bumper + skippable)* Ad-spend included *optional ad creatives for an additional €1,000 	€ 11,000
Option B	12 Months	<ul style="list-style-type: none"> Lead campaign using a customizable lead form 3 month A/B testing 2 ad types (bumper + skippable) 2 ad creatives included Ad-spend included 	€ 20,000

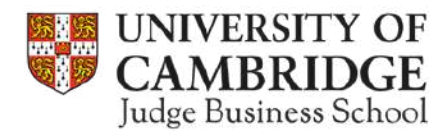
VIDEO CONTENT CREATION

Video Content Type	Description
EDUNAKHO Branded Videos	3 minute videos, 3 edit rounds, 1 filming location
School Branded Videos	Corporate, Remote, Motion Graphic
Youtube/Social Media Ads	Skippable, various lengths, with captions
Online or Blended learning/lecture content	School branded Lectures, 15-30 mins, Live feed, Live editing
Graduation videos	100 individual 60 second graduation clips, generic and social media format with huge viral effect
Social Media Shorts	For use on your own platforms or to tap into our audience by featuring on our channels
Tik-Tok Campaigns	Unique, digestible Tik Tok Shorts
Bespoke Videos	Share your story vision with us, and we'll expertly film it to capture the essence of your message.



Who We Work With

200+ PARTICIPATING GRADUATE SCHOOLS



Contact Us

AMSTERDAM:

MAILING ADDRESS

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