

Case:

Will I succeed on my  
exams?



×

KdG

Karel de Grote  
Hogeschool

*a Fullsend and Karel de Grote collaboration*



Over 44.000 people  
co-creating with your brand



Exams are coming.



**HIERARCHY**

- Camera
- Directional Light
- Head Tracker
- Head
  - answers
  - questions
  - Bling

+ Add object

**SCENE**

Show 2D

Info

**PREVIEW**

Nodding (Person 4)

9:41

Following | For You  
How my next exam will go

Your Effect

@You

#effecthouse

Original Music

Home Discover + Inbox Me

**INSPECTOR**

**ASSETS**

- Materials
  - answers\_mat
  - question\_mat
- Textures
  - meme-
  - question-04

**VISUAL SCRIPTING**

Start 3.00

Visibility On

Record Start

Timer

- Start
- Pause
- Resume

Set Visibility

- Enter
- Target
- Visibility On

Animation Sequence Controller

- Play
- Stop
- Pause



# First branded AR effect in Belgium




How my next **exam** will go






11:20

KdG - Karel de Grote Hogesch...  

**KdG**  
Karel de Grote Hogeschool



@kdghogeschool 




7 Following   20,1K Followers   391,0K Likes


Message   

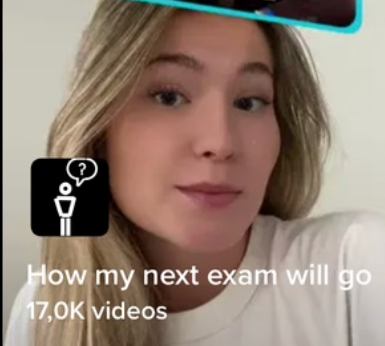
De hogeschool die groeit in hartje Antwerpen.  
Beheer door KdG Studentenredactie

[www.kdg.be/infomomenten](http://www.kdg.be/infomomenten)

