**ABOUT FORBES:** The one and only business - analytical publishing edition in Georgia, that is famous with reliable and trustworthy ratings, which goal is to make researches and demonstrate achievements of Georgian business and economics, also showing success stories of businessmen, of people of any other professional fields and industrialists , that impact on Georgian state and changes humans fortunes.

**THE CHALLENGE-ISSUE THAT WE FACE:** Develop night time economy of Tbilisi by involving business sector of Forbes ranking

**TARGET:** industrialists, successful entrepreneurs and startups, who strivings for self-development and who doesn’t run from acquitted risks, new ideas and innovations. The **70%** of readers of Forbes magazineare highly remunerated, successful and financially independent people

The majority of Forbes readers are people from age **26-45** who are actively involved in business field.

**KEY INSIGHTS:** Every leader wants to be a leader **between leaders**

Leaders action inspire others, to learn more, do more and become more.

Nighttime is “blue ocean” where lipsite’s are reigned

**CAMPAIGN OBJECTIVES:** Create a platform, that will challenge the business sector to develop its business overnight.

**OUR PRODUCT:** *your buisnes that never sleeps*

**Forbes app:**

* NIGHT RATES: Nowdays How much are you rated on the market?(are you sure that you are leader)
* ADVICE: what can you do to improve your nighttime buissness
* Contribution to the growth of the economy: the importance of existing your business
* Rates of your improvement: Percentage point of development

**CAMPAIGN KPI:** Forbes user is 62% of people engaged in business sector - 80% increase.

 Impact will increase

 The demand for the magazine will be increased

**KEY MESSAGE:** While you were sleeping

 Sharks don’t sleep

 Your business that never sleeps

**TONE OF VOICE:** Forbes user is 62% of people engaged in business sector - 80% increase.

 Impact will increase

 The demand for the magazine will be increased

**DELIVIREBELS AND TIMELINE:** Placemnet will start at the beginning of September

 Intermediate display -August 1

 Finalization of the campaign – August 20

**WHAT SHOULD BE DONE BY THE AGENCY?** Branding colors and visual imager- 5000 $

 Think about the name of the platform1000 $

 Create an application for 25000 $

 Digital ad – Locate banners and visuals for 15000 $