**MY.GE**  is a provider of web-based platforms in Georgia, we aim to connect users quickly and effectively by constantly evolving, innovative online services. We have platforms providing services in several industries (Real estate, renting, market/shop, advertising, cars, ect) united under one “MY” holding, that people easily recognize and trust.

**MyHangouts:** is an application that unites all nightlife entertainment institutions segmented by the place type, style, event type, services, location, price range, cultural diversity and other criterias. Users (local, tourists) get full database of potentially interesting places/events. They receive live notifications according to their preferences and get the chance to discover new places. The application tells the user weather place is close/far, crowded/empty, tracks the timelines of an event on the venue, shows live footage, helps with safe transportation (with in built Taxi service), accommSuodation (through MyHome), car rental (MyAuto), shares location with friends and suggests places that welcome particular demographics (race, orientation, disability).

     MyHangouts connects entertainment places with consumers and communicates using live data. It provides businesses with gathered information about the most demanding services and type of entertainment, locations that are most popular to expand on. This app is a cheap way to reach potential customers and allows businesses to become discoverable online.

**Target Audience:** This campaign covers only B2B side of service promotion. Local entertainment/hospitality  business owners and managerial staff;

**Key Insight:** There is no wide range of alternatives for night time entertainment and mainstream places are monopolized in Tbilisi, with start up businesses and non traditional entertainments (escape rooms and ect) being unable to position and promote themselves. The field is limited to only some popular spots, and in case of critical situations (any of them stops functioning for some reason), nighttime entertainment is paralyzed. Complete information about places or events is not available online and even existing spots are not known at all. In addition, local businesses have no information about possible demand on their product/service at night time, each of them separately don't have enough resources for research or product/service promotion.

**Campaign objectives:**

1) Create awareness regarding our platform within target audience;

2) Pursue businesses to join our platform and open their profiles, add events in it.

**KPI:** 5000 reach to business holders/management from entertainment/hospitality or supporting industries, 30% of whom will open a profile in our app, and will continuously use it.

**Key Message:** Platform that makes your business discoverable online. Platform that provides a  smart way to position yourself and attract your kind of people to you anytime you want and wherever they are!

**Tone of voice:** Modern, technological, youthful

**Deliverables:** Promotional video, posters/banners for campaign, branded elements, landing page, digital marketing strategy, social media content, copyright.

**Media Channels:** Professional Networks, Blogs, Social Media, Email and Digital Advertisement (including SEO, Landing Page), remarketing using company’s current database.

**Budget:** For the first three months of the campaign 15000 GEL per month, remaining period for the 10000 GEL per month (75000 GEL total, including VAT).

**Timeline:** New product enters market in Oct 2018, campaign dates Oct 2018 - Mar 2019.