



Tashkent Perfect University

For the nomination

“Best SMM & Influencer Campaign”

SUCCESS LOOKED INSTANT. EDUCATION LOOKED TOO LONG.

Social media showed the achievement,
but hid the years behind it.

As success appeared faster and
easier, young people began questioning
whether four years of higher education
were still worth it?!

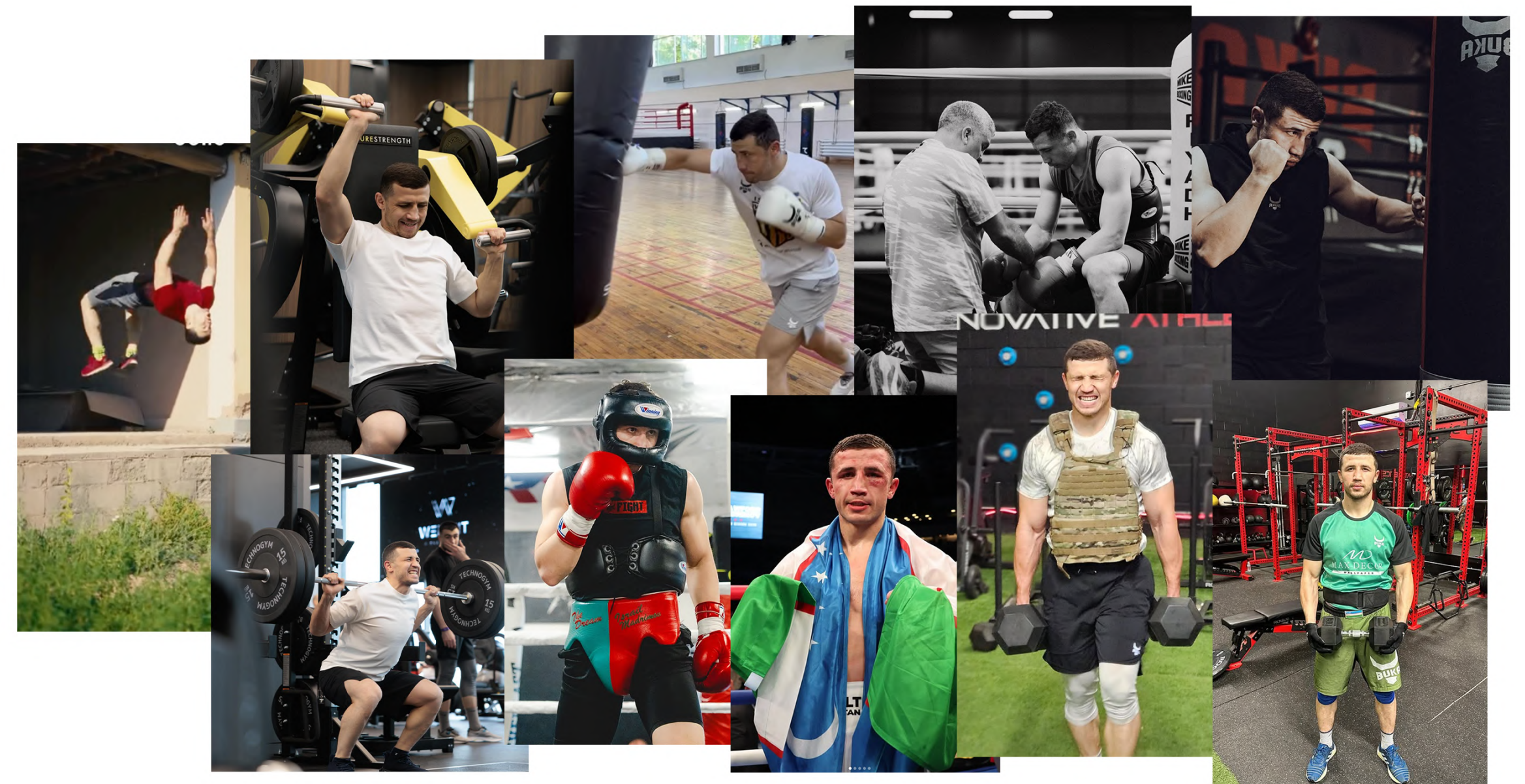
*Our goal was to show that real
success still begins with education.*



YOUNG PEOPLE HAD NOT LOST AMBITION. THEY HAD LOST SIGHT OF THE JOURNEY.

