

Ski resort you will fall in love with

Gudauri used to be loved.

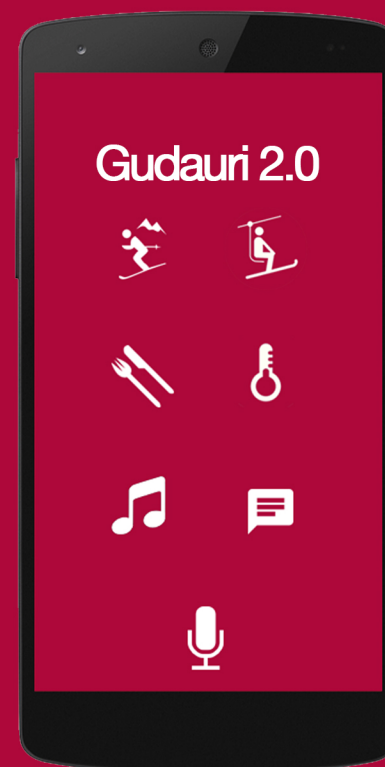
But sadly its reputation has demised, because of a human mistake.

To make sure humans do not repeat the mistakes, no human must be in charge of safety, but someone who is much more competent - Gudauri 2.0



Creative insight

Studies show that more than 60% of Europeans ski alone, they are young and a smartphone is always at their fingertips. We hijack their customer journey on the first step of choosing the destination and accompany our guests throughout the journey.



How does it work?

We will target videos and articles describing the accident, driving traffic to a 360 video tour of Gudauri (also available for cardboard viewing) guided by the voice of an A.I.

The video will serve as a brief review of what has changed in Gudauri since the incident and as a presentation of the new host, guide and trustworthy friend - the AI who is ready to talk, set up an accommodation or just hang out while riding the ski lift.

Our targets like to travel alone after all.



Solution

Human errors are imminent only when there are humans involved. Introducing an Artificial Intelligence - Gudauri 2.0 , who manages whole the resort and can give any information a traveller might need. Starting with safety issues, finished with the personal skiing stats.

Oh,yeah...

Just make sure not to fall in love with it.

