**Background information**: Georgian Beer Company is the biggest brewing manufacturing company in Georgia. Portfolio: local and licensed beer brands, carbonated, energy and soft drinks. Beer brand Zedazeni - the flagship, mainstream brand, introduced in 2012 with 97% local market coverage, available in exporting countries. Consumer key insights for Zedazeni Beer: Yours, Friendly, authentic, traditional, good for: sharing, socializing, exploring. “needs to get in closer touch with youth and their activities”

**Target audience:** + 18 both male and Female who enjoys life and drinks beer.

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| --- | --- |
| **POS** | **CONS** |
| 6 million tourists in 2017 and expected growth in 2018. Most of them go through capital.  Cultural diversity of the city. sightings, electronic music arenas, cuisine and traditions. Mild climate. | Entertainments and cultural activates limited capacity. Poor infrastructure. Noise control.  Most sightings and venues are gathered at central locations. |

**Market key insights for Tbilisi:**

**“Beer Station”:** Introduce Beer stations in ten main municipal parts of capital, located in neutral places to avoid noise at night-time. Individual, characteristically design and form for station, to be associated with district main “must visit” sightings. Equipped with draft beer stations (from 08:00 p.m. – 08:00 a.m.). Showing bus route map and audio and visual support materials indicating: where to go, what to see and do in this part of City and where is main night venues at other locations. City Hall will provide the bus line service - (working hours from 08:00 p.m. – 08:00 a.m.) trapped only within these Beer stations.

**Objectives:**

Set a trend of traveling at night by public transport that leads to new discoveries and boosts attractiveness of night venues (so that economy) with clearly defined route and visual support.

Engage different district population in City night life activities.

Introduce the warming up new venues for socializing 10 “Beer stations” pinned among the city.

Activate district sightings and venues that are not or are less popular.

Creating new sightings in face of “Beer Stations” to attract both locals and tourists.

**Brand Side:** Draft beer consumption habit development. Positioning: Part of city life. Increased attachment to the brand core values. Increased awareness abroad. Get into the relationship with youth who enjoys night life.

**Functional Side:** “Warm up” new venues. Transportation points for the locals as well as tourists to night venues and back, increased awareness about district venues and sightings. Public WC, luggage lockers and WIFI.

**Social side:** Ergonomically environment, additional bus stops points with attractive design indicating the pride of district population, for locals and city visitors within day and night hours.

**Tone of voice:** Friendly, warming-up atmosphere. Creative, useful venue with both ergonomic and functional facilities for those who loves exploring and sharing positive emotions.

**Key message:** Sharing, Socializing, Exploring.

**Agency Task:**

**pre-launch:** **Identify**: “Beer Station” concept design (*Budget:* general concept: 1200$ amendment to 9 stops - 10 000$ *Deadline*: 25.05.18 construction costs: 10 000 $ each – 10 beer stops - total 100 000$ - *deadline* 15.06.18)

**Create:** “Beer Stop” Digital platform and app – Stop locations, functions, venues, venue working hours, bus tracking, next stop venues. *Budget:* 15 000$ *deadline* 15.06.18

**Film:** Video for launch campaign -Beer stop concept and deliverables. *Budget:* 20 000$ *Deadline*: 15:06.2018

**Launch campaign: Identify**: Digital media channels and Support them. *budget:* 15 000$ *Timing:* 15.06.2018 to 15.10.2018

**Identify:** bloggers worldwide. Invite and assist in creating 4 video bloggers tour/*Budget:* 40 000$. *Timing:* 15.06.2018 to 15.08.2018)

**PR Activates**: Airport BTL (budget: 10 000$ from 15.06.2018 to 15.08.2018) local media support (Budget: 15 000$ timing: all three month)

**Total budget: 216 200$**

**KPI:**  Each Day min. 50 during week days, 220 during weekend active users on each “Beer station.” /

Video views more than 750K in two weeks after launch/ 350K view from each video blogger during two weeks after visiting Tbilisi. / 15 K The App day users. / 3 % of arrivals, App downloads during BTL activities.