

YOUR TRUST — OUR RESPONSIBILITY

Perfect University is a private higher education institution in Uzbekistan, offering professionally oriented undergraduate programmes and legally recognised university degrees.

- 30+ faculties
- close to 12.000 students



ONE STUDENT APPLIES. A WHOLE FAMILY DECIDES —> “O‘zbekchilik”

In Uzbekistan, choosing
a university is a family decision.

Perfect University needed
to earn not only students' interest,
but their families' trust.



THE APPLICATION BELONGS TO THE STUDENT. THE TRUST BELONGS TO THE FAMILY.

Before major life decisions, Uzbek families share their hopes and blessings with the next generation.

These wishes represent the trust placed in their child's future.

“ My son Umid,
I have great hopes
for you. ”



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“ My daughter Nargis,
may every letter you
teach helps to shape
future scholars ”



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“ My son Sardor, become
a leader in your field. ”



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WE TURNED FAMILY WISHES INTO A UNIVERSITY PROMISE.

Six respected professionals voiced the hopes Uzbek families traditionally share with the next generation.

Each personal wish ended with one promise from Perfect University:

“ My son Umid,
I have great hopes
for you. ”

“ My son Aziz, may
your achievements
always make you
respected. ”

“ My son Sardor, become
a leader in your field. ”

“ My brother Farhod,
may your achievements
and success always
reach higher. ”

“ My daughter Nargis,
may every letter you
teach helps to shape
future scholars ”

“ My sister Diyora,
make your homeland
proud through
your knowledge. ”

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ONE PROMISE ACROSS EVERY FAMILY TOUCHPOINT.

The campaign reached
students and parents through:

TV · OOH · Metro · Airport
Buses · Retail Media · Digital
Nearly 300 Korzinka screens



TRUST TURNED INTO ACTION

7.7M+ video views

4.9M+ interactions

+32% student applications

+45% admission inquiries

Growing parental interest also led Perfect University to create dedicated admission spaces for families.

