Don't miss out on a Goodstory.
See the bigger picture: #Goodauri

Insight:

The digitally-savvy generation created the #FOMO and now suffers from it. Chased by promoted content, they crave for not just targeted but **personalised experiences.**

One of the most popular types of content they watch depicts accidents, fails, etc. Exposed to the abundance of information, this audience rarely follows the progress on the story, unless it strikes a chord.

Solution:

We will help the audience to keep up with the continuation of Gudauri lift malfunction story they've seen online. The campaign launches with disrupting the search for those googling 'Gudauri' by bringing up a "Did you mean: *Goodauri*" message.

The message redirects the users to a customised Instagram feed with personalised content. The feed is horizontal – it shows the **bigger picture** but each and every single image/video in it is personalised.

How it works:

We create a custom software application for Instagram which monitors all skiing-related hashtags and ski-influencer feeds to pick out for us specific user comments. It chooses for us comments that mention the topics which can be directly answered by presenting **Goodauri's** USP (e.g. heliskiing, powder, safety, etc.).

Shot on skiers' beloved GoPro, the personalised video will feature a local **Goodauri** lover addressing the comment author. To encourage virality, at the end of each personalised message, the presenter performs a fun challenge urging his addressee to pick it up.

In the description the users will find a link directing them to **Goodauri's** Youtube channel with a 360° video further showcasing the object/action mentioned in their comment.
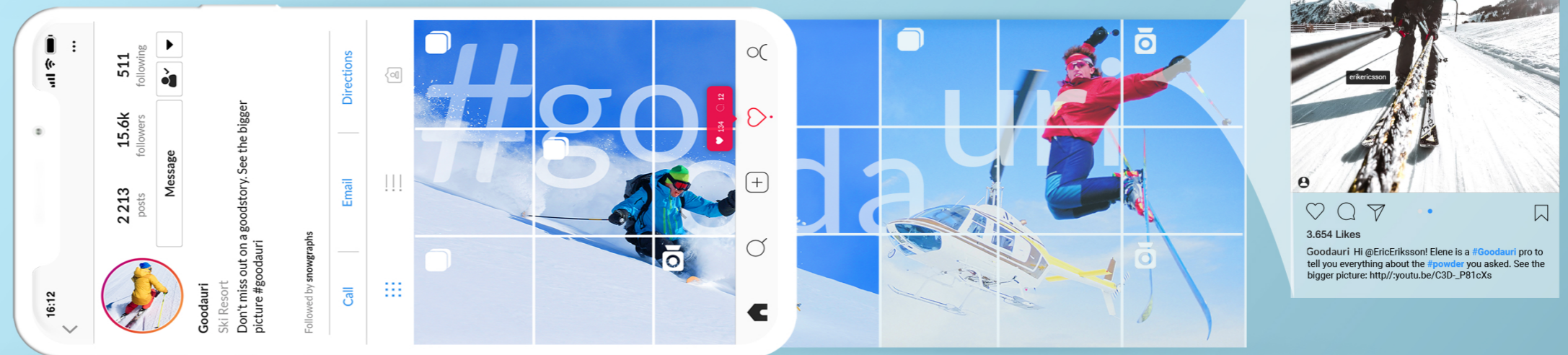
Did you mean: *goodauri*
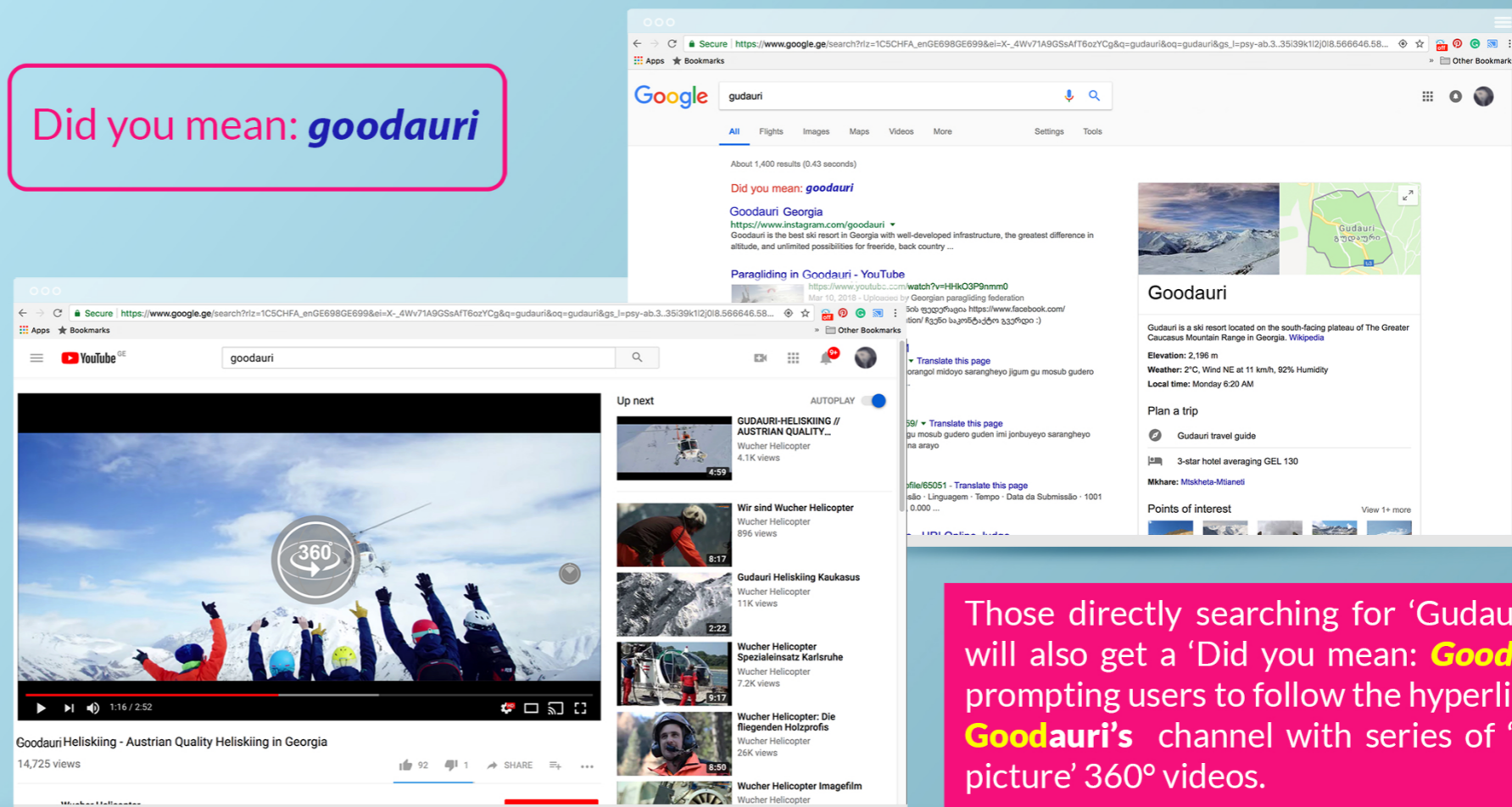
Those directly searching for 'Gudauri' on Youtube will also get a 'Did you mean: *Goodauri* ' message prompting users to follow the hyperlink. It directs to **Goodauri's** channel with series of 'see the bigger picture' 360° videos.