

GUDAURI SAFESPOT



CAMPAIGN SUMMARY

The only thing that can tackle biased knowledge, mistrust to safety and service quality issues is providing trustworthy information and insuring that our target audience is tightly connected with Gudauri resort.

Our idea is to place virtual reality skiing simulators in cities which are crucial part of our target audience. We will create digital version of Gudauri slopes and let people walking in Berlin, Paris, London, Warsaw or Rome instantly ski Gudauri, challenge other players around the world and real life skiers in Gudauri.

Screens installed near the chairlift in Gudauri and simulator booths Sharing information about best lap time around the world and ranking of best skiers of day and month. Video and graphic content created by this challengers will fuel our social media and video portals.

CREATIVE INSIGHT

In contemporary digital world single video or review can build-up or severely damage any brand. Our target audience is very sensitively engaged to social media, opinion leaders and bloggers have extremely high reach and reliability. Due to lack of information about Gudauri single accident became the most viral information about the resort.

We aim to overshadow this negative background by engaging skiers in everyday Gudauri life, making it part of their lives, giving them full information about experience and making the environment of the place transparent. We decided to let skiers do what they do best - be competitive and challenge each other.

Gudauri is very accessible, has relatively low costs, has perfect slopes and breathtaking views. Only distance between Georgia and western Europe holds tourists away. We aim to find a shortcut solution for this informational barrier and let skiers feel that Gudauri is closer then ever.

SOLUTION

We plan to install VR skiing simulator booths in capital cities of 5 countries. Simulator booths will provide exact slopes from Gudauri and will let its users feel the excitement of being in this resort, share their scores in live format with other users and skiers in Gudauri. main digital campaign will be launched through 3 channels - Facebook, instagram and vimeo.

Vimeo is popular video portal for skiers and will be used to let them share their videos and provide information about skiing opportunities and Heli-Skiing and Free-Riding.

We will use Facebook motion ads to update the ranking informations between the skiers online and constantly provide information about developing infrastructure and high safety standards.

Instagram campaign will let us activate opinion leaders and bloggers to share information about Georgian cuisine, hospitality, interesting accommodations, glorious views of Gudauri and its lifestyle.

HOW DOES IT WORK?

Placing VR simulators will make a strong viral effect on Gudauri brand recognition and will provide high reach of target audience. The challenge to best skiers who are actually coming down the same and yet unvisited slope will be very attractive to all skiers.

Taking part in face to face challenges and monthly ranking competitions will raise awareness of the resort, make participants involved in daily Gudauri life and insure them of safe and renovated infrastructure. Using social media platforms will provide opportunity to communicate unique selling prepositions of the resort.

