



Special campaign on
social media

#airastana20

Campaign's description



On the 15 of May Air Astana celebrated 20th anniversary. In these tiers Air Astana organized the special campaign on social media.

Projects' goals:

- 1) To improve Air Astana's image on social media.
- 2) To increase the number of positive posts/comments on social media by 30%.

Platforms: 8 official accounts of Air Astana in IG, FB, YouTube, VK, TikTok, Telegram, LinkedIn, Twitter. Total number of followers is 1 mln.

Dates: 11 May – 31 May 2022

Key projects



- 2 videos were filmed for Air Astana accounts on social networks.
- Special photoshoot. New covers, stories and photo posts were published during a campaign.
- Contest for followers “Stories of your travel”.
- Bloggers congratulations

Links for video and photo

Photoshoot



[Watch the video '20 years in the sky'](#)



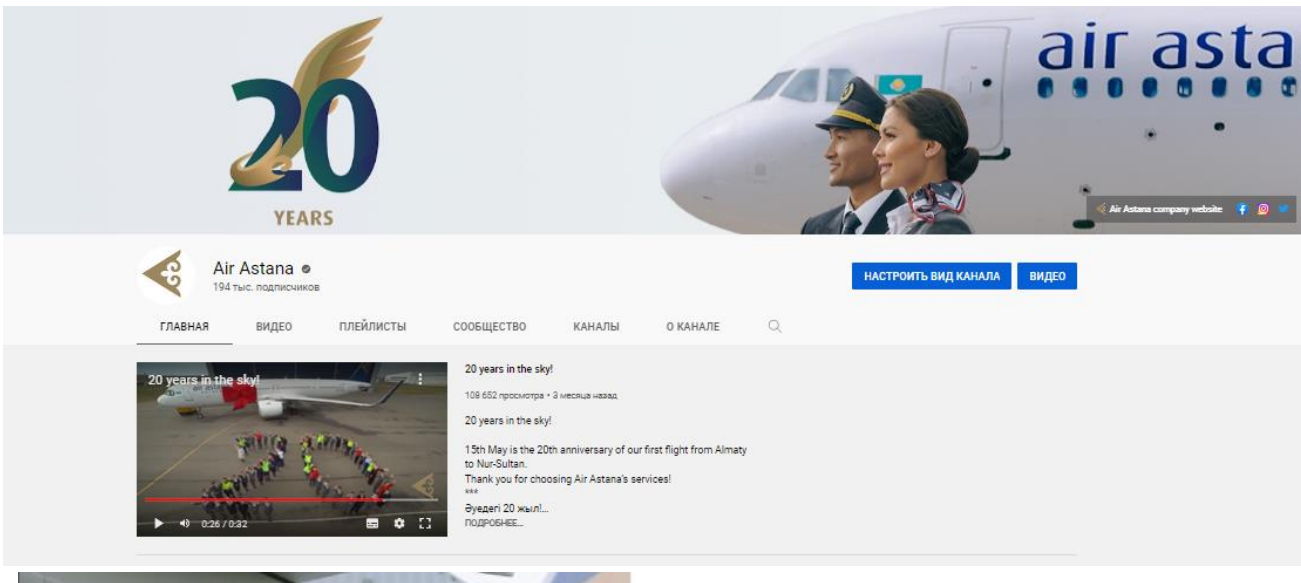
[Watch the video 'Air Astana turns 20'](#)



SKYTRAX WORLD AIRLINE AWARDS WINNER 2012-2021



Content examples



airastana 20 years with Air Astana!
We thank everyone who has been with us all this time and will be drawing valuable prizes among passengers who purchased tickets on the airline's website or in a mobile application from 20th May to 20th June. The results of the draw will be summed up on 27th June.

✈️
Air Astana-мен бірге 20 жыл!
Осы уақыт ішінде бізбен бірге болған баршаға алғыс айтып, 20 мамыр мен 20 маусым аралығында әуекомпания сайтында немесе мобильді қосымша арқылы билет сатып алған жолаушылар арасында бағалы сыйлықтар ұтысын өткіземіз. Байқау қорытындысы 27 маусымда белгілі болады.

✈️
20 лет вместе с Air Astana!
Мы благодарим всех, кто был с нами все это время и разыгрываем ценные призы среди пассажиров, которые приобрели авиабилеты на сайте авиакомпании или в мобильном приложении с 20 мая по 20 июня. Итоги розыгрыша будут подведены 27 июня.

