**Background Information:** We’re Kings Georgia- educational company and our mission is to care about schoolchildren. We have born in 2012 and now every 3rd pupils called “Kingseli’’(our customer). Our main audience is present pupils of class 2 to 7 inclusive. Our main product is contests and online educational platform in Math, Georgian and English language, but we also make many different projects with the aim to help new generation develop their skills in multiple kind directions. For example, we’ve got project called “The Choice Is Yours” for high school children. This project helps them to ask right questions to themselves to make right decisions.

**Name of product/**service: Asteroid B-612.

**Business Model:** Asteroid B-612 is an alternative café which is open whole night. Consumers will directly pay for Georgian wine and Georgian special cousin. A customer indirectly pays for: environment and night experience. which is different from everyday routine. In B-612 there will be telescopes, which help you to experience something special, feeling yourself in another planet. In childhood everybody paints regardless their skills, thus in café there you can draw what you want and how you want, no matter you are a good painter or not, doesn’t matter how old you are. You can retrieve moments from your past when you were excited as a child. moments, which forced you to go back to your childhood. Those moments and their thoughts are very special, so in our café you will wait the letters of “Kingsels”. Kids will try to describe their favorite places in Tbilisi and give advice to tourists and residents to visits them, they will try to make you to think differently about our city.

**Target Audience:** Our target audience is tourists and residents age 18 – 35.

**Key insights:**At night, there is no place in Tbilisi where you can just sit, enjoy the view of Tbilisi and of the sky, where you can forget about reality, everyday routine, and be free as you were in your childhood.As we all know almost everyone believes that childhood was the best period of in their lives.

**Campaign objective:** introduce our café to tourists and also young residents.position Asteroid B-612 as an innovative and different place where you can feel free.

**Campaign KPIs:**500 000 tourists must talk about b-612 in Tbilisi in 2 month of opening. (we’re going to open café in summer)

200 000 Resident must talk about b-612 in Tbilisi in 1 month before opening and 300 000 residents 1 month after opening.

**Key message:** Be as free as you were in your childhood. Childhood is the best time of our life. Your type of adventure that never sleeps.

**Tone of voice:** Inspiring and friendly.

**Deliverables:** Video, webpage design and social media campaign, print.

**Media channels:** Facebook, Instagram and webpage.

**Budget:** Video - $10 000, webpage design - $3 000, social media campaign - $7 000, print - $3 000.

**Timeline:** 2 months.