

TAKE OVER GUDAURI, But first we need to take over Europe.

Creative Insight

Because of accidental human mistake, resort of Gudauri is under the risk of destroying its reputation. Video of incident, recorded by tourists and locals, went viral on international level. So, tourists have lost trust in safety of the resort.

One of the best ways to fight viral negativity is doing something even more viral, to show the renovated, and safe Gudauri.

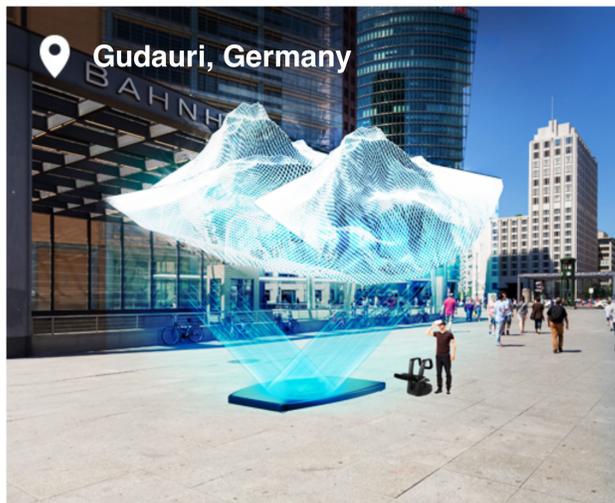
We need to do something UNREAL.

Solution

We will use hologram and VR technologies. Project the holographic 3D image of spectacular Gudauri. Resort and its beauty will be presented by VR gadgets in capital cities of countries like: Germany, France, UK, Poland, Italy, Austria, and etc.

While a person virtually skiing or snowboarding in the slopes of Gudauri, people around will see alive and active life of the resort. They can check in virtual Gudauri from their countries.

We will place the video of this campaign on Facebook, Twitter, and Youtube, with hashtag #takeovergudauri.



How Does It Work?

First of all, to regain trust of safety of the resort, we need to communicate with the potential visitors. People feel secure and safe when they are in familiar, known places. By presenting the holographic image of Gudauri, in combination with VR, we will show the life of Gudauri, high quality of the resort and services provided. All of these (USP) will be communicated with the hidden messages, like road signs. So, Gudauri will become known place for them.

We show audience environment, make them feel safety and beauty of extreme in Georgia. Even hear the squeak sound of the snow while skiing on untouched slope.

By engaging our target group, we will increase the commitment. By interaction we will reach target on emotional level and interest them.

This campaign gives us the viral content, emotional connection, engagement, transparency and action.



According to statistics, in EU 76% of our target audience are FB users. Therefore, we decided to use Facebook as a main source of information and platform to spread the news.



Twitter is very popular in the Western world. We just need a couple of right daily posts with right hashtags for reaching target audience



Youtube is the favourite place for vloggers. Creating interesting video campaign, one for each USP, will attract skiers and snowboarders from any place.