Every meaningful success is built
through knowledge, discipline and failure.

They did not need another
university ad. They needed the truth
from people they trusted.



WE TURNED INFLUENCERS INTO VOICES FOR EDUCATION.

- 25 respected personalities from different fields revealed the unseen journey behind their success.
- 25 people.
- 25 professions.
- 25 perspectives.

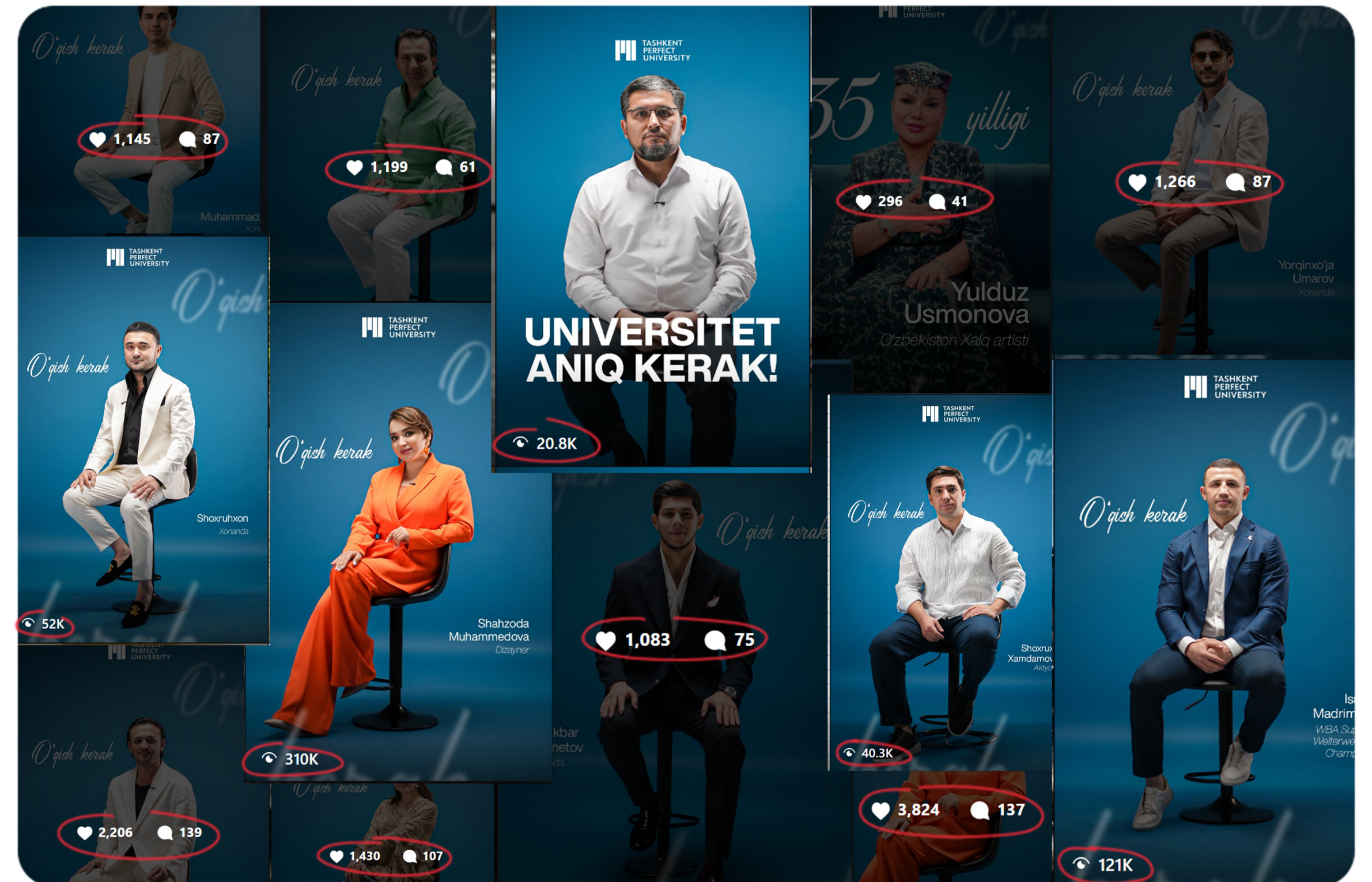


One truth: Higher Education Matters.

