



**THE Awards Asia 2020 - Student Recruitment Campaign of the Year**

Institution Name	National University of Sciences & Technology (NUST)
Submission title or project name	I am NUST (Video Campaign)
URL	<a href="https://youtu.be/dQiVLMIR9r8">https://youtu.be/dQiVLMIR9r8</a>
Submission	<p>The “I am NUST” campaign was launched on 9 February 2019. The objective of the campaign was to advertise and promote the NUST Entrance Test 2019 (NET 2019 Series-2 &amp; Series 3) to maximise the potential target audience.</p> <p>The campaign comprised of short video clips featuring NUST students promoting NET and encouraging young people to apply for NET 2019. For the first time, the video was available in several languages.</p> <p>The “I am NUST campaign” was an all-inclusive campaign that introduced NUST’s audience to a myriad of languages and cultures within Pakistan. It was a gratifying experience, listening to so many languages spoken across the Islamabad campus... all beautiful, all unique, and all representative of Pakistan!</p> <p>This campaign exemplified NUST’s diversity by showcasing their brand ambassadors and current students - all hailing from different countries, regions, backgrounds, and cultures.</p>