**Company background**

Smartweb is a Georgian web development company, which provides developing apps, websites and other web products/services not only for Georgian, but also for foreign clients. Team members of Smartweb are 18-36 aged innovative young people motivated to create things based on target audience’s needs. All team members are unique and love different entertainment types. In many cases we are in need of digital platform that will give us the opportunity to hangout during night time.

**New product - Business model**

*Synergy always means the interaction or cooperation of two or more organizations to produce a combined effect greater than the sum of their separate effects. We believe that our collaboration with Tbilisi City Hall will bring us great results.*

The idea is to create a **digital platform** for public transport, specifically for night time Bus N24/7 (public transport during night time should be organized by Tbilisi City Hall). Buses will cover different route each day, considering the most important events happening in Tbilisi after 8 pm. The bus will have internal informational digital desk - user-friendly application created by our company, which will provide comprehensive information for passengers. While traveling in the city, application’s digital map will provide information about nearby events, places to eat and drink Georgian wine, night city sightseeings, and also hotels/hostels working during night time. All this information will be divided into categories (for musical events: jazz, hip-hop, electronic and so on; for cafes/restaurants: Asian cuisine, Georgian cuisine, European cuisine and etc.). For this digital platform we will create mobile application and users will only get notifications if the bus travels nearby their current location. Additional information will be available only in bus. Bus interior will be covered by posters of Tbilisi’s historical places.

The buses should have opportunity to integrate with 3rd party companies - businesses and startups. (Companies should be able to sell their products/services in bus).

**Target Audience -** 18-35 Tbilisi Residents, 18+ Tourists and people who just love to have fun.

**Consumer Insight**

*Tbilisi Residents insights* - Mostly, young citizens of Tbilisi don’t plan their night entertainment, but they know that they need to have fun somewhere. They want to attend events, where they will have a chance to meet familiar or famous people. - That’s the trend. But one of the most interesting insight is that people spend all their money on foods and drinks not willing to spend extra money on taxi, so they have to get back home approximately at 12pm-1am - the time when last metro train is available.

*Tourists Insights* - In most cases tourists plan their trips during daytime and have no idea what to do during night time. Tourists want to spend their time efficiently and are open to new adventures.

**Campaign Objectives**

* To make easier for people to plan their night time entertainment considering their wishes
* Create opportunity of spending money and encourage people to stay out late night by providing night time public transport services.
* To encourage small businesses and startups to work at night because of the people’s demand. (This interaction between Smartweb and Tbilisi City Hall will cause increased traffic of people through the city)
* Create new job opportunities.

**Agency Deliverables:** Brand colors, logo & app name; Viral video for digital channels; Bus interior and exterior design.

**Media Channels:** Most popular platforms in Georgia - Facebook & Instagram (Considering TA)

**Key message** - Life is short, there is no time to sleep.

**Tone of voice** - Friendly, energetic, encouraging.

**Budget:** $25 000

**Timeline:** Brand colors & logo – 20 days; App name - 15 days; Viral Video – 2 month; Bus design – 1 month.

**KPI** - After 2 months - 10,000 passenger monthly and 7 500 app downloads.