**What we have…** VASco LLC is a startup intermediary company exporting various Georgian products to USA and Europe. From our proposed product basket wine has the biggest potential of sales growth in foreign markets. Though, awareness of Georgian wine is quite low, which makes it difficult to enter into the new markets. At the same time in 2017 Georgia hosted more than 6 million tourists and this number is expected to increase in following years. Why don’t we turn our guests into Georgian wine ambassadors?

At the same time, City Hall aims to develop night economy and position Tbilisi 24/7 city and reportedly increase tourists spending rate at the nighttime. Main challenge of accelerating spending is lack of night entertainment destinations and awareness about them.

**Why don’t we…** Match our company and City Hall interests?

**Imagine …** Night Wine Bus! Whole new adventurous and fun experience of tasting Georgian wine!

**What we offer …**

In collaboration with Tbilisi City Hall we create special **Night Wine Bus** - taking tourists to different wine bars during the nighttime only (minimum 5 wine bars per night). Tourists will be introduced to Georgian winemaking history and taste our various wines. Amount spend at each bar is limited if they want to move to the next bar. After each bar customers are granted with special award-badges (Survived 1st bar, Survived 2nd bar, etc) at the bus. Bus goes around night Tbilisi, showing beautiful views and Georgian music is on which makes this experience even more fun and unique for tourists. Last bar survivors will be gifted with souvenir wine bottles, as a tangible evidence of unforgettable experience.

**Who are we talking to …** Tourists aged 21 - 40 who come to Tbilisi for fun and are not afraid of experiments;

**Key Insights …** “I’ve just come to Tbilisi, I want to have fun, my time is limited, but I don’t know what to do during the night. Also I’ve heard that Georgia has lots of varieties of wine and I want to taste. And, I want to do something adventurous and memorable”

**Campaign objectives …**

* Communicate Night Wine Bus as unique way of having fun during nighttime;
* Educate about the opportunity of tasting **Various** Georgian wines;
* Emphasize safety of driving during the night.

**Key Message …** City full of wine, Night full of life. **Tone of voice …** Fun, intriguing, adventurous.

**Benefits for VASco …** Increased awareness and knowledge about Georgian wine. Long lasting positive emotions will turn Georgia tourists into “Georgian wine ambassadors” in foreign countries.

**Benefits for Tbilisi City Hall …** More economically active tourists during the nighttime and increased check amounts per tourists; One more new and unique attraction to spend fun nights in Tbilisi.

**Agency Deliverables & Budget**

* Creating **Night Wine Bus** website with detailed explanation of our service and opportunity to register for the night tour. On the site list of Georgian wine varieties is also given. – 3 000 $
* Creating fun and entertaining video about **Night Wine Bus** with the message – “City full of wine, Night full of life” with link to the website – 4000 $
* Creating fun and entertaining visuals for Facebook and Instagram ads about Night Wine Bus service and varieties of Georgian Wines. – 1500 $
* Facebook, Youtube and Instagram ads - 10000 $

**Total Budget … 18500 $ Timeline …** 01.08.2018 – 01.09.2018

**KPIs …** Website unique visitors - 100 000; Registered for the tour - 500.