

World's Most Extreme Ski Lift Safety Test

CAMPAIGN SUMMERY

In order to offset the safety issues related to Gudauri accident in 2018, we decided to demonstrate that Gudauri is safer than ever, by devising the world's most extreme Ski Lift Safety Test, the likes of which the world has never seen before. Using the test, we intend to wrap our safety message tight into the entertaining content following the online sharability trends and have users generate content from our live-feed platform as well pass it on to their wide audiences.

CREATIVE INSIGHT

On social media, people respond to "extremes", catching on tragedies and accidents is much easier than on good news. Bad or extreme news always spread faster and reach more people than good news. The word of Gudauri renovations and safety mechanisms, by itself, does not measure up to reach same numbers, unless we wrap it in the middle of something "very extreme" yet super safe.

After the Gudauri incident video spread, people started to react. Besides negative comments, we saw a lot of people comparing the Ski List to extreme rollercoaster rides at theme parks such as Six Flags.

SOLUTION

In order to show our TA that Gudauri learned its lesson, is renovated and totally safe for the upcoming season, we decided to create World's Most Extreme Ski Lift Safety Test, that's pre-tested by experts and deemed totally safe. Make them think, "rides at Six flags" in Eastern Europe are still hardcore, but much safer. We will test the Ski lift in different, extreme situations, with people on board, such as a man-made ice storm, heavy snow, rain, wind, high speed, rollback, etc. controlled by the public online through our special gudauriskitest.com landing page.

Our landing page, as one of our platforms, will feature live feeds from the Ski lift safety test as well as controls for the man-made obstacles, to see how the people who ride on it, enjoy the thrill. Platforms: Facebook and Instagram.

HOW DOES IT WORK?

As soon as the Gudauri season opens, the World's Most Extreme Ski Lift Test will be available for anyone to ride for free. All they have to do in advance is register and upload the pictures of their ticket as well as their reservations.

To help spread the word we'll collaborate with Facebook and Instagram personalities (e.g. @torsteinhorgmo) to create content on and about our Ski test.

We'll create Insta stories and Facebook canvases, featuring our men-made obstacles, made interactive and spread them daily with message "register today!" leading them to our web portal.

When the "safety test" is open to the public, it will transmit real people as they enjoy the ride, while others control their obstacles online. Video exerts can be easily taken out from the portal, captioned and shared on all social media, to ensure the steady flow of user generated viral content for months to come.

