

# EVERYONE HAS A *PhD* IN UZBEKISTAN.

DIFFERENT PEOPLE.  
SAME EXPERTISE.  
A NATION OF EXPERTS.



## CONTEXT

In Uzbekistan, plov is more than food. It's part of life — from birth and weddings to new homes and farewells. Every region claims their version is the best, and in any situation, the answer is the same: eat plov.

## INSIGHT

So regardless of age, profession or background — almost everyone in Uzbekistan considers themselves a plov expert.

## IDEA

We turned this cultural truth into a national event — Beshqozon Plov Championship & Festival, where the people became the reality. Everyone could taste, score, vote and influence the champion. And everyone who proved their expertise got their own PhD.

## EXECUTION

A nationwide festival uniting professional chefs and thousands of guests, transforming a national opinion into a national jury.

**10,000+**  
PEOPLE SHOWED UP

**50%+**  
VISITS TO BESHQOZON  
(YOY)

**19.6M+**  
VIEWS

**8.6M+**  
REACH

**ALL-TIME HIGH**  
IN BRANDED SEARCH