**Campaign Brief by Evex Medical Corporation**

***1. Couple words about us and our initiative***

Evex Medical Corporation is the largest healthcare service provider and the biggest employer in Georgia. Our stocks are listed on London SE. To support the Tbilisi City Hall’s initiative of development of night time economy we have decided to take care of the public health safety issue, under our corporate social responsibility. We will develop a special **First Aid training course** and establish **First Aid certification** ecosystem for business entities operating in night time Tbilisi. This way we want to create value for businesses and safety feeling for their customers that they are visiting a place where, if needed **First Aid capable** staff is present. Every business which joins this cause will receive a complete **First Aid Kits** to install on their premises and use it according to needs. We will also award a special certificate and a badge for display. These certificate will be a distinctive value for a business.

***2. Target Audience***

**Direct**: Businesses operating in Night Economics; **Indirect:** End users of those establishments.

***3. Key insights***

Some health risks arise during nightlife (alcohol and drug intoxication, bar fights etc.); 2 out of 3 adults worldwide do not have First Aid skills; Majority of business establishments in Tbilisi can’t provide necessary first aid help on their premises if such situation arises. Timely first aid can be a difference between life and death. No one in Tbilisi has a feeling that they will be aided immediately if needed.

***4. Campaign objectives***

Involve businesses to train their staff in First Aid; Certificate issued by Evex becomes trendy and must for “cool” night time business operators. Strengthen positive image for Evex.

***5. Campaign KPIs***

100 Night Economy businesses involved in the initiative. Increase awareness towards necessity of having First Aid skills and owning First Aid Kits

***6. Key message***

We are here to help increase your knowledge towards first aid and together we can make Tbilisi nightlife a safer adventure

***7. Tone of voice***

Friendly, Caring, Competent

***8. Deliverables***

Branding-visual identity, multichannel digital campaign, print campaign, video production

***9. Media Channels***

Digital, outdoor, product placements

***10. Budget***

130 000 USD (50 000 USD for creative agency + 80 000 USD advertising budget)

***11. Timeline***

Campaign launch - 1 September 2018 (Training and Certification process will start simultaneously), Campaign will last until next high season (1 June, 2019)