

Who, If Not Us: How T-Education Ignites Young Talents for the Russia of the Future



PROJECT TARGET AUDIENCES



Consumers of T-Education educational services

- School students
- Technical university students
- Junior IT specialists
- Their parents as decision-makers when choosing additional education opportunities for their children

Professional and business community

- Scientific community
- University and school management and teachers
- EdTech experts
- Government authorities (Ministry of Digital Development of Russia, Ministry of Education of Russia)

General public

Project Goals

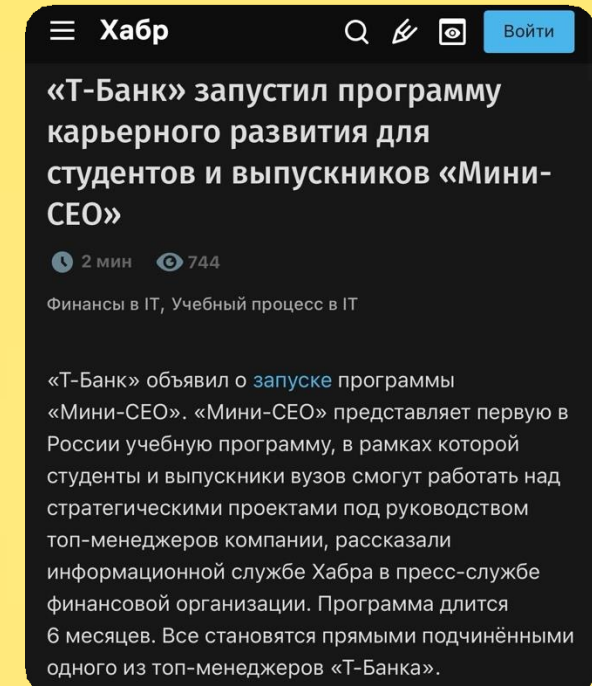
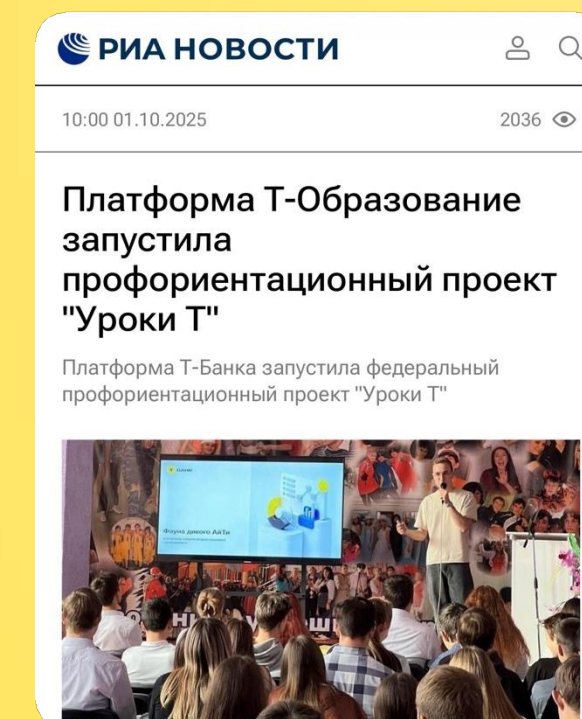
