

What do we stand for?

Redix - Perfection is in details!

We are operating on the real estate market for 11 years. Since 2008, it has established a **HoReCa** department which manages Hotels, Restaurants and Cafes.

As for its Social responsibility, **Redix** is oriented to promote and develop theatre and theatrical life.

Image:

Tbilisi, beautiful city with huge history and culture, however the entertainment during night is limited or not supporting the standards. City has a tiny challenge to use its creative potential by offering new entertainment venues to residents and tourists.

Imagine:

How do we spend our pricier time at night? What are the sources of our inspiration? What if you could try something special and different?

Redix developed **House of Drama (late night theater)** – Drama with its context stands for wide, brisk and developmental actions during the event.

House of Drama is contemporary late night theater which offers musical, Georgian traditional and international dances, folk music collaborations and worldwide cultural nights. Thus, you will enjoy mix of art, music and historical perceptions in a way of theatrical compositions, while drinking whiskey or having some delicious meals.

This is a place you never been before, never felt so excited, never been so close to be a part of drama!

Product launch strategy:

House of Drama opening ceremony - Georgian Theater actors play different famous scenes from well-known Georgian movies. We invite famous artists and opinion leaders to raise the brand awareness.

Target audience:

People searching for the new adventures, nightlife lovers, art lovers, vintage lifestyle.

Key insight:

We want to offer new way of entertainment, and positioning Tbilisi as city full of uniqueness with its history, culture or even with its diversity of amusement.

Campaign objective:

- To implant the new way of entertainment;
- To increase the positive perception of our company;
- Increase awareness in residents and tourists about our new venue to become our followers;
- Positioning Tbilisi as innovative city.

Key message and Tone of voice:

Original and creative in thinking - Inspirational, introducing new ideas.

Deliverables: Followers - Involve opinion leaders and idea followers before lunch the product, so they can prepare right segment; **Video** - (Story about creating house of Drama); **Visual concept** - (Series of posters presenting our different show compositions); **Digital assets** - (Facebook, Instagram, YouTube); **Outdoor** - (City street banners); **PR/earned media**- (Bloggers).

Budget and Timeline - 40 000\$ Lunch on May 1- till and of the year.

KPI and Outcomes: Brand awareness, Community of late night theater, Increase interest between tourists and residents, Business outcome (income from the tickets and bar/dining).