

# CAMPAIGN SUMMARY

Terrifying reverse ski lift accident occurred on March the 16th 2018 in Gudauri, Georgia quickly became a viral case.

According to the investigation the accident was a human error– the operator made a mistake. But for every Georgian who watched the video it became a common failure that made us feel guilty and ashamed for showing Georgia to the world in this state.

By taking this incident into account our campaign’s main objective is to reverse and connect this negative story of “reversed ski lift” into something positive.

# CREATIVE INSIGHT

We cannot change the fact that this negative incident has happened in Gudauri, but we can make an impact on negative feelings associated with it in our target audience.

We neglected making of campaign to feel like propaganda as we think that the more efficient way to change the negative attitude in short term is only achievable by the real human to human communication – using locals as storytellers.

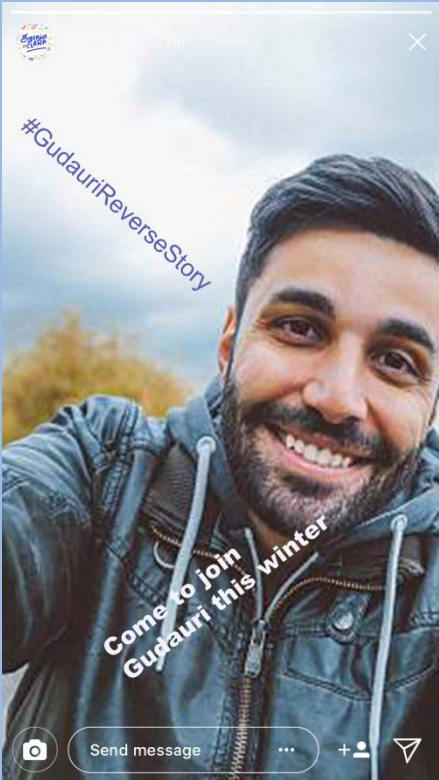
# SOLUTION

Georgians who were touched by this incident will be involved in the campaign as main messengers. They will make personal video invitations for European friends ensuring them to feel safe by enjoying skiing in Gudauri in December. In the video they will also share their own reasons for coming to Gudauri in order to show that Gudauri is not a “horror story” place anymore but a beautiful and a multifunctional resort with an incredible nature.

These videos will be posted on Gudauri’s official Facebook and Instagram pages as well as on each video author’s Facebook and Instagram profiles.

At the end of the video the speaker will also introduce a new mobile application created for Gudauri’s future guests. Mobile application will help the traveler to find a trustworthy volunteer host who will be his guide in entertainment and leisure activities (skiing, snowboarding, transportation, hang-outs etc.) in December.

Instagram

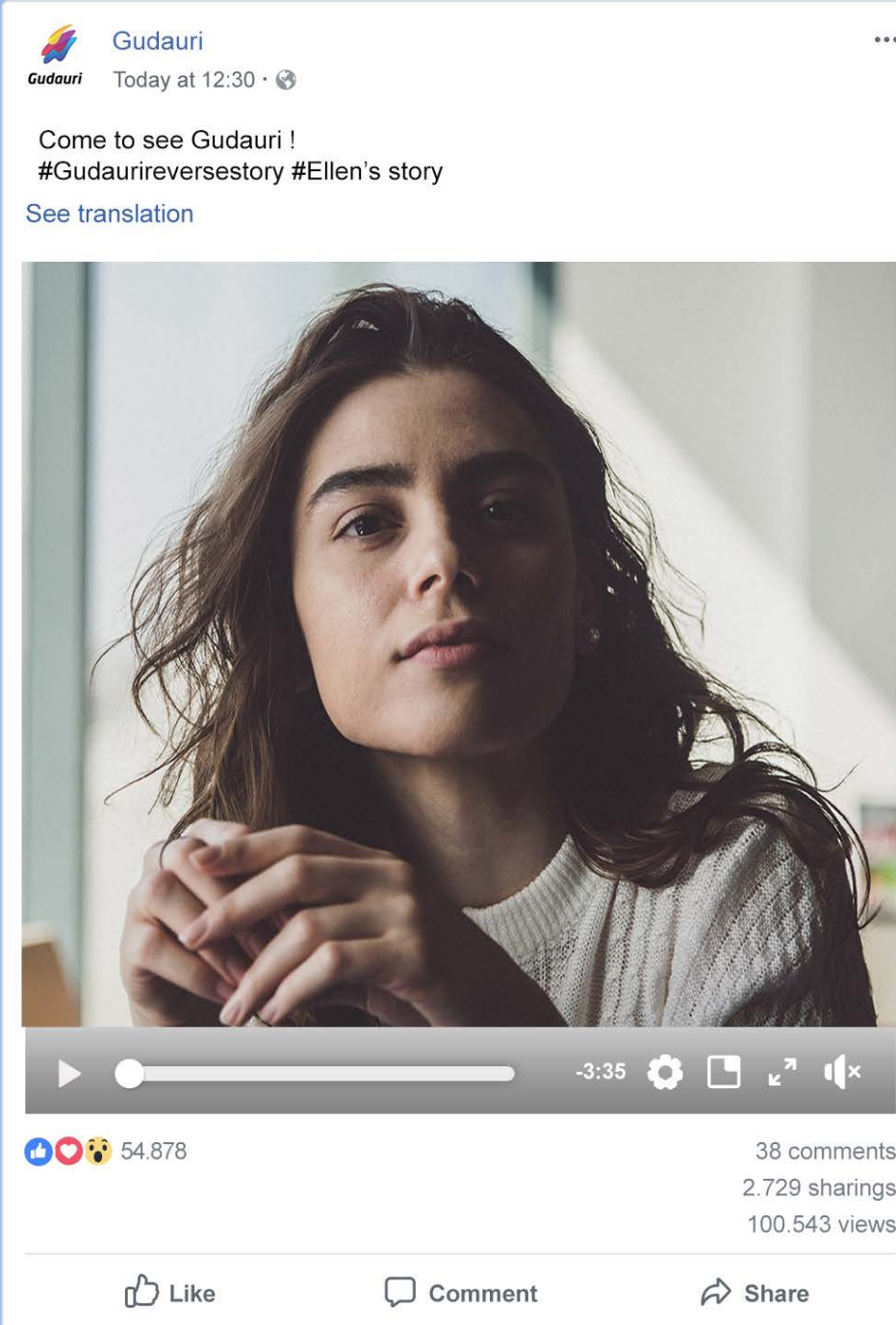


Mobile App



# GUDAURI REVERSE STORY

facebook



# HOW WILL IT WORK

By using social media platforms, such as Facebook and Instagram, the campaign will be boosted to reach the target audience.

We are expecting that campaign will unite Georgians from different fields by challenging each other: individuals, celebrities, ministers, ambassadors and even president of Georgia. That will become the reason for the campaign going viral and obtaining free European online media as the country example of positively Reversed Story of Gudauri.

In the result EU friends will acknowledge the importance of resort reputation for every Georgian which will accordingly become the reason of future trust.