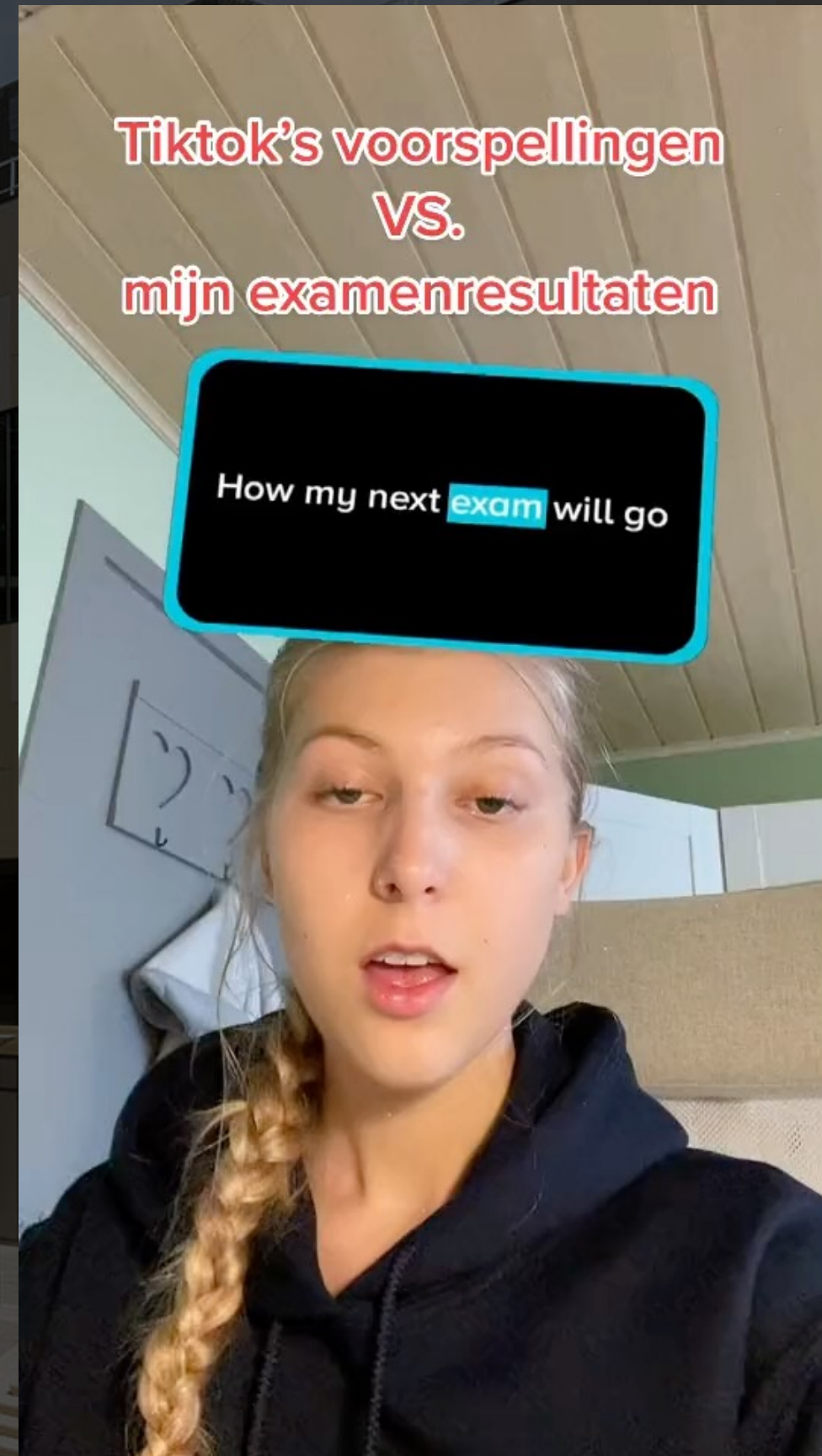
 Email  
 Q&A

  
20/20  
LET'S BREATHE, MATE.

  
How my next exam will go  
17,0K videos





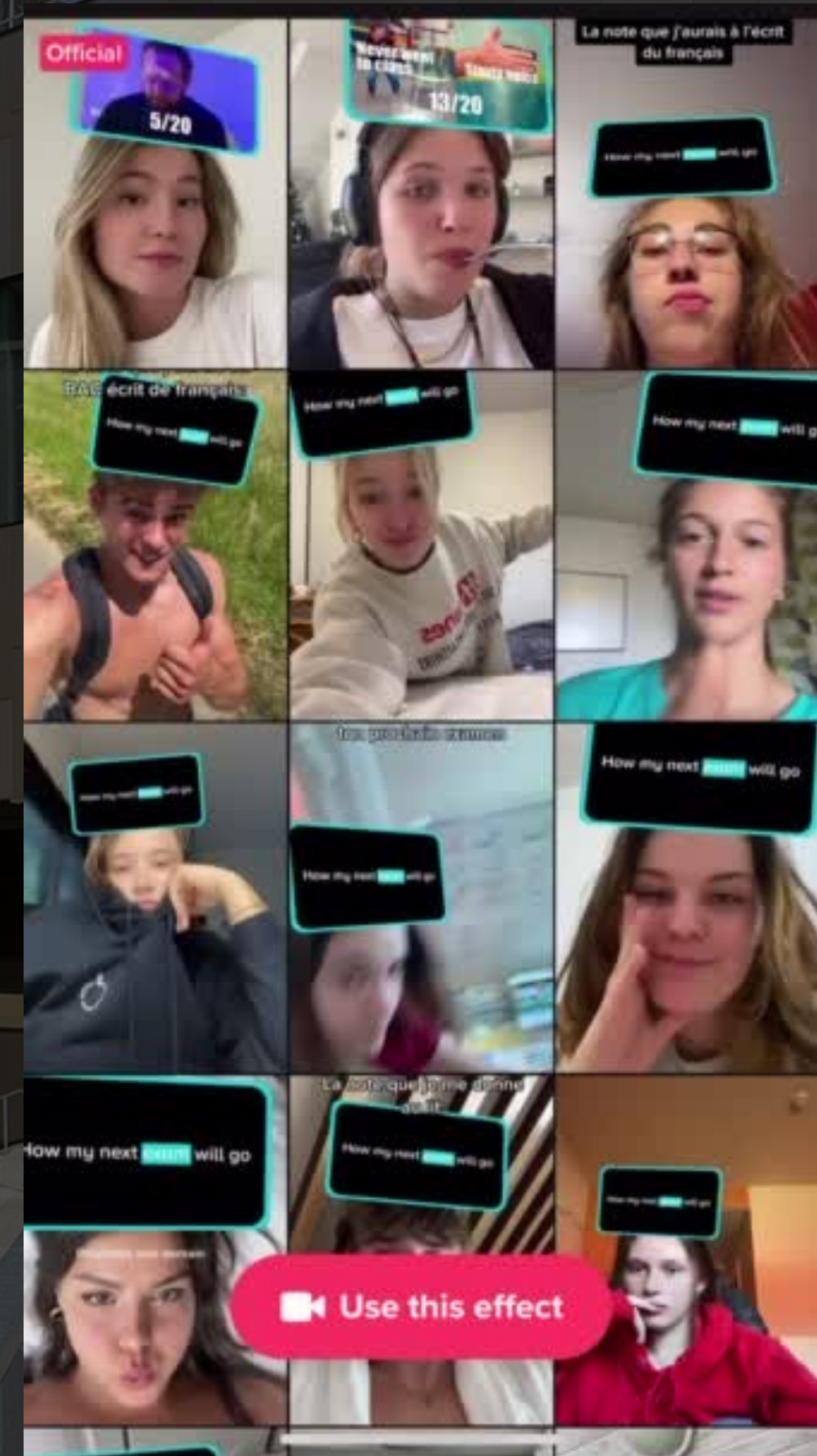
Results:



