



# It is NOT what you Think!



## Campaign Summary

Gudauri's going viral — campaign, which shows that problems and accidents always happen, but people shouldn't judge too quickly, they should take another good look at what really matters.



## Solution

YouTube, Facebook and Web are one of the main digital channels used for spreading information. Therefore we decided to make a video, which will go viral through this channels.

Viral video combines several types of videos divided in two parts. First part shows so called "negative" side (what people think it is), but the second part shows what happens in reality. As a result we show people the bright side of Georgia, in particular renewed and beautiful Gudauri. Video will be uploaded on YouTube.

Secondly we use Facebook platform for sharing the link with the mysterious and scandalous headline. People will start clicking and sharing the video.

And last part of the campaign is a Web-Page, where people all around the world will have a chance to upload their own videos, which were taken in Gudauri and share their own super experience to the page visitors.

## Creative Insight

Bad goes viral, so can the good! After the chairlift accident in Gudauri, on March 16, 2018, the resort earned the reputation of untrusty, violent and risky place to visit. Our campaign proves that #itsnotwhatyouthink!

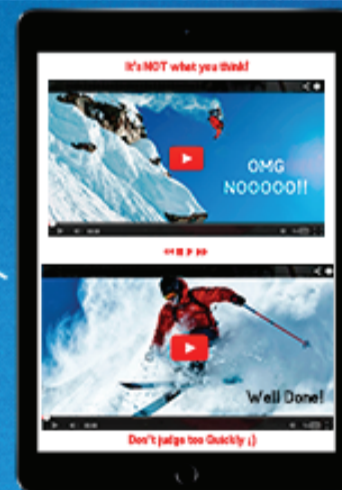
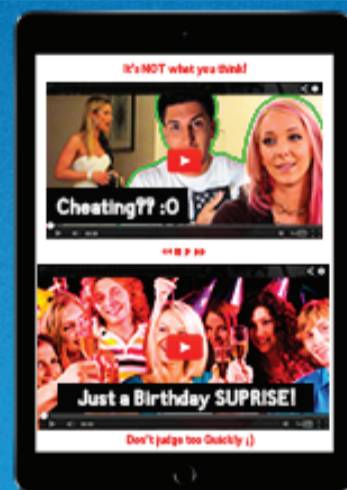
Accident doesn't mean that you can't trust in Gudauri anymore! With fun, viral video, we'll try to show people how great our ski resort is and we'll try to spread our message to the whole world.

## How does it work?

Our message to the world is that people should not judge too quickly! There is a big chance of being wrong about some issue, so we try not to avoid what happened in Gudauri, we face it, we fix it and we are fully ready for a new season.

To prove our position we try to attract attention of the world again with the video, which has gone viral, but this time we prove that visiting Gudauri means visiting the safe, fun, sunny and simply amazing Winter Wonderland! We will spend the campaign budget for the SEO optimization, advertising on YouTube and Facebook. We can easily get to the audience we are aiming for and get awesome feedback by growing the visitors.

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YouTube

