

# UNBOX GUDAURI 2.0

## CAMPAIGN SUMMARY

AFTER TRAGIC ACCIDENT AT THE GUDAURI RESORT ON MARCH 16, 2017, WHEN SKIERS WERE VIOLENTLY THROWN FROM MALFUNCTIONING CHAIRLIFT, THERE'S A HIGH RISK OF TRUST LEVEL DROP AND CONSEQUENTIAL DECREASE IN TOURIST FLOW IN FOLLOWING SEASONS. CAMPAIGN "UNBOX GUDAURI 2.0" WILL SET IMAGE OF THE RESORT AS THE RENEWED AND 100% SAFE FOR FUTURE TOURISTS IN INNOVATIVE, FUN AND ENGAGING WAY.

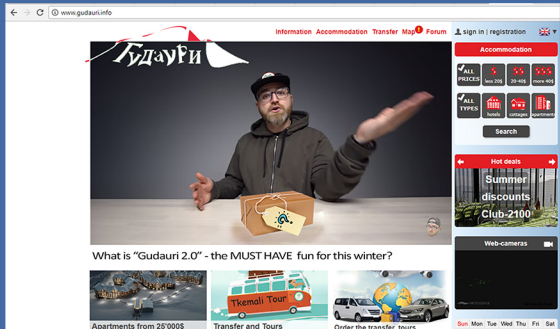
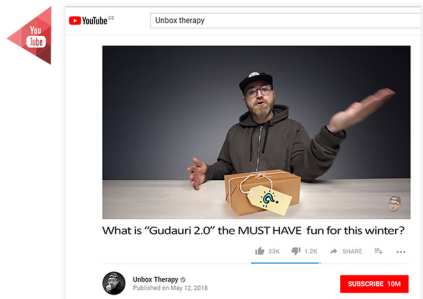
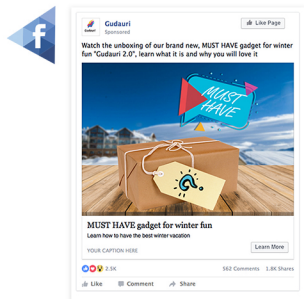
## CREATIVE INSIGHT

OUR MAIN TA ARE YOUNG, ACTIVE, TECH SAVVY PEOPLE, WHO REACH FOR THE INFORMATION THEY DO NOT HAVE IN INTERNET. THEY APPRECIATE LOOKING TO REVIEWS AND ADVICE VIDEOS MADE BY POPULAR VLOGGERS, THAT HAVE REPUTATION OF BEING EXCEPTIONALLY GOOD IN THE FIELD THEY ARE WORKING WITH. SEEING ONE OF THE MOST POPULAR VIDEO BLOGGERS SPEAKING ABOUT RENEWED RESORT IN VERY SPECIFIC AND INNOVATIVE WAY WILL NOT ONLY RISE THEIR ENGAGEMENT AND TRUST TOWARDS THE RESORT, BUT ALSO LET THEM KNOW ABOUT THOSE BENEFICIAL FEATURES OF IT, THAT WILL ENCOURAGE THEM TO CHOOSE GUDAURI AS THEIR VACATION DESTINATION

## SOLUTION

COLLABORATING WITH POPULAR UNBOXING YOUTUBE CHANNEL "UNBOX THERAPY", WE WILL CREATE ADVERTISEMENT VIDEO WHERE RESORT WILL BE PRESENTED AS A BRAND NEW, DURABLE GADGET, WITH LOTS OF GREAT FEATURES. DIORAMA OF THE RESORT WILL BE CREATED FOR FAMOUS VLOGGER TO UNBOX IT AND SPEAK ABOUT EVERY USP OF THE RESORT AS THE FEATURES OF THE GADGET. MOUNTAIN SCENERY WILL BE REFERRED AS PART OF GREAT INTERFACE, HELI-SKIING AS ADDITIONAL TOOL, ETC. MAIN MESSAGE UNDERLINED IN DESCRIPTION WILL BE THAT USING "GUDAURI 2.0" IS ABSOLUTELY SAFE BECAUSE IT'S EXTREMELY WELL MADE AND STURDY. AT THE END OF THE REVIEW VLOGGER WILL SAY THAT USERS CAN HAVE REAL WINTER FUN WITH THE REAL GUDAURI IN GEORGIA. VIDEO WILL BE PUBLISHED ON THE OFFICIAL PAGE OF VLOGGER AND EMBED TO THE MAIN WEBSITE OF THE RESORT. TARGETED ADVERTISEMENT WILL BE PLACED ON FACEBOOK, INSTAGRAM AND YOUTUBE GATHERING WEB TRAFFIC TO RESORT WEBSITE.

## SOCIAL MEDIA PLACEMENT



## HOW WILL IT WORK?

KEY VISUALS AND DIVERSE "SNACK" AND "BITE" SIZED VIDEOS CREATED WITH VLOGGER IN ADDITION FOR THE CAMPAIGN WILL BE ADVERTISED THROUGH MOST POPULAR SOCIAL PLATFORMS: FACEBOOK AND YOUTUBE (AS PRE-ROLLS), TARGETING MILLENNIALS AND GENERATION Z, WHO IS INTERESTED IN WINTER SPORTS, WINTER SPORT ACCESSOIRES AND SKI RESORTS, CATCHING THEIR ATTENTION WITH VISUALS AND TEXTS AND REDIRECTING THEM TO THE LANDING SITE, WHERE THEY WILL LEARN ABOUT GADGET OF WINTER FUN "GUDAURI 2.0" AND LEARN WHY EXACTLY THEY WANT TO "HAVE IT" AND HOW SAFE IT IS. IN ADDITION, COMMERCIAL WILL REACH LARGE ORGANIC NUMBERS DUE TO HIGH POPULARITY OF THE MAIN CHARACTER AMONG EU AND US CITIZENS AND LARGE NUMBER OF HIS SUBSCRIBERS.