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| **Company**  **background information** | **VEON** is international provider of telecommunication services with total 235 M on three continents – Europe, Asia and Africa. VEON Georgia is part of VEON group, presented with two brands: Beeline (Telco Company) and VEON ( zero rate chat Application without mobile data charging) with 170.000 Monthly active users in Georgian territory. **V Nights** - New service inside VEON App, which combines all the night infrastructure streams: *Transport Schedule and Car Sharing, Cultural and Entertainment destinations, Safety, Outdoor Destinations, Hospitality and Food, Events*. **Live Map** – is key part of **V Nights,** where users can see all the available places, marked with specific color, with small info about *place/event and contact button to talk with the business directly; Hot spots on the maps showing where users are gathering; Sending or sharing invitation / information to each other or sending special alarms/warnings to specific community for to increasing the security and preventing the safety issues.* Exploring the gems hidden in the city: *Transport (Bus, Subway, Car sharing); Night Clubs; Bars / Restaurants; Exhibitions / Movies / Theaters; Gyms / Swimming pools / Arenas; Outdoor Destinations.*  **Business Objectives**: increase VEON app usage and revenue sharing with all the listed business above. |
| **Target**  **Audience** | 235 M VEON global Subscribers; Local Millennials; Other Tourists with 18-35 age range - who are potential V Nights’ users (in 2017 VEON Georgia sold 2 million Sim Cards to incoming tourists). |
| **Key insights** | **Category truth:** In 2017, more than 7 million tourists visited Georgia. Main challenges for tourists are: finding valid information source of Tbilisi Night Life and exploring cheap way to stay online.  **Consumer truth:** There are unexplored venues in Tbilisi and it’s full of interesting people. Tbilisi has untold experiences which is sometime hard to find or share. There is a big gap between businesses and people. Consumers find it hard to find new places based on their interests and it’s also a big challenge for business or startups to find and communicate with the correct audience. **Product truth:** First touch point of tourists with the city begins in airport, with buying Sim Card, meeting them and solving both challenges – Giving free sim card and option to use VEON without charging, with zero rate and the valid source of Tbilisi Night Life. |
| **Campaign objective** | Boost mobile App (VEON) downloads / Grow Tbilisi nightlife popularity in VEON Group Countries / Grow VEON brand awareness / Build relationships and communities |
| **Campaign KPI** | 5 mln VEON app downloads; 300 Night Destinations in VEON app; 100K DAU;  Communication campaign reach up to 200 mln users. |
| **Key message** | Focus on strengthening the VEON brand value and convey the message *- Brings Tbilisi to Night Life* |
| **Tone of voice** | Speak as a millennial, positive and welcoming, engaging, encouraging & fun. |
| **Deliverables** | Communication strategy; PR and earned media strategy; Digital media and advertising plan; TV, Digital, Print and OOH assets. |
| **Media**  **Channels** | Digital media and sources, TV, Print and OOH, in-store advertising in airports, BTL on international Exhibitions, VEON internal communication channel (Apps, SMS, e-mail, etc.). |
| **Budget** | 2.500.000 USD |
| **Timeline** | Service goes live-July 20 **/** Service soft Launch-August 22 **/** Service big Launch-22 September;  Communication campaign start: Georgia - September 22-March 22**/** Global - March 15-July 30 |