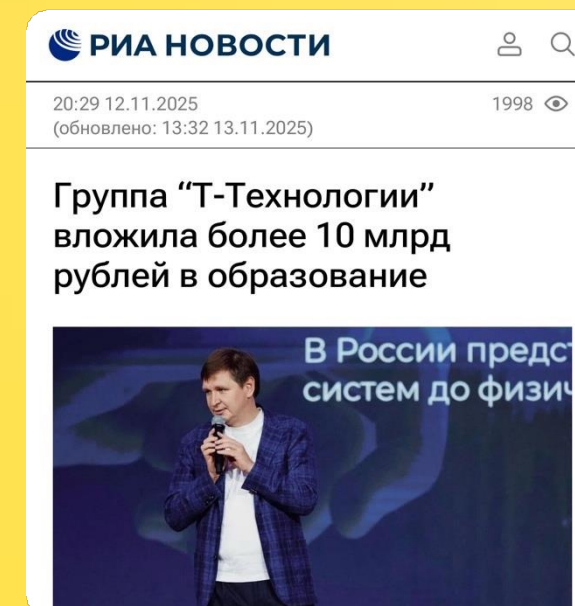
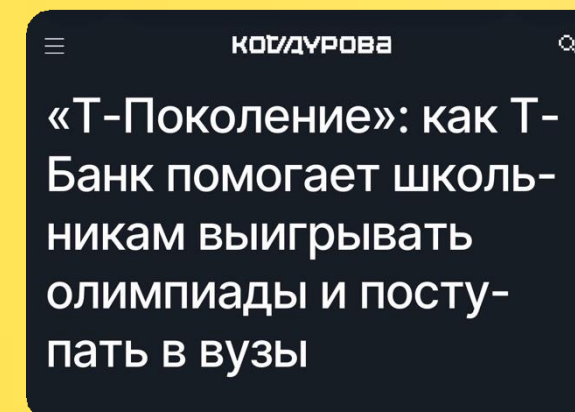
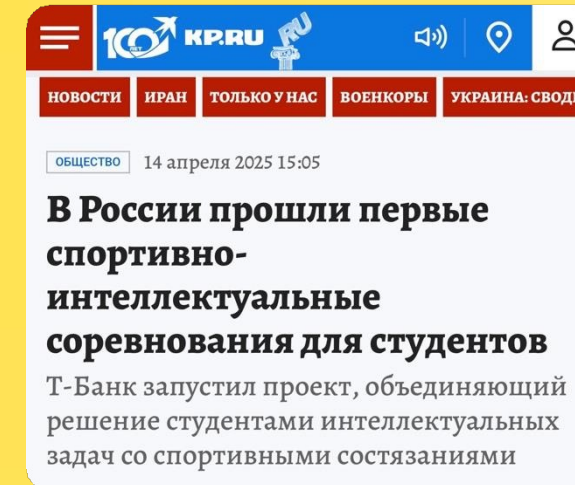
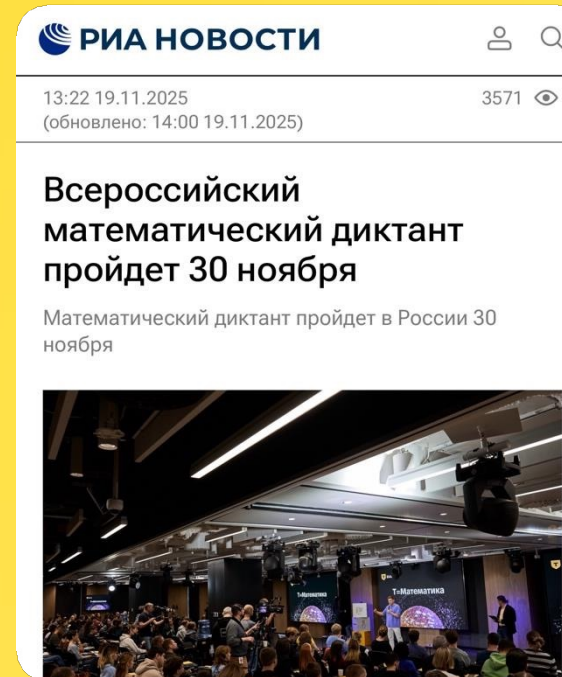
- Scale the expertise of T-Education and the T-Technologies Group across the country through communications in order to prepare highly qualified IT specialists capable of addressing the challenges of the digital economy and supporting the development of domestic technologies
- Strengthen the image of T-Education and the T-Technologies Group as one of the leaders in the educational sector among major businesses
- Attract new audiences to T-Education projects (school students, university students, lecturers, and school teachers)

