

# HELPING A FLIGHT TRAINING SCHOOL TARGET GEN Z THROUGH TIKTOK



# Overview

## Case Study

Asian Aviation Centre or AAC is known to be an institute that offers licenses to private pilots. However with increased demand and growth they now offer various undergraduate courses in Aeronautical Engineering and embarked on a course development program to offer two other courses, a HND and BSc, through an affiliation to Kingston University London from 1997. A BEng (Hons) degree in Aerospace, Mechanical and Automotive Engineering, BSc degree in computing, a Foundation Degree in Aircraft Engineering and Aviation Studies were subsequently added to the Portfolio.



# The Challenge

Our Client wanted us to push AAC through TikTok to Gen Z to get more students by creating content for them around their courses, facilities and benefits of learning from them and so we started with the challenge.

We decided to focus on these areas by creating User Generated Content as well as by creating direct marketing content as well by talking about the requirements of the client



# Our Approach

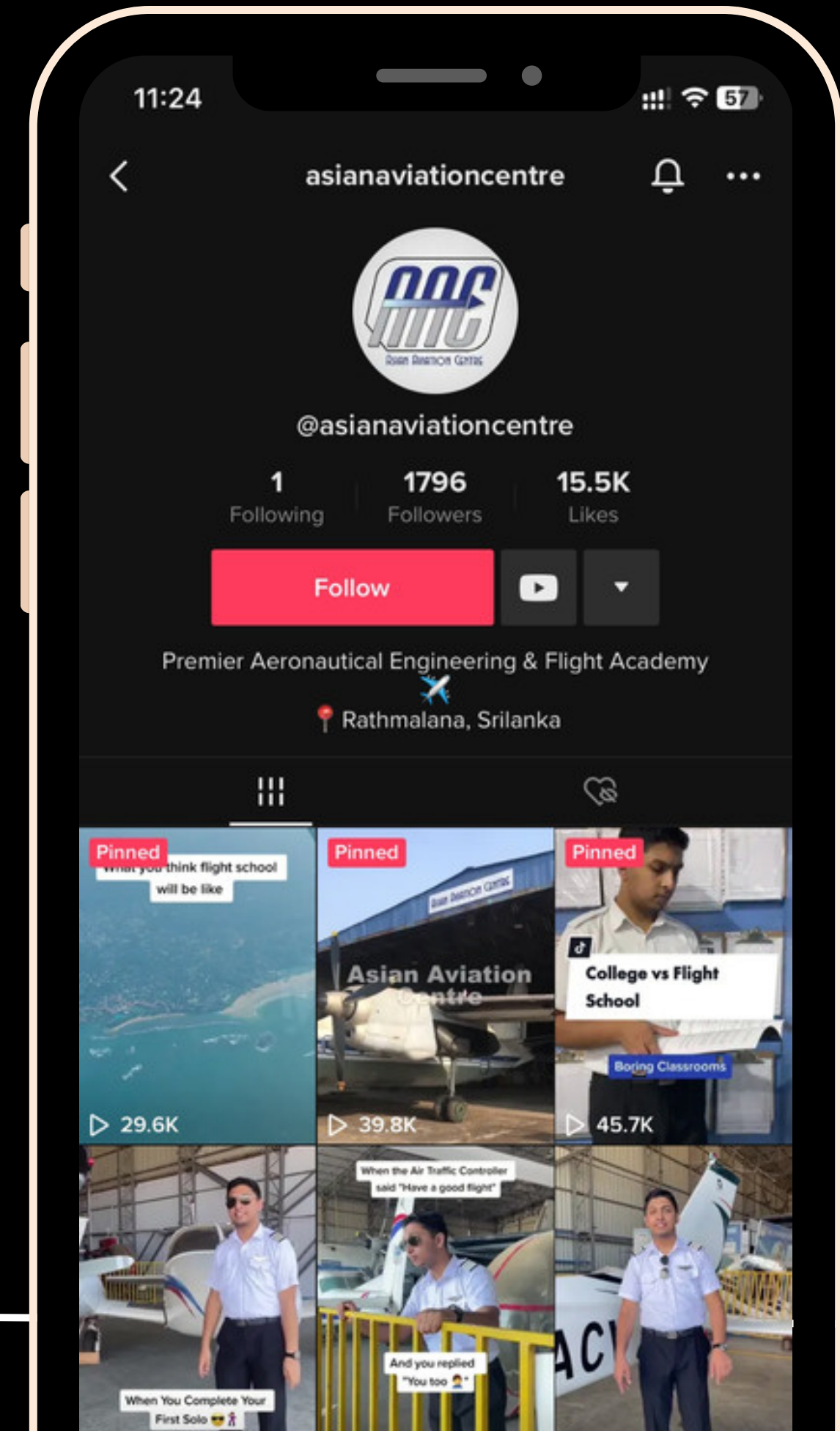
1. Create UGC videos for AAC
2. Show case the various flight experiences the students will be able to experience.
3. Education and Entertainment based content for engaging Gen Z audience and building the community.

