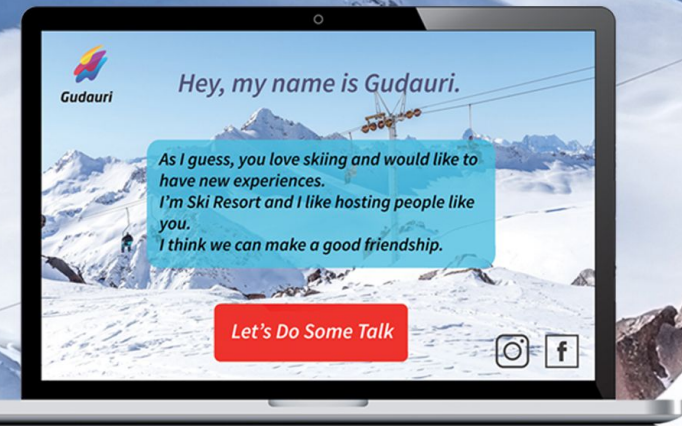
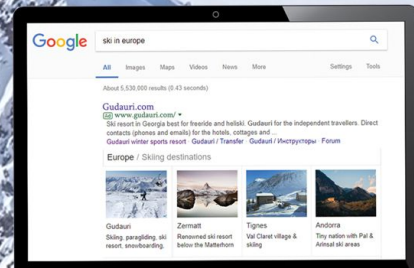
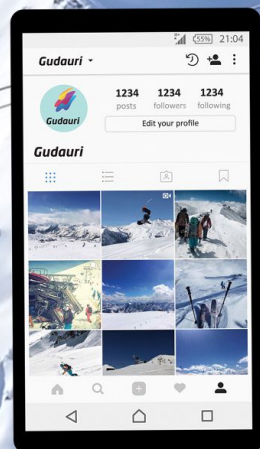
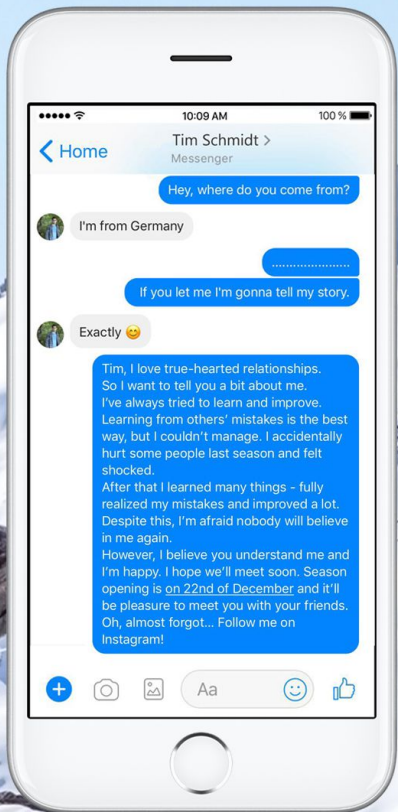


# True-Hearted Resort

True-hearted resort is a Chatbot, named Gudauri, which communicates with skiing lovers around Europe, tells everything about itself and easily makes friends, thanks to its honesty.



## Creative Insight

Millennials and Generation Z respect transparency. They love brands which speak to them personally.

If you lack honesty and they see it, it's almost impossible to keep their trust for a long term. This issue is more serious when it comes to rebuilding trust/reputation. People have more empathy towards someone who speaks frankly and admits faults.

We based our solution on that.

## Solution

Using AI we created Chatbot Gudauri - Digital human, persona. It's got its own Facebook and Instagram Profiles. On a landing page Gudauri introduces itself with people who are interested in finding ski resort and seek new experiences. And offers to do some talk.

Chatbot is very heartfelt and informative - answers any questions, provides information about renovated da safe ski resort and also tells a sad story about itself (Given in the chat screen).

## How does it work?

Using Google search engine and Facebook we catch people who search information about ski resorts. User steps from search to landing page and then they go into messenger.

We provide them all information about the resort and raise awareness about its renovation and safety with dialogue.

After hearing full story, people will have empathy and motivation to share friends about chatbot Gudauri. This turns negative context into a positive one.