Project Objectives

- Increase the attractiveness of the T-Education brand among consumers of educational services
- Strengthen awareness of the T-Education brand in key regions for the company (Moscow, Yekaterinburg, Saint Petersburg, Kazan, Ufa, Novosibirsk)
- Conduct a series of large-scale nationwide events aimed at popularizing science and technical education
- Launch communication campaigns supporting T-Education projects, including the use of creative mechanics
- Ensure the required number of registrations for T-Education IT competitions throughout the year

T-Education Initiatives in 2025

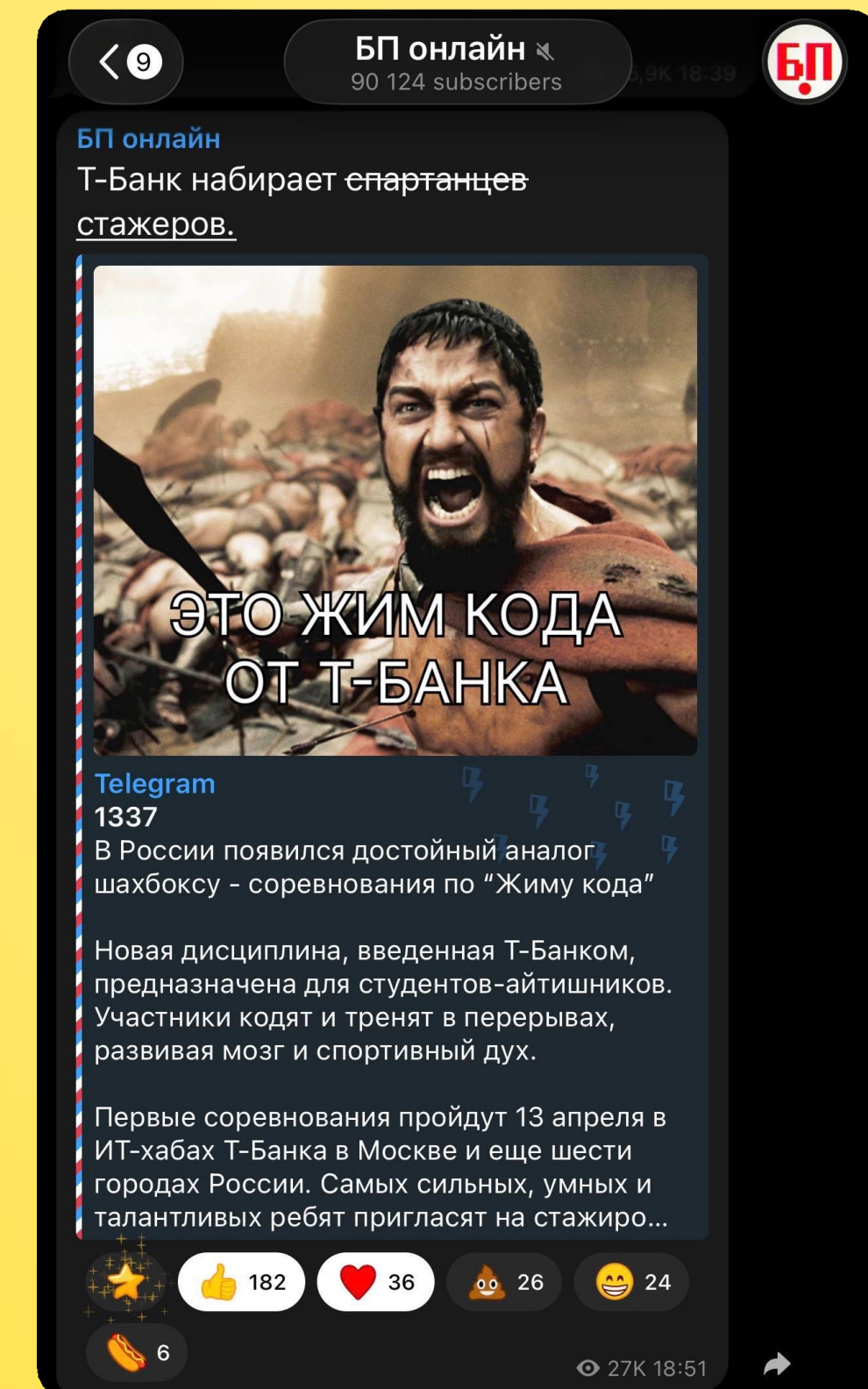
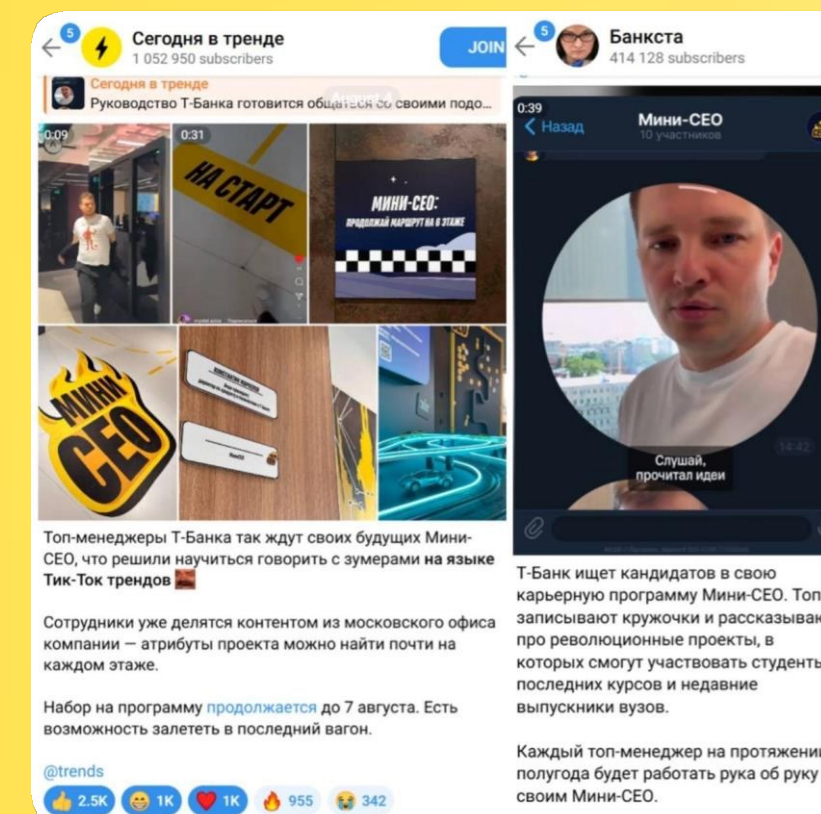
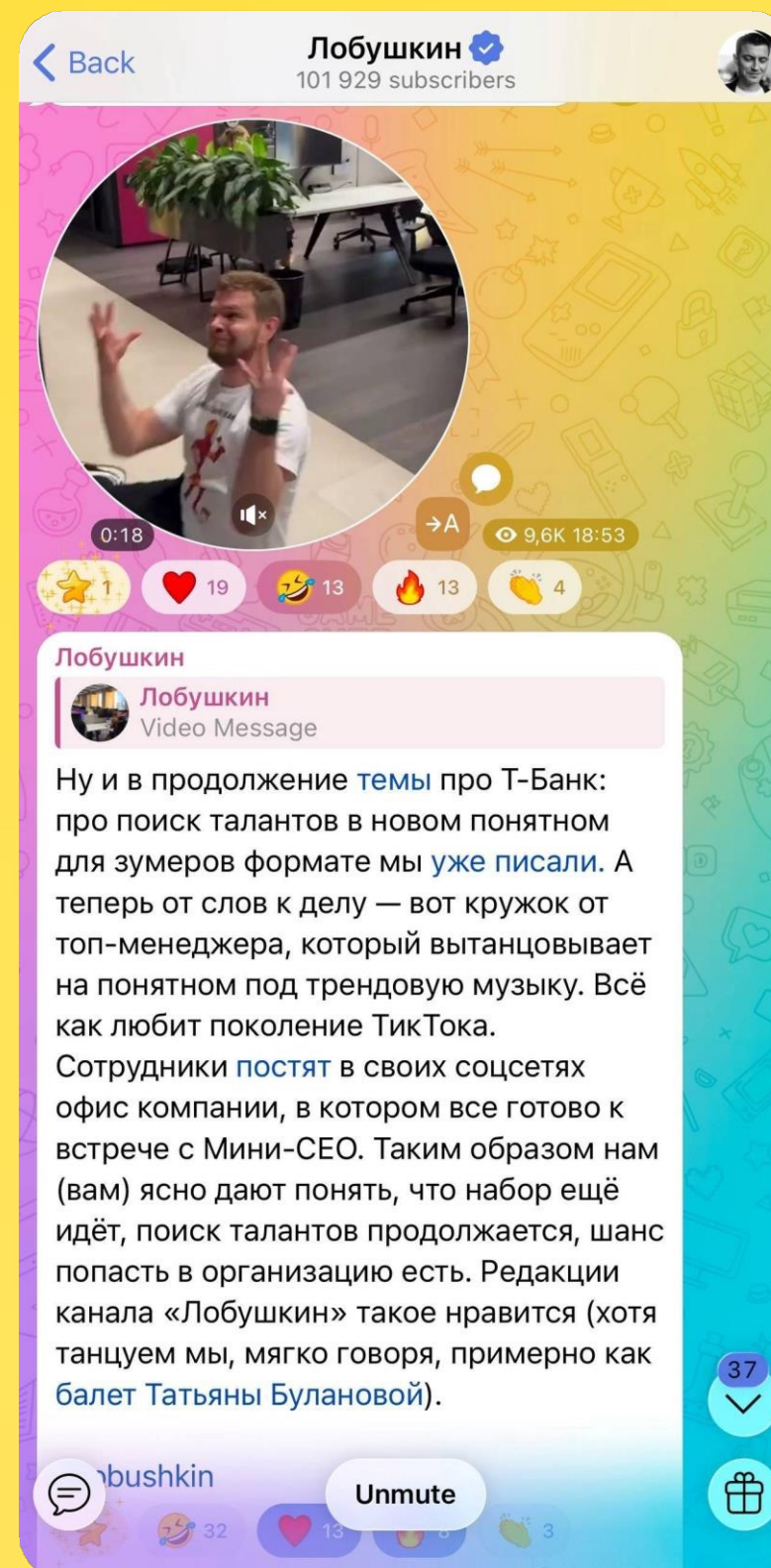
- Annual scholarship program for students
- Sports and intellectual project "Code Press»
- Unique Mini-CEO career program
- “T-Generation” clubs for school students in grades 5–11
- Nationwide career guidance project “T-Lessons”
- International industrial programming Olympiad PROD
- Nationwide Mathematics Dictation
- “Contribution to the Generation” grant competition for teachers
- Participation in GR events and plenary sessions dedicated to the development of science and education in the country