# THE EXECUTIONS

# TikTok

## Content results & growth

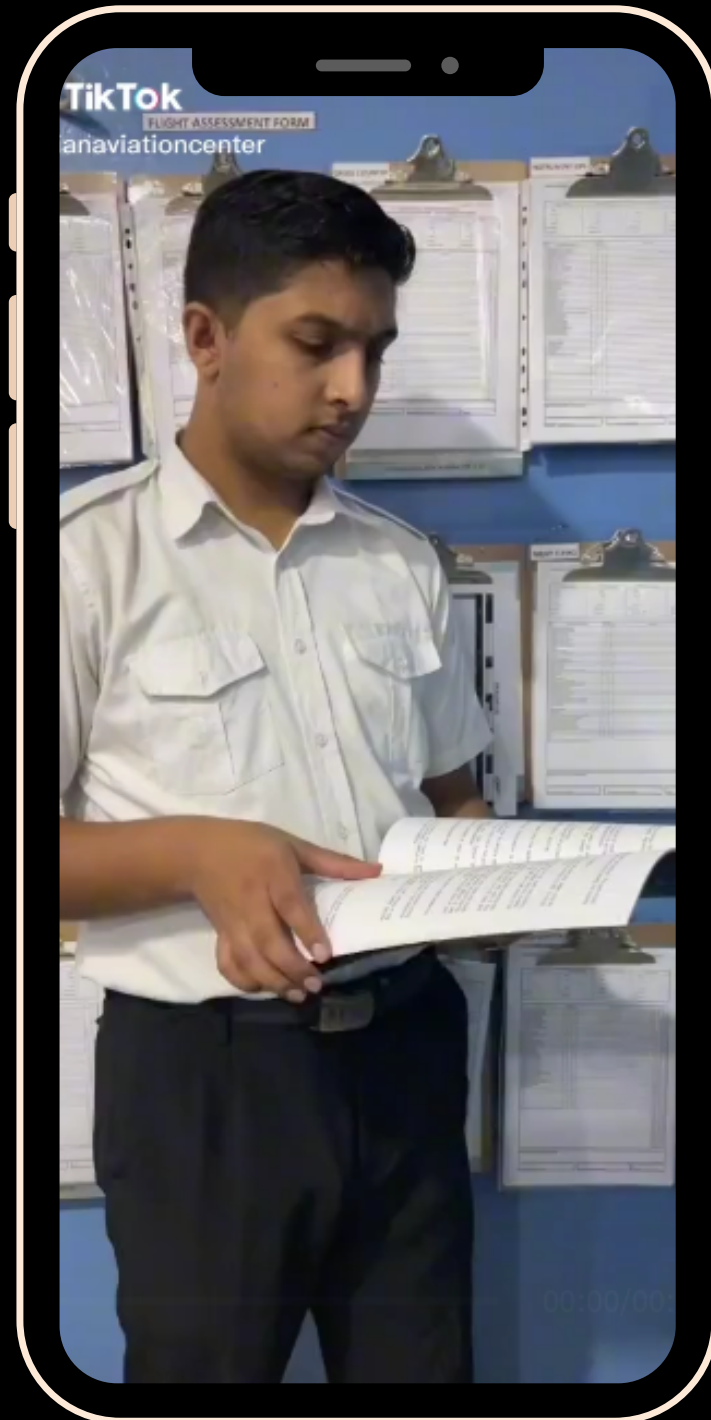
We started the account from scratch and built it up to a follower base of **1796** within 3 months with over **15.5K likes** and a total reach of **245K +**





