



## Student of the Year 2016

### НАЗВАНИЕ ПРОЕКТА

**Idea and direction:** Supporting of the most famous best student's awards of the year in all Tatarstan Republic. ( Oscar Student's Awards. Integration in all selections of best students in 19 nominations with equipment and cold Red Bull cans.

**When and where:** 11 December – 23 January – selections in TOP ONIs.

At Tatiana's day - 25 January – «Student of the Year 2016» Awards, "Piramida" hall.

**Additional tools:** Modular Bar, 3 top barmen's, Can Cooler, Photo Zone, Dozen

**How it was:** At selections: Dozen for judges, photo zone for participants, Red Bull Can you make it video for all participants.

At the Final 25 January: Giving wings to 888 participants, visitors and organizers by premium cocktails and cold Red Bull.

**Media Outcomes:** Just a few, waiting for another...

<http://xn--d1aoccegghm.xn--p1ai/photo/1218-student-goda-respubliki-tatarstan.html#photo/199>

[http://vk.com/photo-4516602\\_398034135](http://vk.com/photo-4516602_398034135)



### WHAT DID SUCCESS LOOK LIKE?

PROJECT RESULTS	FACT	PLAN
# of indirect contacts	2000	N/A
# of RBED contacts	290	290
# of media outcomes	2	N/A

Additional value: partnership with university



# Student of Year: Selection. Highlights