PR for School and University Student Audiences

Using “Code Bench Press” and “Mini-CEO” as examples

- We speak the same language as our target audience — through memes and trends
- We use creative formats and actively engage in social media
- We invent NEW things
- We break stereotypes and become zoomers ourselves



International Industrial Programming Olympiad PROD

We work with the general public and generate leads through PR tools

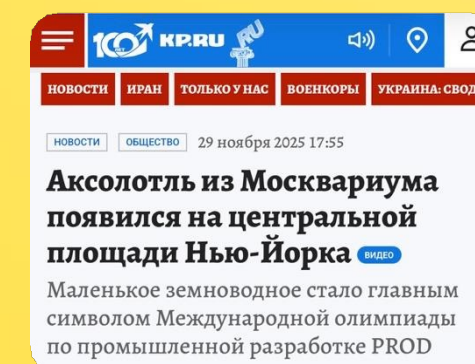
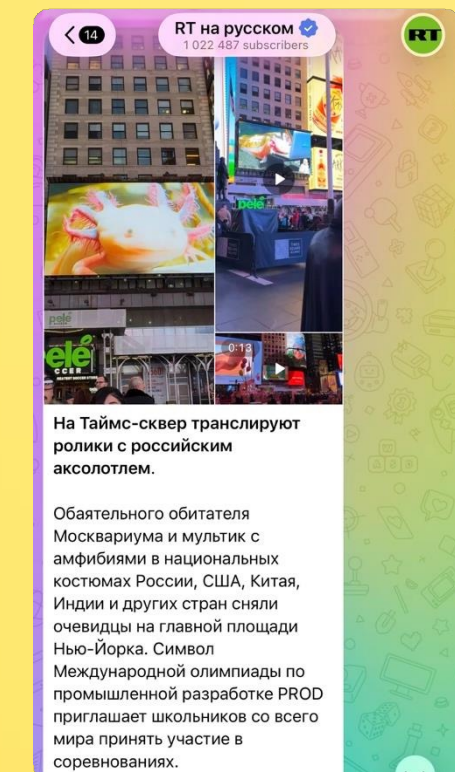
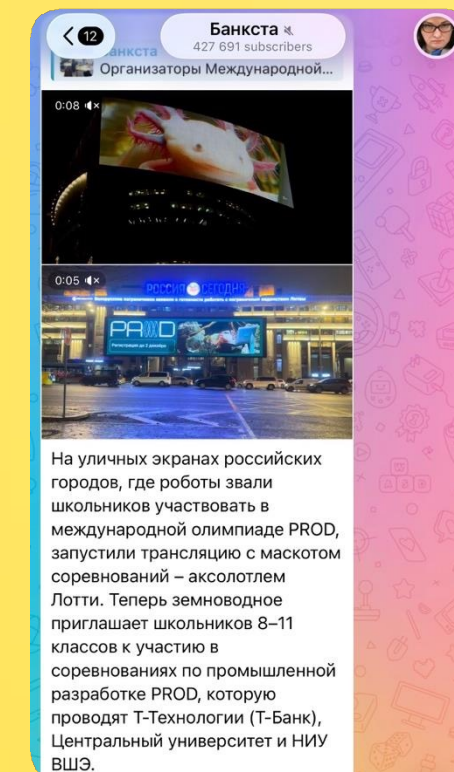
Traditional PR