25 AUTHENTIC SUCCESS STORIES.

Each story followed one idea:
“You see my success.
You don’t see what it took to get here.”

The stories were distributed through influencer and Perfect University social channels, creating a collective conversation about education.



25 SUCCESS STORIES. ONE TRUTH.

34.4M+ combined audience

1.2M+ video views

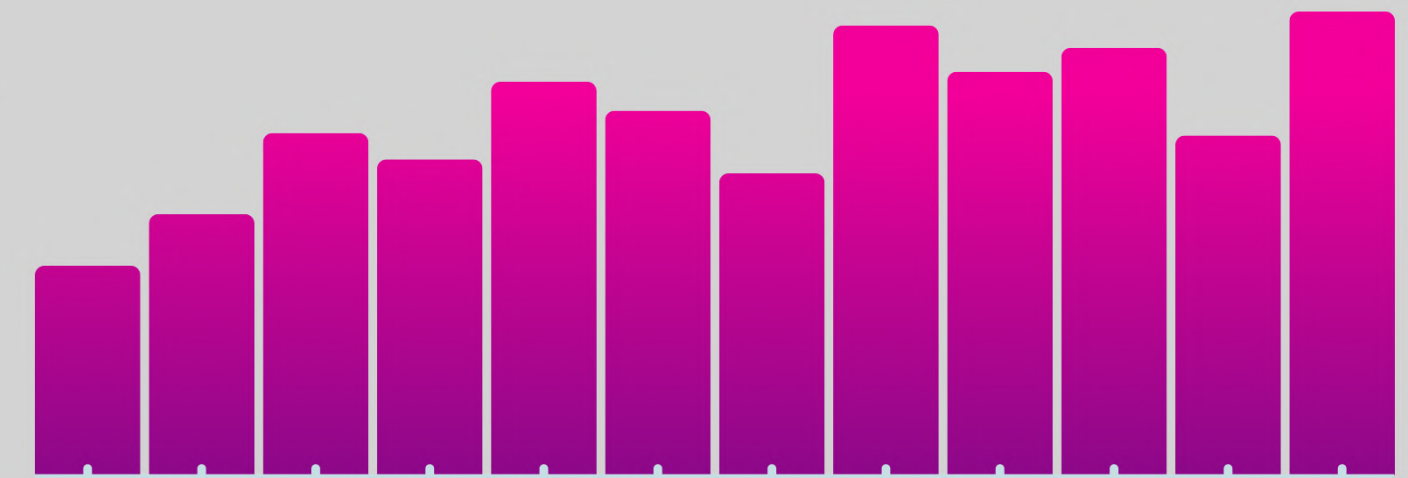
+33% student applications

+45% admission inquiries

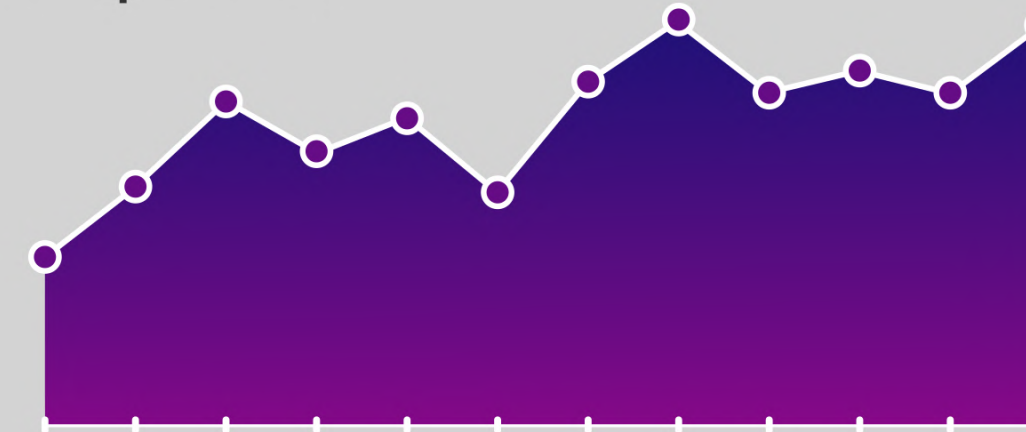
Influencers became trusted advocates, showing young people that success is not built overnight.

IT IS BUILT THROUGH KNOWLEDGE AND EDUCATION.

+33% student applications



+45% admission inquiries



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