

Learn “AaaayTi” at PDP University!

CONTEXT

2025. Uzbekistan's higher education landscape is shifting. Applications to state universities plummet. Private universities gain momentum. But their marketing? A sea of sameness.

Then – August. The country holds its breath, waiting for “UzBMB” (Uzbekistan State Testing Center) exam scores. It's the period when every applicant is listening. And in that noise, the stage is set for a voice that doesn't shout – it resonates.

PROBLEM

PDP University refused to be another logo in the blur. We needed a message that could pierce through the static – offline, online, everywhere – and speak directly to the ones who mattered. So we asked them. Why PDP? Why us? Nine out of ten students chose PDP because it teaches IT. Not “modern facilities,” not “prestige,” not “scholarships.” Just IT. The thing they wanted. The thing we do best.

IDEA

We built the campaign around a single call “AaaayTini PDP University'da o'rganing!” (Learn I-i-i-i-T at PDP University!). Instead of showing generic facilities or repeating clichés, we captured the excitement of students who had just been accepted.

The campaign opened with a student's joyful shout – “AaaayTiga kirdim!” (I got into I-i-i-i-T!) – an emotion every applicant could relate to. We shared this moment across radio, outdoor billboards, transport screens, and digital channels. Visually, we drew from Wes Anderson's vibrant, symmetrical style to create assets impossible to scroll past or ignore in the street.

RESULTS

+167.4%
Impressions

+307.7%
Target Actions

+21%
Conversion Rate

According to data provided by Yandex Analytics

“A different style of advertising.”



O'zbekcha yoz | Bahodir

“...even with a small investment, it's possible to create solid videos and creatives.”



Kopirayting | Yo'ldoshevdan



+10 channels 10M+ reach

