**Company background** Ambassadori is a 5 star hotel chain, founded in 2004. We have made a promise to provide high quality and trustworthy services to our guests on a daily basis. As one of the most successful hotel Ambassadori Tbilisi will be the first on this field who helps the city developing of Night Economy.

**● Problem we want to address** We do not have night transportation, which will serve tourists, we do not have specific night tours for foreigners, therefore there is no demand and no supply.

● **Our take on the issue** Ambassadori Tbilisi will introduce a new service named “Midnight Tbilisi”. It’s special package for our customers. The guest chooses a standard room or selects the standard room with special a night tour in Tbilisi, for which he pays additional 150$.

**● Service description** “Midnight Tbilisi” includes 5 locations we offer to our guests in one night:

* Ferry-boat on the Mtkvari & Traditional Georgian Dinner on it
* Wine and Georgian products night market, which will be organized by the support of enterprise in Georgia and the City Hall
* Sulfur baths
* Georgian dance in the open air
* Tourist’s night wall, where tourists will leave their “signature” and take pictures/selfies.

**● Project Outcome** “Midnight Tbilisi” will start competition between hotels and similar offers will take place between the hotel’s main services after year. At the same time winemakers and Georgian entrepreneurs will be motivated to contribute to the development of the Tbilisi night economy. They promote their products in Georgian and foreign markets for free.

**● Target Audience** Our guests - aged 25 years and older

● **Consumer Insights** – Guests sharing their experiences about “Midnight Tbilisi” on social networks, booking.com. They advice each other taking this package.

**● Campaign objective and KPI’s** – Our campaign goal is to make “Ambassadori” Hotel number one initiator on the field. 50% of our guest buying “Midnight Tbilisi” service after 2 months, 6 months later every consumer will request this service.

**● Key message** – Don’t sleep make a memory.

**● Tone of voice** - Informative, Trustworthy, Cheerful, Trendy.

● **Agency Deliverables** - Branding of the service, Web news for [www.ambassadori.com](http://www.ambassadori.com) , new key designs for “Midnight Tbilisi” guests, Social media campaign, Digital advertising materials, Prints for outdoor advertising.

**● Budget** - Production 20,000$, 7,000$ to Refresh & Update campaign and website weekly.

**● Timeline** - Campaign launch date 15 May. Weekly update of the social networks during a year.