# Creative Executions - Organic

## Top Viral TikTok Videos



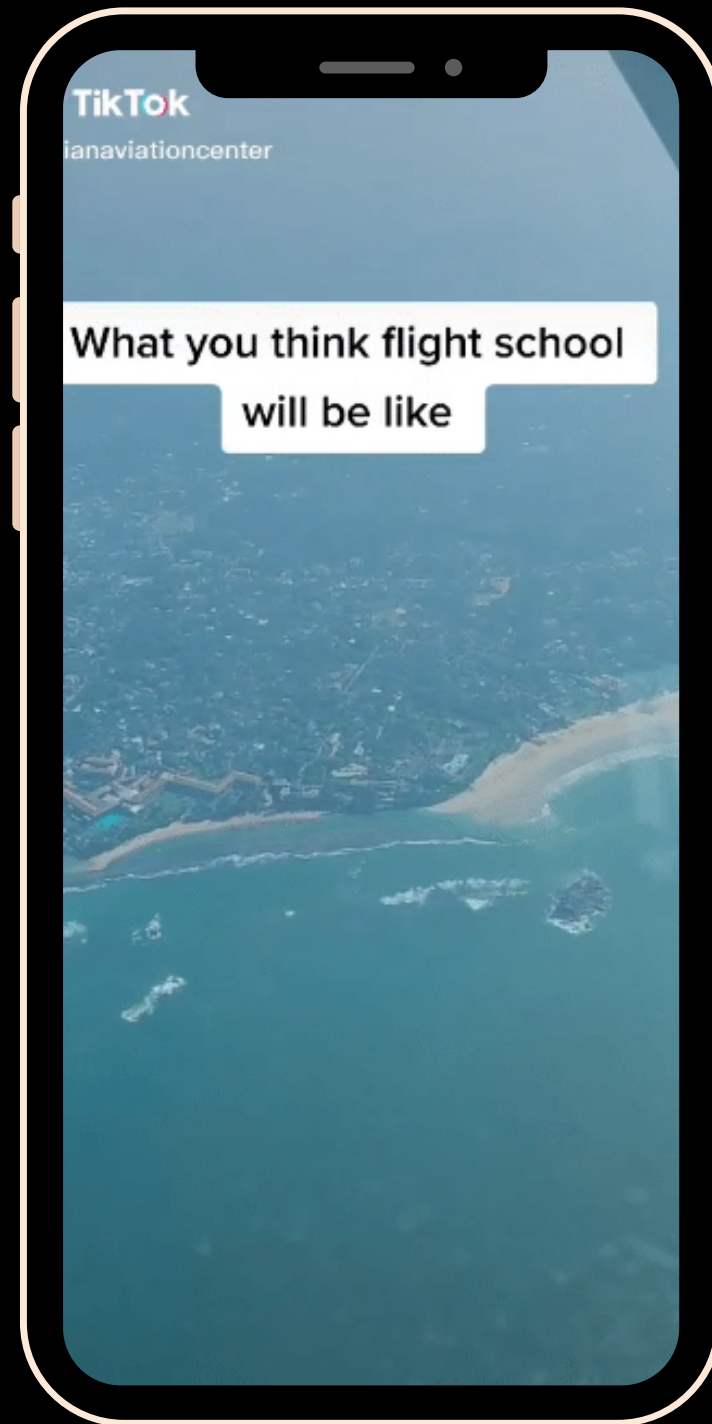
**Views - 45.7K**  
**Comments - 6**  
**Shares - 21**



