REVERSE → FORWARD

Campaign Summary

Engage the target audience in process of promotion of Gudauri Resort and delivery of accurate information about the changes/renovations and deliver the message that we are changing to right the situation, through giving them the opportunity to record the song backwards and using special program to change is back forward. Adding the video of the story of the campaign and making them the stars of the campaign.

Insight

The accident caused the ski lift to go in reverse direction. Gudauri Resort administration took a lot of steps to right the situation and minimize the risks of occurrence of such or other accidents. **Reverse of the bad situation makes in right.**

Majority of viral videos are entertaining and funny. Target segment associates fun with music, extreme and unexpectedness. Target segment wants to stand out of crowd and be different. Target segment does not trust brands who tell their own stories.

Solution

~~Reverse~~ Forward is campaign that tells the story of Gudauri – starting from accident and after, in order to show people that it is a resort of limitless opportunities, that stands up to its responsibility and they will receive unique experience and maximum safety/comfort during their visit.

In order to ensure engagement of the target audience, key messages will be sung by themselves through10-second song texts and to popular music motives. But they will have to record song backwards. Specially developed application will reverse the text (making is forward/normal), create customized video of applicable story, and deliver final product. 20 most liked video authors will become stars and ambassadors of Gudauri and sing at season opening.

The campaign will be initiated by 9 victims of accident, who will tell story backwards. story will involve their experience, explanation that it happens, how Gudauri Resort solved the problem.

How does in work

1. 9 victims post a video of songs backwards; it's shared by key skiing resort sites and social media (Instagram, Facebook, Messanger);
2. Specially developed bot will message target group with message that they have been chosen to become next stars of Gudauri and link to application; application will also be boosted through facebook ads;
3. People will share their own videos, because they get entertained while recording the song and listening to the forwarded version, because content is hard to understand in backward version; there also is element of unexpectedness; since they are engaged, chose the song that they liked and had fun, they share the content;
4. They are asked to invite 5 unregistered friends if they want to enter the competition for star of Gudauri;
5. Audience engagement is also expected when choosing the 20 winners of the competition, as winners will be chosen through votes.