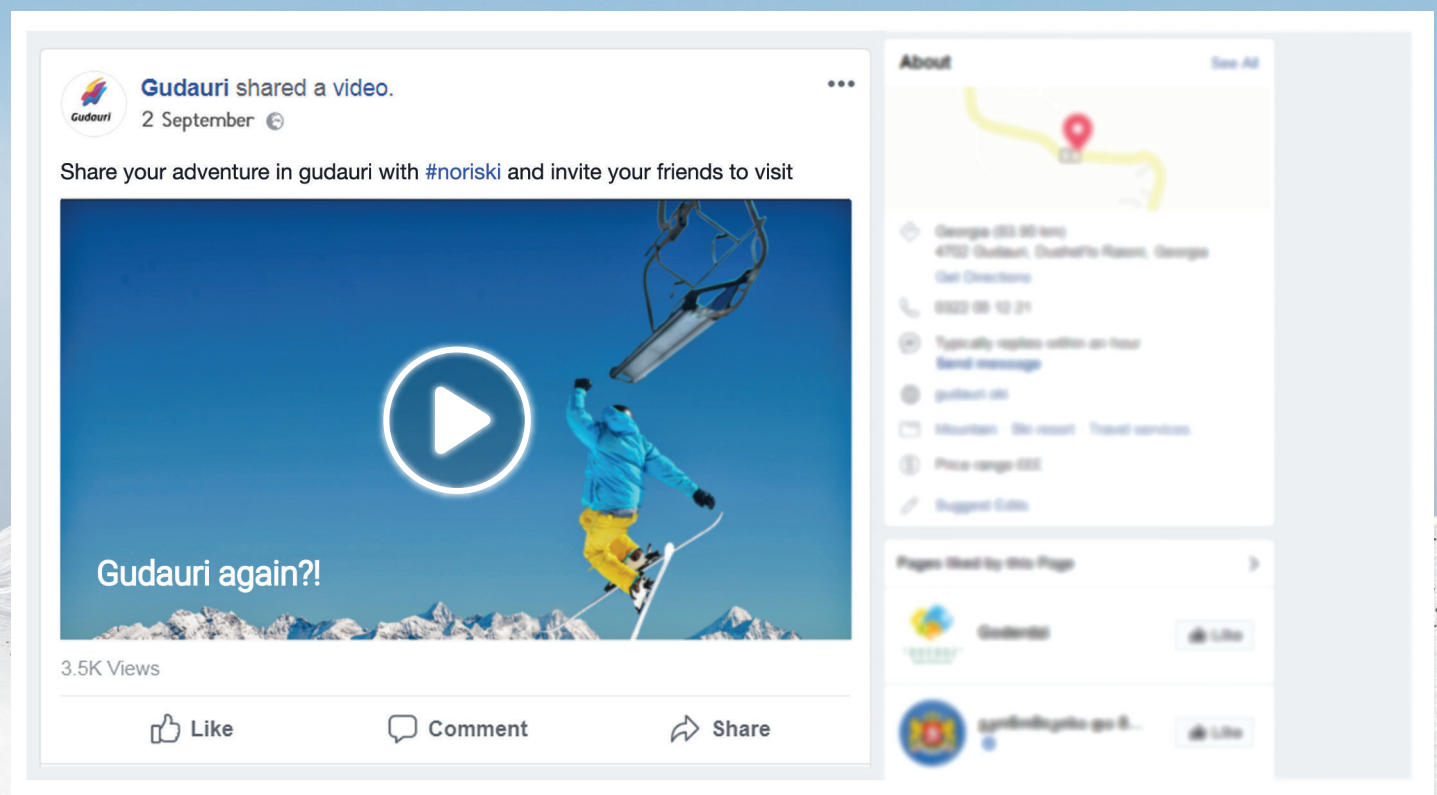


CAMPAIGN SUMMARY

The main goal of the campaign is to create a viral hashtag - #noriski (which is a combination of the words “no risk” and “skiing”) video campaign to turn the previously spread damaging publicity of Gudauri resort around. The campaign will aim on reaching those individuals across the world, who are still hesitant about visiting Gudauri due to the recent unfortunate accident. In order to incentivize them, the video campaign will target the skiers who have enjoyed their skiing experience in Gudauri before and prompt them to share their positive stories via photo/video on social media using the hashtag - #noriski. By sharing the stories, their photos/videos will go viral and more people will be positively encouraged to experience the same by visiting Gudauri.



CREATIVE INSIGHT

Gudauri ski resort would like to position itself as an attractive ski destination for the EU countries as it has a well-equipped infrastructure, quality slopes and a wonderful scenery.

Due to the March 2018 accident, when a skier interested in coming to Gudauri makes a research online on search platforms, all he/she finds is the bad publicity. Moreover, not much information could be found in social media too. Therefore, despite government's efforts in making Gudauri look safe again, skiers are not convinced that it is the risk-free skiing environment, which is claimed to be by the government.

Thus, our challenge is to identify and reach a core segment of skiers from the EU countries, who are young, tech savvy and do a lot of research for choosing the next ski destination and provide them with positive information via viral social media video campaign and positive blogs/vlogs.

SOLUTION

Instagram and Facebook will be chosen as the social media platforms to make our video go viral. These are the platforms, where the skiers post and share their wonderful adventures. Through these platforms, we will be able to reach the target audience (those who hesitate to visit Gudauri) with limited digital campaign budget.

In order to minimize the negative content that skiers encounter while searching for Gudauri, we will create good publicity through influential ski bloggers (who will participate in a viral video), as well as build Gudauri's own webpage with two major features:

1. Promotion of renovated and risk-free resort by telling the audience about the safety measures taken, high quality slopes and snow, availability of the various skiing activities and beautiful scenery, everything that makes this place unique.
2. Integrated social media campaign – all posts under hashtag #noriski from Instagram and Facebook will be collected and shared.

HOW DOES IT WORK?

1. The negative video will be confronted with another viral video similar to the accident, but this time it'll be a positive one – people spinning backwards on a wheel and releasing themselves into white foam balls, while controlling the risks. This will be targeted to skiers, who have skied in Gudauri before and will make the video go viral, thus spread our key message.
2. After shooting the video bloggers will write about Gudauri and replace the negative content in search engines.
3. The webpage will serve as a pool of positive vibes about Gudauri from social network and blogs. We will count the number of hashtags to highlight the campaign's virality level.
4. During the ski season we'll install cameras on Gudauri tracks and shoot happy skiers. The photos will be available on digital screens at the end of tracks and could be shared and downloaded from our webpage.

