

# AUGMENT WITH GUDAURI

Put on our **AR ski sunglasses** and  
elevate your skiing experience  
with stunning views of Gudauri

## INSIGHT

Our target segment, millennials and Gen z, crave for immersive experiences. Skiing is exactly this type of action, but choosing an average resort will definitely downgrade the experience.

Not many resorts in the world can claim to have the infrastructure, views, and climate of Gudauri.

So why settle for bad weather, dull sceneries and outdated infrastructure, when you can enhance your skiing experience with all the goodies Gudauri provides just by putting AR goggles?

## SOLUTION

Throughout September and October in various active ski resorts, we create free ski glasses rental shops. In these shops, everyone can rent a pair of our AR goggles for free.

These glasses augment their reality and enhance ski experience. Instead of boring views in the dull weather in front of them, now they can see stunning scenery of Gudauri mountains and sunshine while skiing. From the glasses, they see all the different slopes around them that Gudauri can provide. They can look around and observe affordable Georgian hotels, cafes, and bars.

And most importantly, skiers can now observe renovated Gudauri chairlifts to ensure that **skiing there in 2018 is totally safe.**

## HOW DOES IT WORK?

With Augmented Reality glasses, skiers from all over the Europe will experience themselves what skiing in Gudauri feels like.

Skiers will be able to stream their journey on mountain slopes directly from the glasses on Facebook/Instagram live as a first-person AR video.

With the help of ski influencers, we will be able to win over current Youtube search results, as they will create video content showcasing their skiing skills produced on our AR goggles.

All these experiences create viral content that is distributed on social media platforms by users. So our message will reach tech-savvy, experience craving youngsters in Europe and invite them to explore Gudauri.



YouTube

With the help of content created by ski influencers, we will have more engaging videos on **Youtube** than current search results of accident videos. Viewers will see ski experience shot on AR glasses.



We will stream live content straight from goggles to various **VR** platforms including Oculus, HTC Vive and Google Daydream for early tech adopters to see the whole skiing experience in virtual reality.



On our target segment's favorite social media platform - **Snapchat**, we will create AR filter, which will enable anyone with the smartphone to overlay Gudauri goodies on top of other mountain resorts.