**Company at a glance -** We are a consulting group dedicated to helping individuals and organizations extend their income by motivating and sharing our knowledge with them. With more than 12 years of experience in this field, we measure our success by results of more than 250 companies and individuals (29% of the population) we helped. During these years, we created several sub-brands such as online journal motivation.ge, sales and coaching apps and continue to use modern tools in order to solve problems which prevent progress in our country.

**For now, problem is** that night economy of Tbilisi is not developing.

* Not many people work at night.
* Not many businesses work at night.
* Not enough access to entertainment places for tourists to spend money at night.

**Target Audience/Insights**

* Tourists in Georgia -,,I wish I had more personal tours, especially at night to use time efficiently.”
* Local Citizens aged 21-36 -,,I don’t have enough motivation to go outside at night”
* Local entertainment places -,,We don’t have enough costumers to offer service at night.”

**So… Why don’t we:**

* Motivate different venues and people to work at night.
* Show tourists that they can spend a night (from 8 pm to 8 am) in Tbilisi in different ways.

For the reasons mentioned above, we decided to create **a new product**: smartphone app **NIGHTMATE,** which connects tourists and residents of Tbilisi. Residents make deal with local venues and provide customers for them, so they stay open at night. Only some residents are verified (who can be trustworthy, have knowledge of proper destinations) to use the app. Verification is provided by City Hall, which is our partner in this project.

**How the app works:** Tourist and person (who wants to be a personal local guide) downloads our application and registers their personal information, including interests (For example dancing, traditional dishes). Based on this information, algorithm connects people with corresponding interests, resident plans the night tour with this app according to tourist interests and they set a date. After the tour, the tourist has to rate his personal guide and experience in the app from 1 to 5 stars for rating base.

**Outcomes:** As each tour starts at 8 pm, venues give service at night and **increase their income. Citizens are given an adventure, new friends and extra money for companionship.** Tourists feel as if they are at home, they are satisfied with getting their type of night experience and **Tbilisi is in the top of mind when talking about entertainment diversity and ease of finding the right entertainment at night.** As a consulting group, we have more active citizens and successful businesses in Country, which is our main aim, indeed.

**Objective:** More nighttime oriented businesses, relationships and ease of access at nights.

**KPI:** 40 000 App Downloads, 8 000 night tours during campaign, 21% increase of 24/7 working businesses, Grown awareness of Tbilisi as a city of night entertainment.

**Key Message:** In Tbilisi, night has no end with your personal guide.

**Tone of voice:** Personal, Inspiring, Friendly.

**Deliverables:** Digital Channels – Facebook, Twitter, Instagram, Pinterest, Tinder, booking.com, Google Ads.

Print Ads at tourism active zones in Tbilisi streets, airports.

**Budget:** 31 000$ (App development 8 000$, Digital Campaign 7 000$; Print ads & media channels 16 000$)

**Timeline:** May 25 - August 1 (APP development, Pre-Launch); August 2 - Launch; Campaign Duration - 3 months.