**Date: 12.05.2018**

**Client: Ori Nabiji Ltd**

**EVERY NEIGHBOR COUNTS**

**COMPANY BACKGROUND**

‘Ori Nabiji’ means ‘Two Steps’. We have 113 stores (FMCG) in almost every district in Tbilisi. Our slogan is ‘Your neighborhood Store’. Being close to almost every resident of Tbilisi helps us understand their needs and desires.

**TARGET AUDIENCE -** Everyone living in Tbilisi (18+) and tourists.

**INSIGHTS**

**We want to make our city more attractive with new safe activities for our residents and tourists in every part of Tbilisi at night (especially in suburbs) because** **⤵**

* **Locals:** After exhausting working days they hardly manage to escape from daily routine and make their lives more joyful while friendly and warm relationship with neighbors has always been an important part of their lives. Main reasons are: undeveloped night infrastructure, limited time and options of night activities;
* **Tourists:** Basic tourist activities occur during the daytime. Mostly they interact with objects. What they lack is communication and integration with locals. They don’t have any options to have fun at night except going to clubs or some standard restaurants where social interaction is very limited.

**PROBLEM SOLVING / IDEA**

We’ll select 30 stores in every district and arrange nearby open air spaces as special friendly & warm zones – ‘EVERY NEIGHBOR COUNTS’ with all appropriate equipment for safe outdoor activities for Fridays and Saturdays (every season of year). Mixing traditions with modern lifestyle will make these spaces attractive for BOTH segments for the whole night or as a pre-clubbing activity.

**DESCRIPTION**

**8PM-12AM:** Music performances, cinema (movies/football matches, concerts);

**Whole night:** Table games, art exhibitions, wine and local food, free wi-fi, open supermarket with special offers.

**CAMPAIGN OBJECTIVES**

* Encourage locals & tourists to engage in ‘EVERY NEIGHBOR COUNTS’ activities and make it trendy;
* Create new positioning of Tbilisi as a city of night-life culture and ‘Ori Nabiji’ as a supporter of active neighborhood relationships with comfortable opportunities for entertainment, negotiation & integration; Money paid for products at ‘Ori Nabiji’ worth every Lari; Strengthen loyalty.

**PROJECT OUTCOMES & KPI**

* Changed present city image into ‘full of adventures in every 2 steps’ and safe even at mid-night (Min. 500 check-ins and 1000 positive feedbacks on social media, photo or event shares per week);
* Increased brand awareness for “Ori Nabiji”, sales and number of unique customers (+30% at event nights).

**KEY MESSAGE -**“**Discover night adventure in every two steps**”. What else we can use> “Something good is happening nearby”, “Every neighbor counts”, “Invite & meet your neighbors”.

**TONE OF VOICE –** Engaging, funny, friendly and invitation-like.

**DELIVERABLES, BUDGET & TIMELINE**

**Advertising campaign (incl. invitation for guests and performers) ⤵**

**a)** BTL materials ($6000) – approved and located at 30 stores by June 20; **b)** Social Media Campaign ($2000) – June 20 – Sept. 30; **c)** Print materials (brochures) for locals and visitors ($5000) – printed by June 1.

Project starting date: July 1.