🌐 airastana.com



Нравится **aiga.zf** и ещё 2,425

МАЙ 24



airastana Оригинальная аудиодорожка

airastana Thank you for choosing our airline!
Біздің әуекомпаниямызды таңдағаныңыз үшін алғыс айтамыз!
Спасибо за выбор нашей авиакомпании!
#airastana20
16 нед. Показать перевод

abdim.kz 11 нед. Нравится: 1 Ответить

sar_777_zeynep Поздравляю, успехов и процветания!
13 нед. Ответить

— Посмотреть ответы (1)

bayana_kadyrbayeva Моя любимая @airastana 🥰🥰🥰
14 нед. Ответить

Нравится **konil_tolqyny** и ещё 9,839
МАЙ 15

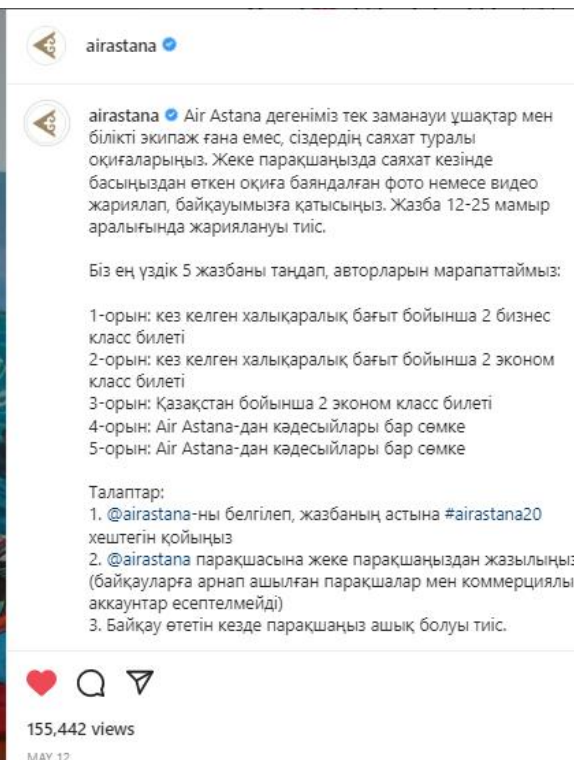
Content examples



<https://www.instagram.com/p/CdxikYPhaxY/>

Contest “Stories of your travel” #airastana20

- Participation of influencers Arman Yussupov and Karina Oksukbayeva
- Reach - 404 551
- Engagement – 11662
- ER – 0,112%



<https://www.instagram.com/p/Cdc780FBv6s/>



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Bloggers congratulations



Aidana Medenova https://www.instagram.com/p/Cc7YEabKWd_/
... Alisher Yelikbayev <https://www.instagram.com/p/Cde2IfXqoqo/>
Madina Yelikbayeva <https://www.instagram.com/reel/CdlSo7tgkWc/>
Timur Balymbetov <https://www.instagram.com/p/Cc-q0aBKYNNG/>
<https://www.instagram.com/tv/CdhwOEJqRKu/>
Katya Koshko <https://www.instagram.com/p/Cc8F-THjz7q/>
<https://www.instagram.com/tv/CdlOhRyjNnZ/>
Zhanna Ilicheva <https://www.facebook.com/zhanna.ilicheva>
Zhanna Akhmetova
https://m.facebook.com/100000712167966/posts/5540731322627218/?d=n&mibe_xtid=H6v3FD&_rdr
Nariman Abiyev <https://www.instagram.com/p/Cdh8mSEOBpx/>
Madina Zhetpisova <https://www.instagram.com/reel/CdlRvaSqPP7/>
Andrey Manuylov <https://www.instagram.com/reel/CdkdG8ulccP/>
Nurlan Batyrov <https://www.instagram.com/reel/Cdh-mdeDzd3/>
Alexandr Tsoy
https://m.facebook.com/permalink.php?story_fbid=pfbid02cNg994arBrf9BaGykB3NNfi7thtbgNp3KGTzvEwte2ekgcu31FEaeKWxhB7Qiel&id=100024423992883&_rdr
Aziza Aibadullina <https://www.instagram.com/p/CdiZTuttrIF/>



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Bloggers congratulations

Aina Doskyzy

<https://www.instagram.com/p/Cdu8kcJuhPFziS3c8Yvk2h41z9tD0gzG7zqhvs0/>

Marina Sharipova <https://www.instagram.com/reel/Cdk2F4HjX77/>

Adil Liyan https://www.instagram.com/p/CddUUpUt_1m/

Karina Syzdykova <https://www.instagram.com/reel/Cdil0kPqfIR/>

Zhaniya Djurinskaya <https://www.instagram.com/reel/Cdi0laWl4Jo/>

Daniyar Khizmetov <https://www.instagram.com/reel/CdgPTaUocgh/>

Sanjar Madi <https://www.instagram.com/tv/CdknlSqlll1/>

Dina Tolepbergen <https://www.instagram.com/tv/CdmfsFgoPvv/>

Yakov Fedorov <https://www.instagram.com/p/CdkzHr6j7Re/>

Murat Muturganov <https://www.instagram.com/p/Cdso6w4A0tN/>

Nurzhan Algashov Travelblog.kz <https://www.instagram.com/p/CdYLiVWslkJ/>



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Project results



- Total reach – 1 mln people in Kazakhstan
- More than 900 publications about Air Astana with congratulations in the framework of the contest #airastana20
- 27 congratulation posts from bloggers
- 90% of positive feedback