- Coverage in Russian media and social media
- Collaboration with influencers
- Meme generation for Telegram content
- Large-scale international campaign involving media and social platforms in China, India, Brazil, the Philippines, Kazakhstan, Kyrgyzstan, Uzbekistan, Armenia, and Belarus — continuing until registration closed
- PROD's appearance in the global internet — Wikipedia pages in Russian and English

Creative Formats

- Collaboration with Moskvarium
- Lottie's journey around the world
- Robot invasions in schools across Moscow, Saint Petersburg, Yekaterinburg, Kazan, Perm, and Innopolis
- Lottie on Times Square

More than 10,800 people from around the world registered for the PROD Olympiad, including 37% generated through PR team efforts.



Nationwide Mathematics Dictation

The Nationwide Mathematics Dictation is an annual educational event of federal scale launched by T-Education in 2024.

In 2025, the Mathematics Dictation took place across the country in both online and offline formats in Moscow and **16 major Russian cities**, including Vladivostok, Yekaterinburg, Kazan, Nizhny Novgorod, Novosibirsk, Saint Petersburg, and others. Participants could join the event at **more than 25 venues**.

We announced the annual Nationwide Mathematics Dictation so loudly that it attracted the attention of opinion leaders — the event was commented on by **Anatoly Wasserman, member of the State Duma Committee on Education**.

We also used:

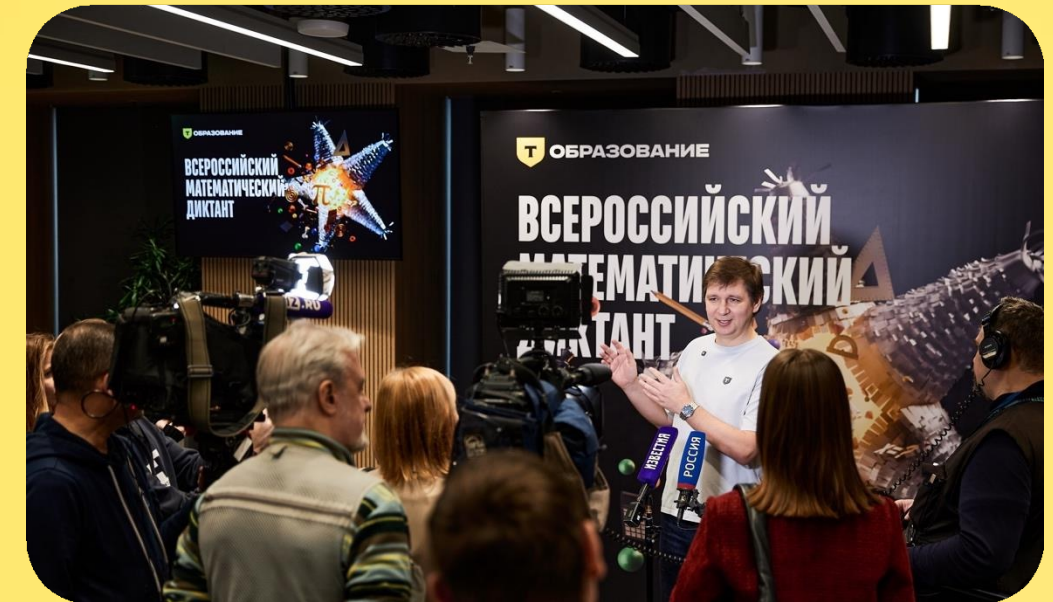
- Native integrations with **high-reach YouTube bloggers** (Anthony Ulyai, Kropina, etc.)
- Special projects in niche media and platforms **for young people and parents** (N+1, Future Today, Eva.ru)
- Integration into “Quizzy” (a game project by T)