**Views - 39.8K**  
**Comments - 25**  
**Shares - 15**

# Creative Executions - Organic

## Top Viral TikTok Videos



**Views - 29.6K**  
**Comments - 20**  
**Shares - 28**



**Views - 21.8K**  
**Comments - 4**  
**Shares - 9**

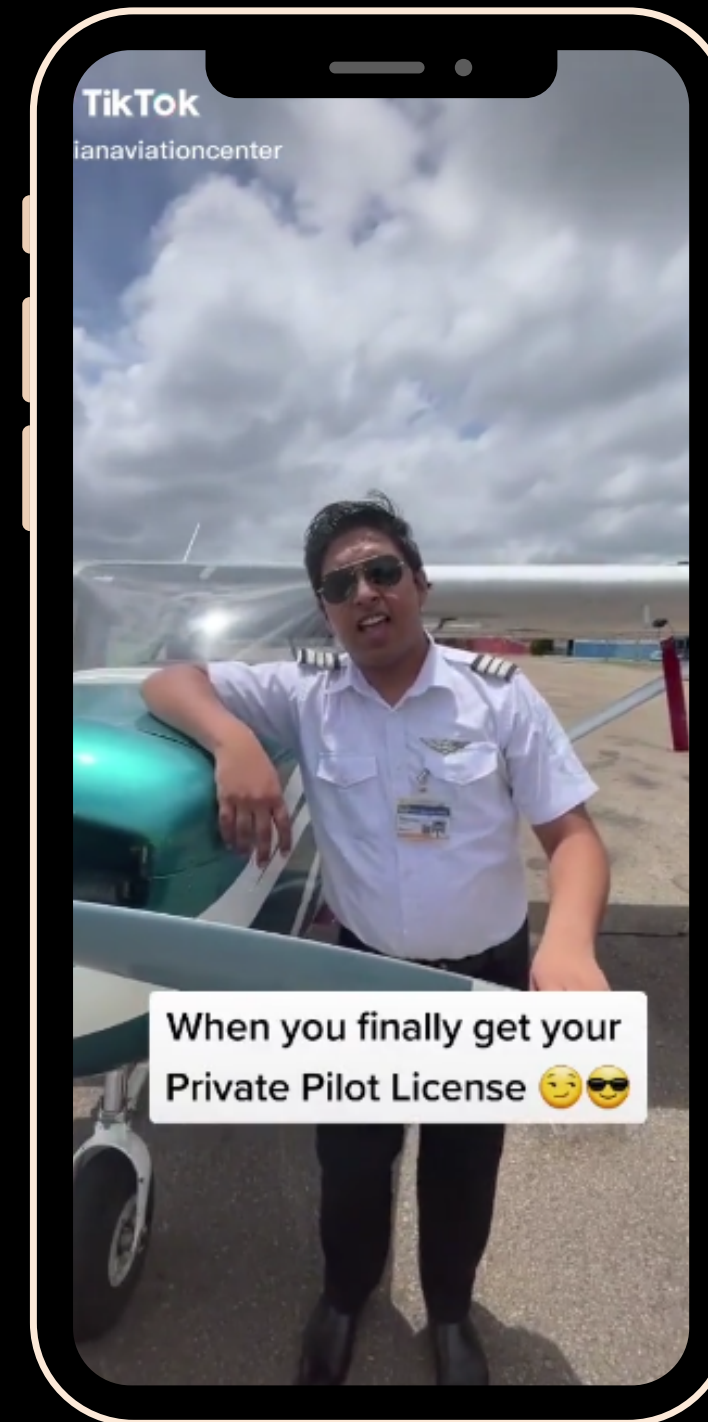


# Creative Executions - Organic

## Top Viral TikTok Videos



**Views - 18.7K**  
**Comments - 3**  
**Shares - 8**



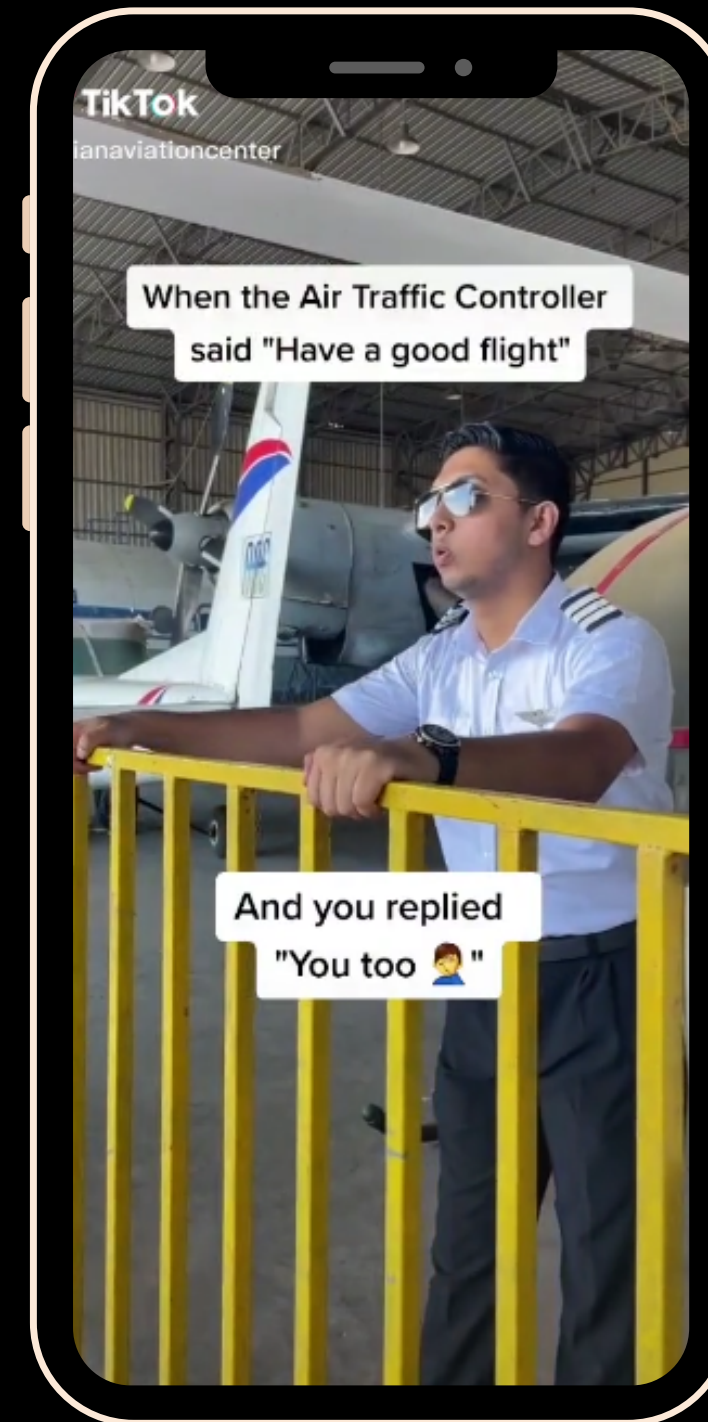
**Views - 17.9K**  
**Comments - 12**  
**Shares - 17**

# Creative Executions - Organic

## Top Viral TikTok Videos



**Views - 16.3K**  
**Comments - 10**  
**Shares - 4**



**Views - 9119**  
**Comments - 3**  
**Shares - 3**

# Results We Got

Dash Board Snap-Shot (Oct 15 - Dec 13)

**245K+**  
VIEWS

**160+**  
SHARES

**100+**  
COMMENTS

**1700+**  
FOLLOWERS

# LETS **TALK**

This is not the end, it's just the beginning...



## Drop by

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