**About the company**

Kiknadze Dental Center is located in Tbilisi. We offer high quality dental treatment for the best value every day, 24 hours a day. During summer and winter – the most active touristic seasons, a big part of our patients are tourists from Europe and Middle East.

Our main values are: comfort, high-quality service and innovations.

Our mission is to make our center and Georgia in general a top destination for the dental tourism in Europe and the Middle East.

**We speak to**

|  |  |
| --- | --- |
| * Middle class tourists, who are planning to visit Georgia during the upcoming year. | * People from Middle East, Europe and Caucasus region, who need planned or cosmetic dental treatment, are looking for the best value deals and can be easily converted to tourists. |

**Our Key findings**

* Georgia has a huge price advantage over many european, middle east, and neighbourhood countries in dental services - about 3-9 times cheaper on average, depending on the country.
* In a modern society people strive to maximize efficiency of their vacation time and money. They try to rest, have fun and get treatment at the same time.
* Georgian tourism industry is emerging; Tbilisi offers its visitors an especially lucrative nightlife experience, coupled with an abundance of touristic attractions for daytime, likewise, there is information about dental services out there, albeit no platform combining these two types of information exists.

**Our Product**

We launch ComeTripator - a digital service, which compares dental service price in Georgia and the users’ homeland. Dental services in Georgia cost 3-9 times less compared to western and the Middle East countries. This **PRICE GAP** lets users get more for less*: travel in Georgia, have fun, experience day and night tourism attractions in Georgia while taking good care of their teeth*.

After selecting a specific dental service, ComeTripator compares respective prices in Georgia and the tourist’s country of origin and introduces the alternatives on which this person can potentially spend the **SURPLUS** in terms of money saved. If the customer plans to visit the dentist during daytime, the app will display options for the evening activities and vice versa if the tourist plans to visit the dentist in the evening. In either case, the night economy shall grow - the tourist spends the money at the clinic or at the place of their preference provided by the ComeTripator.

**Campaign Outcomes:**

|  |  |
| --- | --- |
| * Tourists and potential visitors are well informed about the price advantages of dental service  they can enjoy in Georgia relative to their home countries. | * Apart from dental care, tourists gain access to information concerning various leisure offers and have incentives to spend more in total. |

**Campaign KPIs**: 15 000 registered users in 3 months after campaign launch, 10% conversion rate.

**Key message**:  Compare your options and get more for the same price.

**Tone of voice**: Friendly, encouraging, positive, convenient

**Deliverable**s:

* ComeTripator visual identity; budget $3000; deadline 5.06.2018
* ComeTripator web construction; budget: $6000; deadline 01.07.2018
* Graphic video for digital placement; budget $2000; deadline 5.07.2018
* Campaign key visual and its resizes for digital placement; budget 1000$, deadline 5.07.2018
* Social Media Campaign: Introduce new product and its benefits; budget $3000; July - September

|  |  |  |
| --- | --- | --- |
| **Media Channels**: Google adwords, adsense, Social Media (Facebook, Youtube, VK.ru, twitter) | **Budget**: 15 000$ | **Timeline:** Active touristic season: July-September |