

# HSMAR Foundation Global Collegiate Marketing Case Competition 2022





# SELLING TO GEN-Z:

🔍 This Is What They Want ✕



# HSMAI Foundation Global Collegiate Marketing Case Competition 2022













BE  
AUTHENTIC



‘ Why does an airline have a TikTok? Cringe! ’

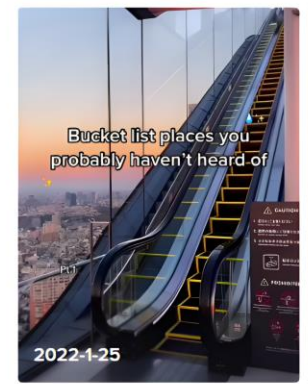




#travelbucketlist

Top Accounts Videos

Videos



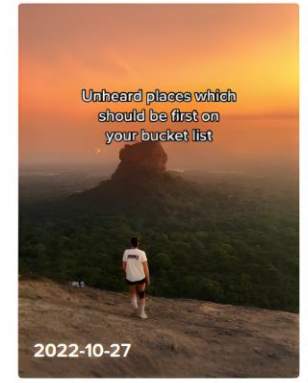
Trust me when I say watch to the end 🤫 Still can't believe...  
unseenwon... 42.1M



My #travelbucketlist 🇹🇼 #traveltiktok #travellife...  
teonamango 86.7K



Would you add this place to your travel bucket list? 🌊...  
elitevacays 1.3M



Comment the next country for me to do! #travel ...



i could make these videos forever #travelbucketlist...



a whole different level of serenity 🧘🏻💕 #skincare...











*Thank You*  
**THANK YOU**



# REVENUE OPTIMIZATION CONFERENCE

*A Commercial Strategy Event*



11<sup>th</sup>-12<sup>th</sup> May 2023

MARINA BAY SANDS SINGAPORE