

A digital adventure, which convinces users that going for the real adventure in Gudauri is safe, fun and the resort is better, than it has ever been before

Digital Adventure

Creative Insight

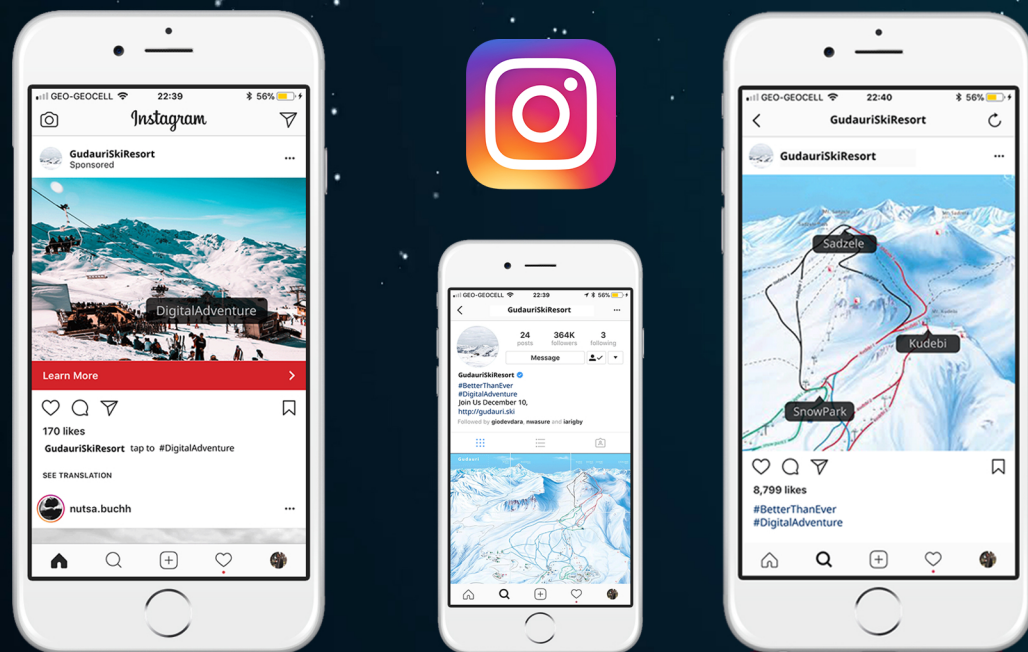
For millennials and generation Z, technology innovations and trends are part of their daily lives.
traditional marketing isn't enough anymore. To get their attention, we need to be direct, transparent and creative.

Solution

We created different pages, 360 degree videos and controllable snapchat filters. All three platforms give the users opportunity to adventure virtually in gudauri in a very simple way while at the sametime interacting with us by using #BetterThanEver and #DigitalAdventure.

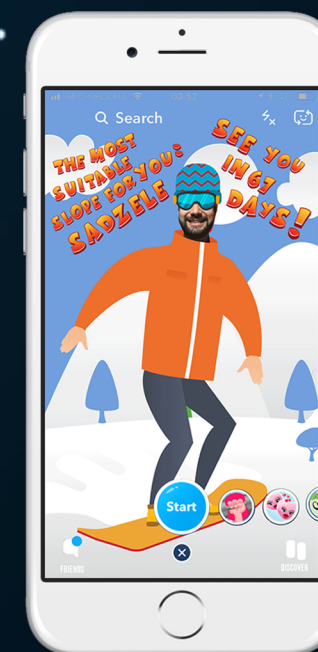
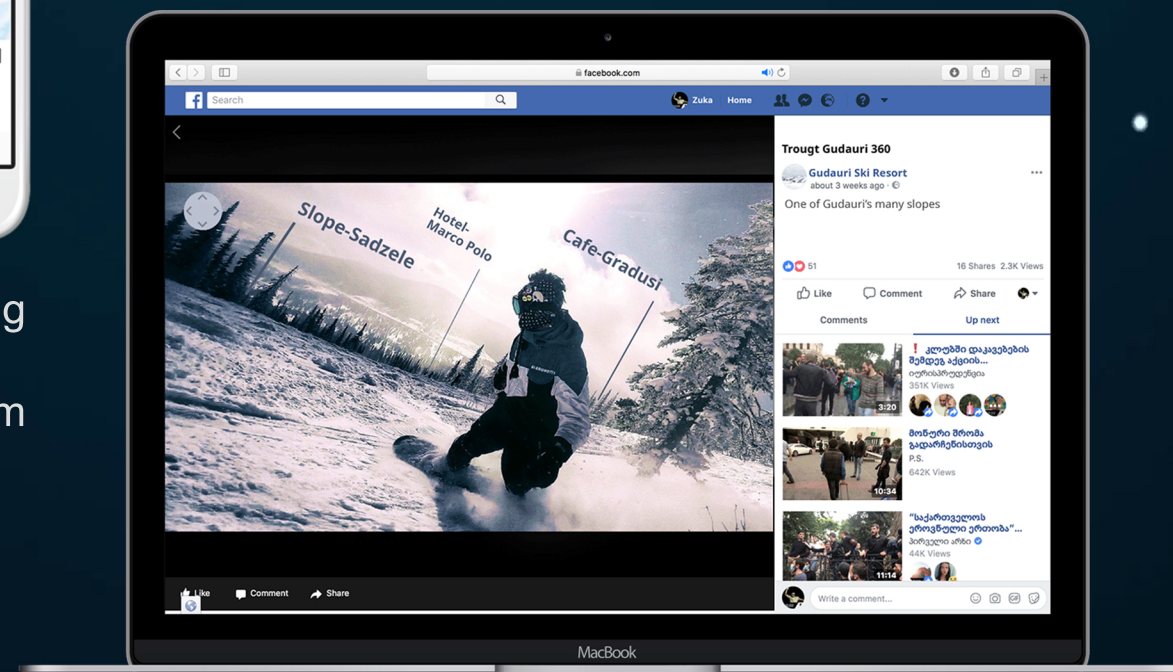
How does It Work


we provide proof of the change and progress that's been made. Users on a thrilling FPV(first person view) virtual experience, a preview of what to expect. Users see slopes, infrastructure, or accomodation that's waiting for them. The users get to develop an impression about Gudauri.



By tapping the tag, user is taken to profile where a big picture of Gudauri is displayed, made up of many individual pictures. Going through the tags lands them on a page with all relevant information about the tag they last clicked (be it hotels, or racing tracks or something else). User can explore the whole resort with just a few taps. Tap that takes them on an adventure.

Users follow a snowboarder on a thrilling 360 FPV video, on one of the many slopes of gudauri. In the sponsored video users can see infrastructure, accommodations, landscapes and all kinds of slopes of different difficulties.



We develop a snapchat game  filter that lets you control skiing with facial recognition, end of the game filter tells you which gudauri track suits you alongside the number of days left before opening of the season.