TikTok statistic:

Berichten @

**44.362**





TikTok statistics:

Weergaven ⓘ

**9.432.904**

Likes ⓘ

**851.664**

Keer gedeeld ⓘ

**17.753**

Geopend ⓘ

**1.082.160**

★ Top 5% effectenmakers















# But best of all...







## We brought students together







 Mvr EI  
@kylamoses5 ik kreeg een 9/ 20 😭 hoeveel kreeg jij eerste keer he niet vals spelen  
2022-6-2 Reply  1   
View 3 replies

 Eden  
@Roos ik ga deze filter mijn hele examperiode laten voorspelle  
2022-6-1 Reply  10   
Liked by creator  
 dejonckheerlori · Creator  
Ik sta niet in voor de gevolgen  
2022-6-1 Reply  3 







 RASKY  
Bonne chance  
2022-6-27 Reply  16   
Liked by creator  
 luka  
Bonne chance les gens  
2022-6-27 Reply  17 







 rouvi  
I claim this energy  
1-19 Reply  10   
 Virág ✨  
i got "at least the fit is great" 😭😭  
1-19 Reply  63 





 agatka.x.candy 🍬  
I got 20/20  
1-19 Reply    
 Eve  
i got 20/20 😎  
1-19 Reply  1 







 yawnzgn gf  
i got 20/20 🎉🎉  
1-22 Reply  2   
 ☆  
This is a sign that I pass the French exam 🦋  
1-21 Reply  







 Inessou213  
13 moi 🦋😭  
2022-6-14 Reply  22   
View 2 replies  
 mae.bouthivong  
Le filtre ma dit 20/20 on y croit lol  
2022-6-14 Reply  7 

 Otricia\_  
20/20 I've been learning for almost 2 days 🧑🎓  
2022-6-13 Reply  1   
 Sokofretta  
I'll take that  
2022-6-13 Reply  

 <33  
I got \*at least the fit is fire\*  
2022-6-10 Reply  36   
View 1 reply  
 ✨Şara ✨  
Deutsche Lehrer so: das ne 4  
2022-6-10 Reply  125 

 Eileen  
20/20 😎  
2022-6-12 Reply    
 Liv  
im going to die this summer 😭😭  
2022-6-12 Reply  

 Pauline Marquet  
Je regrette d'avoir essayé ce filtre 😭  
2022-6-14 Reply  1606   
View 17 replies  
 Salomé ★  
jai teste le filtre j'ai eu 20 wshhh  
2022-6-14 Reply  1028 

 αρωματική 🍷  
I GOT A 20/20 LETSS GOO  
2022-6-13 Reply  1   
 https.maha  
BRO I HAVE 2 EXAMS TOMORROW...  
2022-6-12 Reply  



But most importantly...

# Best use of native & content: We did this TRULY native

- 100% aligned with the platform & community
- New native features to increase leverage
- Provide a native co-creation option for thousands of students
- Be tailored to the target audience and their tone-of-voice

# Media & creator spend: €0,00





*a 100% native & organic viral TikTok case*

*a Fullsend and Karel de Grote collaboration*