

## Vantage Receives Cambridge Award

### *For Outstanding Contribution to Cambridge English's Language Assessment*

Cambridge English recently acknowledged Vantage Siam's innovative digital marketing activities and strong BULATS test sales in the Thai market. The award was made in October at *the Cambridge English Centenary CEM* meeting held in Ho Chi Minh City.

Uyen Pham, Cambridge English's Development Manager Southeast Asia, noted that Vantage has been very proactive using social media such as Facebook.

"Vantage's Facebook presence allows for them to have direct contact with their BULATS customers. Vantage can share its contact information with them, while customers can leave valuable feedback in the form of product review or simply a suggestion," Ms. Pham noted.

Marketing experts have noted that Facebook comments can create some of the most effective marketing available – product reviews through word of mouth. This type of promotion is much more believable as it comes directly from consumers themselves.

Vantage's BULATS Product Manager, Ryan Cullen, said that once customers "liked" Vantage's FB page, "we have the ability to go in and learn about who they are and what kinds of products and services they're talking about with mutual friends."

Mr. Cullen also noted that Facebook pages tend to rank higher in search engine allowing Vantage to be found quicker through Google or Bing searches.

BULATS is a suite of English language proficiency exams designed for corporate clients that test all four English language skills of reading and listening, speaking and writing. The main test is computer-adaptive is an exam which adjusts to the examinee's ability level. Computer-adaptive testing affords a higher level of accuracy – with fewer questions – than traditional tests.

BULATS is also an Approved Test Provider as designated by the United Kingdom Border Agency and is used to securely assess a visa applicant's English language ability.

For more information contact Vantage at [info@vantage-siam.com](mailto:info@vantage-siam.com) or phone at 02-245-3632.



**CAMBRIDGE ENGLISH**  
Language Assessment  
Part of the University of Cambridge

# Cambridge English Centenary CEM Meeting

Awarded to

**Vantage Siam (Thailand) – TH129**

in recognition of an outstanding contribution to the  
Cambridge English Language Assessment mission

Ho Chi Minh City, October 2013

Dr M. Milanovic  
Chief Executive  
Cambridge English Language Assessment

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