**Who are we?**

[adjara.com](http://www.adjara.com) ‘infotaining’ digital media house in Georgia. We believe that sharing the right content leads to social evolution.We gather communities around: cinema, contemporary art, sports and live scores, esport, local tourism, music.

**The Product**

Digital platform ‘TBILISI DREAMS’ (tbilisidreams.com). An online guide to Tbilisi’s nightlife, which helps users Share Stories Online & Interact Offline.

**Platform Stakeholders:**

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| Dream Architects – Ones who have an experience to share. Collaborate with one another and craft night dream. *Ex.: Yoga Instructor Naniko and Blue Gallery will hold late night yoga with a glass of wine.*Key message: **Craft me a dream!** |

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| Local and international Dream Seekers – adventurous consumers who seek the new experience and love exploring new mediums with nighttime vibe. Key message: **Be a part of my dream!** |

\* Target audience geographically has to be in Tbilisi. Aged: 18-45. Smartphone and internet savvy.

**Tone of voice:** Inspiring, dreamy, exciting.

**Insights:**

* Tbilisi is a big city with 1.3 million inhabitants and there is a lot going on in this city.
* Eatery and Music are successful night economy businesses in Tbilisi, but choices are limited.
* People with skills & Small Businesses do not realize night economy opportunities.
* We (Adjara Media) are interested in building platforms that will support E-commerce and cash free paymants which has been fastly developing in Georgia.

**Campaign Objectives:**

Informs – I am a Dram Architect, I have the Georgian Bread Baking master class (Weekdays 5 am – 7 am).

Connects – I am a Dream Seeker, I like this activity, and I pay money to participate.

Motivates – The more active I am, the more Bonus Points I get and more experiences are open for me.

**Campaign Outcomes:**

Motivate Small Businesses and People With Skills to prolong their daytime activities during night and craft experience out of it. Present the diversity of entertainment opportunities in Tbilisi. Support community building of Dream Architects and Dream Seekers. All this will lead to extend target audience of Adjara Media and obtain new industry.

**Channels, Budget and timeline**: From the platform launch active 5-month campaign – 88 300$

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| --- | --- | --- | --- | --- | --- |
|  | March 2019 | May 2019 | June 2019 | July 2019 | August 2019 |
| **Soc. Media**  | FB/INSTA – 2K$ | FB/INSTA – 2K$ | FB/INSTA – 2K$ | FB/INSTA – 2K$ | FB/INSTA – 2K$ |
| **Videos**  | Product Intro -8K$  | Case Video – 5K$ | Case Video – 5K$ | Case Video – 5K$ | Case Video – 5K$ |
| **360 G-Tours** | 5 tours – 1000$ | 15 tours – 3000$ | 10 tours – 2000$ | 10 tours – 2000$ | 5 tours – 1000$ |
| **Cont. Marketing**  | 5 articles – 500$ | 2 articles – 200$ | 2 articles – 200$ | 2 articles – 200$ | 2 articles – 200$ |

**KPI:**

500 registered Dream Architects, 10K registered Dream Seekers, 30K Likes on Facebook, 10K followers on Instagram, min. 450K video view per each, 15K Tbilisi Dream Tours.