Partnerships with educational institutions and departments of education provided the project with the **status of a socially significant initiative and access to target audiences throughout Russia**.

More than 55,000 people registered for the offline dictation format, **exceeding the project KPI by 6.8 times**.

Reports about the nationwide educational event aired on Rossiya 24, REN TV, Channel 5, Izvestia, M24, Vesti Primorye, Vesti Ural, GTRK Tatarstan, GTRK Nizhny Novgorod, and GTRK Bashkortostan.

Following the event, publications appeared in major federal and regional Telegram channels. This helped extend T-Education’s presence in the information field and **strengthened its significance nationwide**.



“Contribution to the Generation” Teacher Grant Competition

T-Education’s important mission is visible support for teachers

The “Contribution to the Generation” grant competition has been held annually since 2023. Throughout the program’s existence, T-Bank has allocated more than 70 million rubles in grants to teachers of mathematics, computer science, and physics.

Over the years, more than 200 teachers have received grants. In 2025, more than 7,600 teachers participated in the competition — 80% more than the previous year.

More than 80% of participants represented regions outside Moscow, while Moscow teachers accounted for 20% of all participants. The competition covered more than 180 cities and towns across Russia.

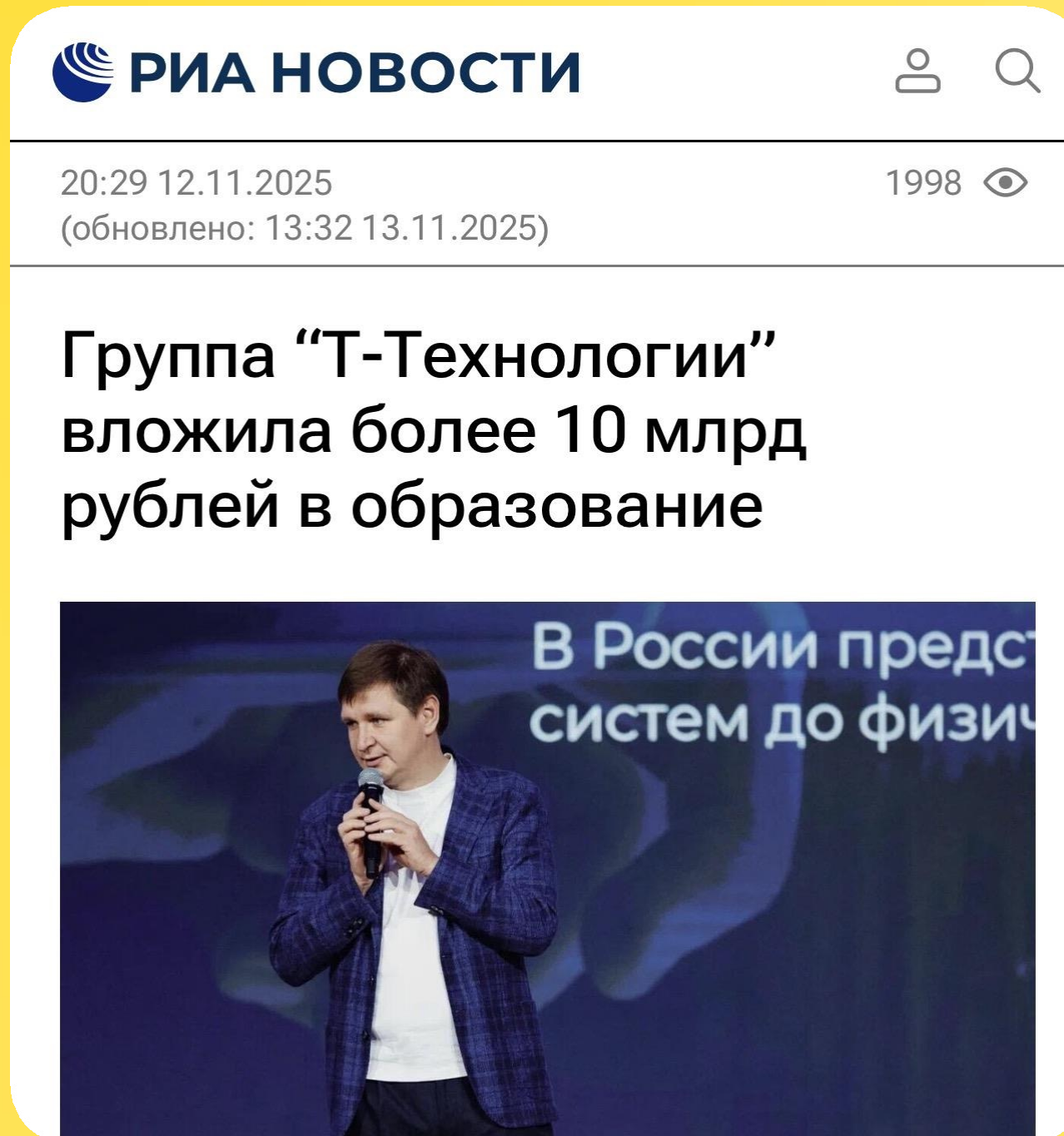
- We used traditional PR tools
- We integrated “Contribution to the Generation” into Avito’s special project “Chat of Good Stories”

