

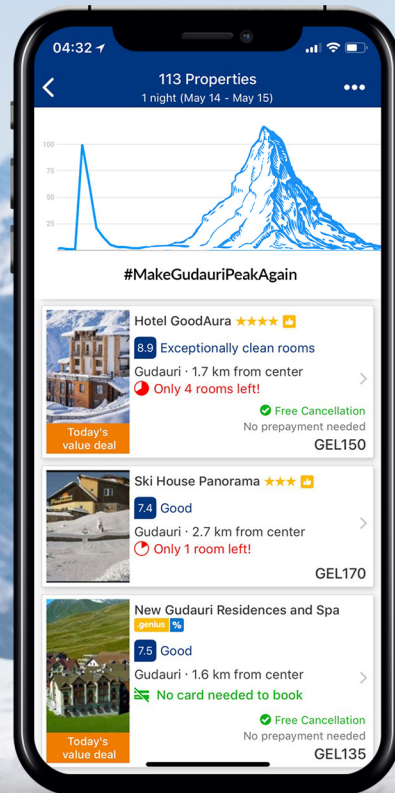
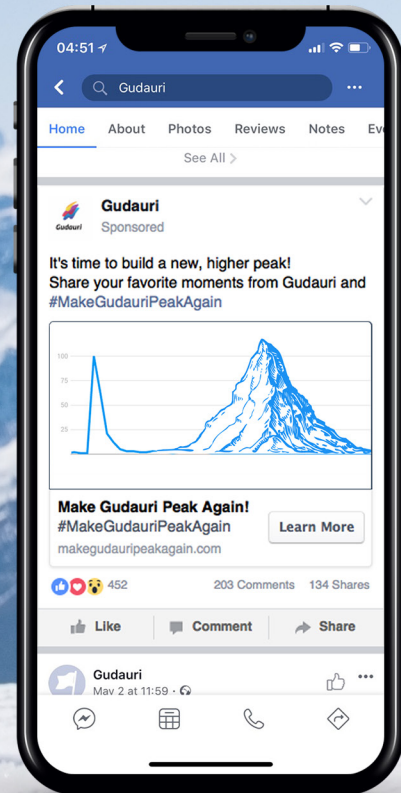
# Make Gudauri Peak Again



## Campaign Summary

Gudauri has garnered a lot of negative attention on internet platforms because of the incident. With our campaign, we aim to offset the negative awareness with positive attention, while also acknowledging the unfortunate event.

The theme of our campaign will be to create a “peak” of positive awareness surrounding Gudauri. Since the Google Trends graphic during the time of the incident looks like a mountain peak, we will use this similarity and encourage people to create a new, higher peak of positive content.



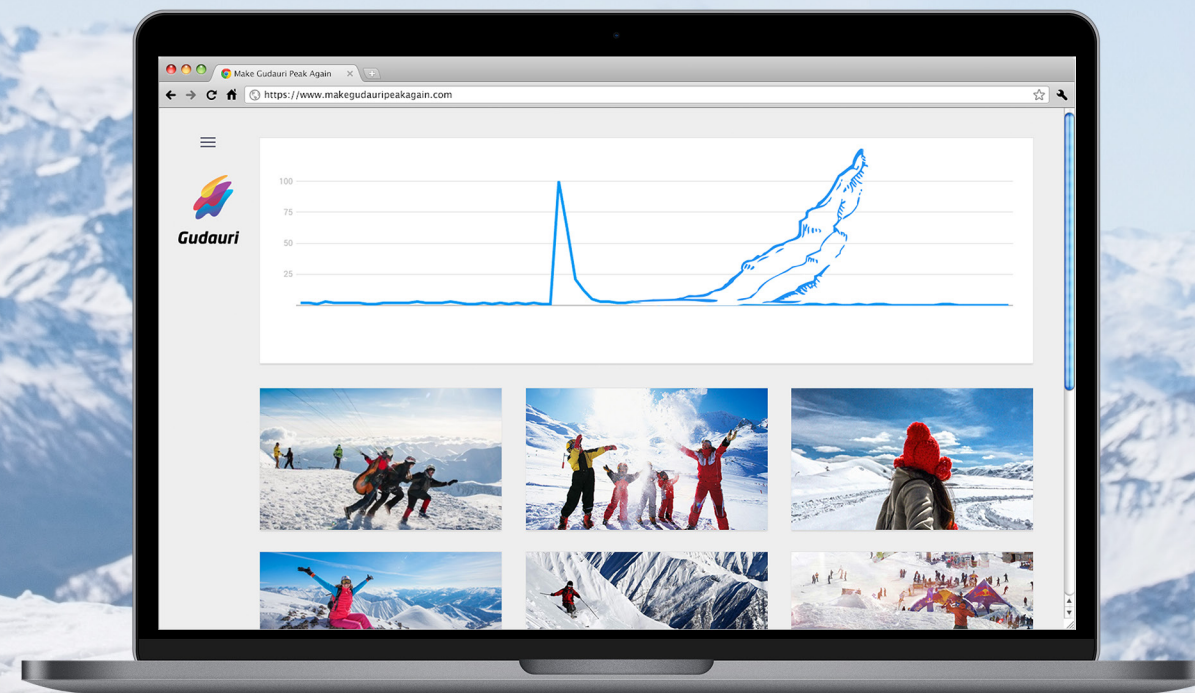
## Creative Insight

The vast majority of our TA has a bad perception of Gudauri because the only exposure they’ve had with the resort is that of the incident. But there are many people out there who’ve had positive experiences in Gudauri, before and after the incident, and are ready to show the world that it is a safe and beautiful place. The truth is, that people tend to believe information that comes from their peers more than the mainstream sources, so to offset the trust issues, we will use a network of the “peers” to help spread positive word and convince their vast friend lists that Gudauri is a safe resort, with a lot of attractive features, located in a hospitable country, etc.

## Solution

As the incident caused a peak of search interest about Gudauri, we will challenge all Gudauri-Lovers to create an even higher “peak” of awareness than the one that was created by the incident. We will create a website, MakeGudauriPeakAgain.com which will be based on Google Trends and will show the mountain of attention created by the incident as a graph, along with the new, rising peak of positive content about Gudauri.

We will create a hashtag #MakeGudauriPeakAgain under which people will be encouraged to post positive photos and videos about Gudauri. We will communicate the challenge via social media channels, like Facebook and Instagram.



## How This Will Work

In order to encourage people to participate in the challenge, we’ll plan a special winter festivity that’ll take place after reaching the peak – Gudauri WinterPeak. Visitors will be able to take part in various chilly activities–skiing competitions, celebrity sportmen workshops, music performers, etc.

We’ll post information about the #MakeGudauriPeakAgain and Gudauri Winterpeak on the same platforms where previous negative content was posted, BBC, CNN, etc.

We’ll use retargeted ads on Booking.com to keep reminding to post. We will use Facebook and Instagram to spread word about #MakeGudauriPeakAgain campaign and Gudauri Winterpeak via engaging content, including the guest sportsmen, opinion leaders and celebrity guests and target them to reach relevant audiences.

The posts accumulated under the hashtag will be showcased on our main website. As the hashtag starts gaining traction, the graphic of our new peak on the website will start rising too, until it eventually surpasses the previous one.

