

RE-SORT GUDAURI

Resort (noun) : A place that is frequented for holidays or recreation or for a particular purpose.

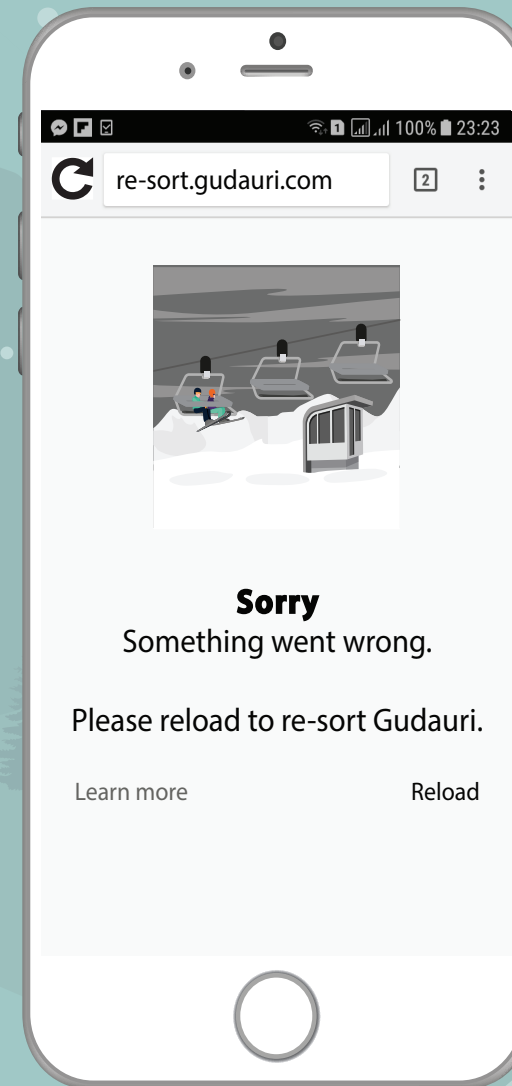
Re-Sort (verb) : turn to and adopt (a course of action, especially an extreme or undesirable one) so as to resolve a difficult situation.

Insight

We, humans, make mistakes. It's in the basis of our nature. But there is a beauty behind this fact. We learn from our mistakes and we never make the same ones again. It's important to realize, that when you make a mistake there are only three things to do about it : admit it, correct it and never repeat it. That's how it works and that's how we're going to deal with the given problem.

Solution

Re-sort.gudauri.com is a platform where Gudauri communicates campaigns main insight : "admit, correct, never repeat". On this platform Gudauri admits its own mistakes and shows what has been renovated, re-sorted. Even web-page can crash once, but it won't repeat again. With the start of every new session (when a new visitor enters www.re-sort.gudauri.com) the web-page "crushes" and the visitor is greeted with "We Admit Our Mistake" text alongside with a pleasant request to reload the browser. Oh, and all this is topped with a backwards going chair-lift (an easy-to-guess reference). As the visitor reloads browser, the full page is loaded. That's where Gudauri shows-off all its USPs and visitor discovers about the solved problems and renovations made. To cut a long story short : "reloading causes re-sorting". Visitors who "reload" and give the web-page second chance, are most likely to accept and re-discover re-sorted Gudauri.



How it works

In order to make the campaign viral and more appealing to given audiences, a unique tone of voice should be introduced on appropriate platforms. Ebay and Google can easily be named the most influential and popular destinations for people who are making their pre-season preparations. In its days, Ebay has seen lots of ridiculous and yet viral products sold. But never has anyone seen any government getting rid of used ski chair-lift for a symbolic price 16.03\$. And the reason for selling is even more priceless: "We've got Brand new ones, and they are awesome!". Concentrating mainly on ski related "buy and sell" groups and targeting audiences with relevant (ski) interests, Facebook should act as supporting platform for "viral" discussions. From the beginning of December, when total queries about Skiing reach their peak, a google display network campaign should target customers who search for topics related to skiing.