One of our grant competition winners fulfilled her dream and used the grant funds to organize an interregional programming competition. We published the teacher’s story on T-Education social media and distributed it through Telegram channels, while Avito displayed her photo and story on the largest vertical media façade in Moscow. Social media distribution attracted the attention of the Ministry of Education — following the campaign, Andrey Gorobets, Director of the Department for Digital Transformation and Priority Projects, contacted us with proposals to support the grant competition.



Using GR Platforms

- Stanislav Bliznyuk, President of the T-Technologies Group, called on the government, business, and education sectors to unite during CIPR
- Stanislav Bliznyuk described mathematics as the foundation of future professions during an RIA Novosti press conference dedicated to Unified State Exam results
- At the “Digital Solutions” forum, Stanislav Bliznyuk stated that the T-Technologies Group invested more than 10 billion rubles into education in 2025
- At Finopolis 2025, Konstantin Markelov announced that T-Bank is developing an accelerator for financial support for schools



Results

- T-Education brand awareness increased by 4% (KPI — 3%)
- T-Education Share of Voice (SOV) reached 13.04%
- More than 1,100 media publications (3.4x growth compared to 2024)
- More than 1,700 Telegram channel publications (6.2x growth compared to 2024)
- 78.1 million total media reach from publications (2.1x growth compared to 2024)
- 38.9 million real Telegram views (30x growth compared to 2024)
- T-Education brand attractiveness among educational service consumers increased by 5%
- More than 100,000 new users joined the T-Education database
- Awareness of T-Bank (T-Education) educational initiatives in key regions (Moscow, Yekaterinburg, Saint Petersburg, Kazan, Ufa, Novosibirsk) increased by 3%
- Association of T-Bank with education increased by 2.5% from December 2024 to December 2025 (from 10% to 12.5%)

* Year-over-year growth in media metrics was additionally influenced by the absence of T-Education PR activities before November 2024.

- More than 250,000 people from all Russian regions participated in T-Education educational events
- More than 5,000 school and university students completed T-Education programs
- More than 2,000 people completed internships at T-Bank, with over 1,200 remaining employed by the company
- More than 5,000 people completed internal hard-skills development programs
- The T-Education team creates and maintains up-to-date content in more than 100 educational IT-skills courses
- More than 120 students from T-Education's "T-Generation" Olympiad clubs became winners and prize holders of the National School Olympiad in 2025
- More than 10,900 participants joined T-Education's practice-oriented Olympiads PROD and DANO in 2025 (participants who successfully completed the initial screening, not total applications)
- Around 600 people completed joint educational programs between T-Education and universities in 2024/2025
- Varvara Smirnova, Director of T-Education, was included in the Forbes "30 Under 30" list in the Management category

