

TEST BUTTON

The incident that took place in Gudauri has had a big viral affect worldwide. It is necessary to reposition the resort into a more positive context and popularize the renewed infrastructure.

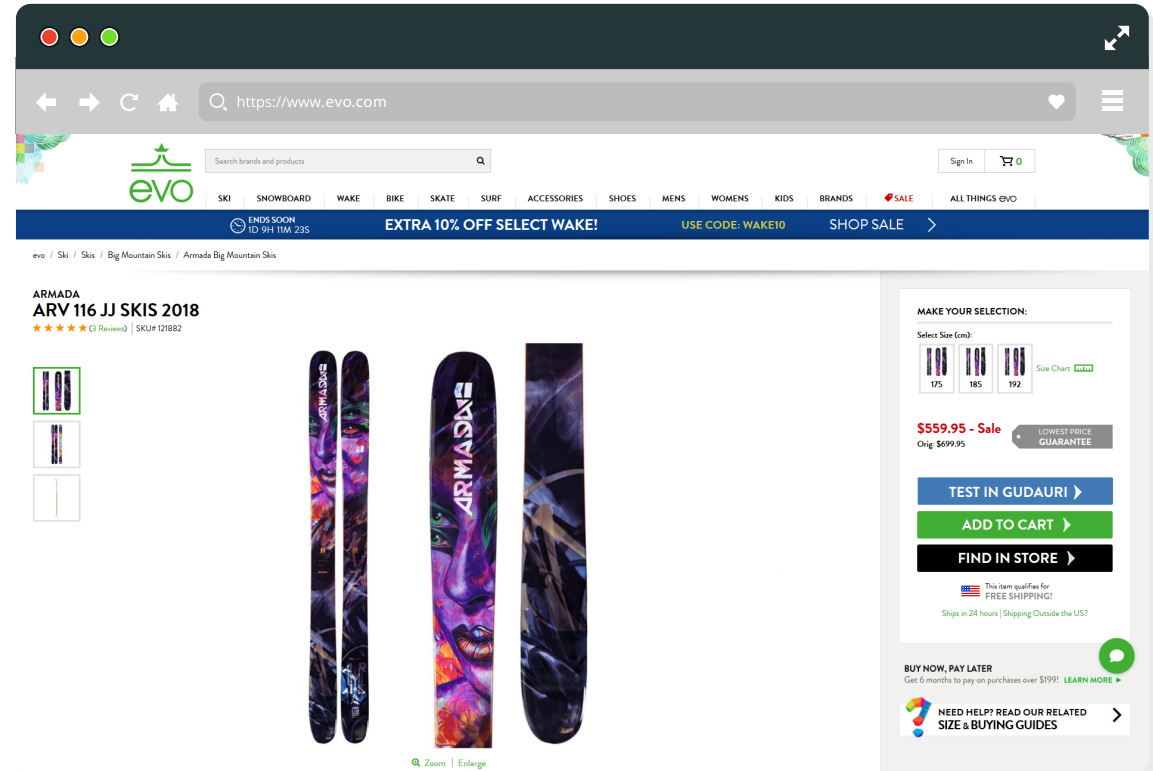
INSIGHT

After the incident the video appeared as the first result in search engines about Gudauri and became negatively affecting factor for many tourists. Our goal is to introduce a renewed infrastructure and many advantages of Gudauri to the EU audience.

SOLUTION

We have negotiated with the biggest mountain equipment online store in the world, www.evo.com to add a new button **"Test in Gudauri"**, that will allow the visitor to test the desired equipment on a virtual screen of Gudauri tracks. The visitor will be able to choose the desired ski track and start snowboarding/skiing using 360-degree technology on mobile and desktop screen.

During this activity, we will show customers all the advantages of renovated Gudauri: diversity of tracks, heli-skiing and free riding, new infrastructure, free services, life guards, etc.

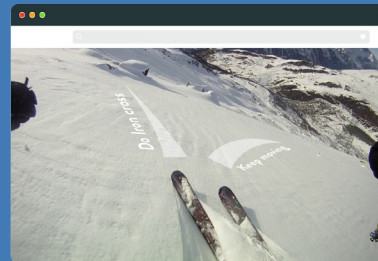


HOW IT WORKS

After redirecting from www.evo.com, the visitor can choose a slope difficulty level and start skiing on selected tracks in Gudauri with "First Person View". They can control the direction of the camera with the Face Moving Technology on screen. When they come to a desired track, they will have an opportunity to enable scenario control - do desirable tricks, another action, continue the current trial or do more interactive actions. It will enable them to see, feel and experience the infrastructure, environment and services.

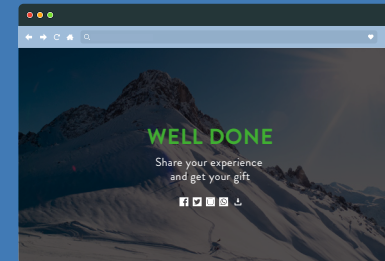
This virtual activity will enable potential visitors to get familiar with the benefits of renewed Gudauri and share their unique experiences via preferred media channels. After sharing in social media we will send gift to site visitors with discount card of chairlift.

WEBSITE



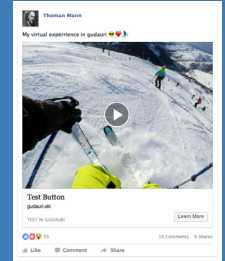
Place to test skis and snowboards on desired level and track

SHARE YOUR EXPERIENCE



Let visitors to share their experience in social media channels

FACEBOOK



A place to spread experience to friends and family

