**Friend Ship 24/7 - We believe in close relationships.**

**The Cause -**  Nightlife Economy

1. Tbilisi hosted more than 3 million tourists in 2017
2. Night time  spaces for making long lasting unfforgatable relationships are limited, but it has big opportunity to be more creative and attractive place for everyone and not the same types of dining venues there is nothing to keep in memories.
3. Employment rate is still the big challenge, associated with Tbilisi.

**Tbilisi City Hall** is going to boost night time economy of Tbilisi

**What can we do?**

**Smart Web** - is the leading Web Development Company in Georgia since 2009, which offers services (like website creation, web design, branding, applications, SEO) to any companies, around the world. Our Working space is alike home. We have as **friendly** and cozy, family atmosphere,  that our team workers even walking around the office by animal slippers. Nearly everyday we play table games, eat together and even sleep sometimes. As it  comes out we are at home 24/7.

**Our Mission** is to make constant (long lasting) and memorable/deep relationships between  residents of Tbilisi and tourists. So, We make a **movement** and starting create new type of cafe called:

**Product Name -** “Friend Ship 24/7” - Cafe

**Description  -** “Friend Ship 24/7” - Cafe is a Ship shaped medium size Cafes in the center of Tbilisi. Cafe offers us to swim in new adventures, make new friends and enjoy every moment with new friends, drink tea or coffee, eat fresh salads or just eat glorious “churchkhela” and enjoy playing table games.

From the beginning there will be two cafes, two chefs and two ship captain-coachs (cafe manager).

Giffer and photo camera - for take photos for online photo album linked to a print room.

**Target Audience** - 18 - 35 years old young people, who travels a lot and dare not to sleep and enjoy adventures instead.

**Key Insights** – Relationships must be tight if we want tourists to stay for long time and come back in Tbilisi more often.

**Campaign objective** - To engage many residents and tourists in “friend ship 24/7” cafe’s entertainment.

**Key Message** – It is not necessary to be at home to feel comfortable. Friend Ship café, as aTbilisi, is your personal comfort zone 24/7.

**Tone of Voice** - friendly, loveful, sincere, open, inspirational

**Deliverables -** cafe branding, social media strategy and management for 4 month.  Ship shaped cafe interior/exterior design, Viral Video, table game for 2 or multiplayers, billboard design.

**Media Channels -** Facebook, Youtube, Twitter

**Outdoor –** Billboards, Viral Prints: Friend Wanted

**Budget -  Print** Pen and Paper Games for One, Two or Small Groups– 1K Gel

     30 Sec. Promo Video – 5K Gel

     Billboards - Top 5 tourist zones, during June-August – 10K Gel

     HandMade Ship Cafe with full attributes  - 50K Gel (each)

**Timeline –**June 1st social media strategy and table games competetion strategy

June 5th choose location and ship construction builder

     June 18th billboards

     July 1st two Cafes openings and take video

                 August 15th – Video Launch to social media

     November - Print Friend Ship 24/7  Photo book

**Campaign KPIs -**

1800-3000 Game Player at the end of August

2 cafes for the end of August

Video view - 3000000 view in 4 month

Facebook Page - 10000 Likes, Check ins - 2000 (in each locations)

Ready 5 Billboard for 18th June