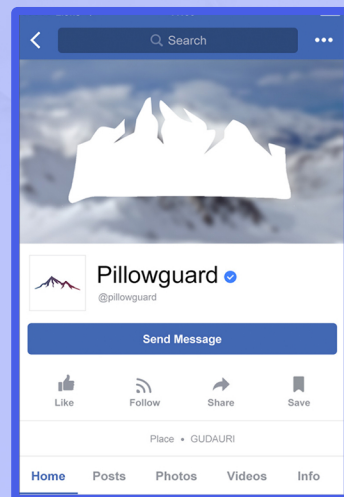
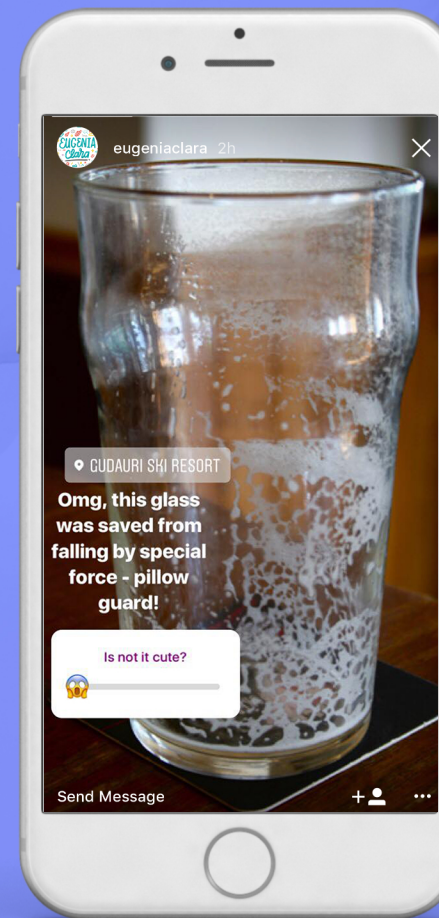


GUDAURI

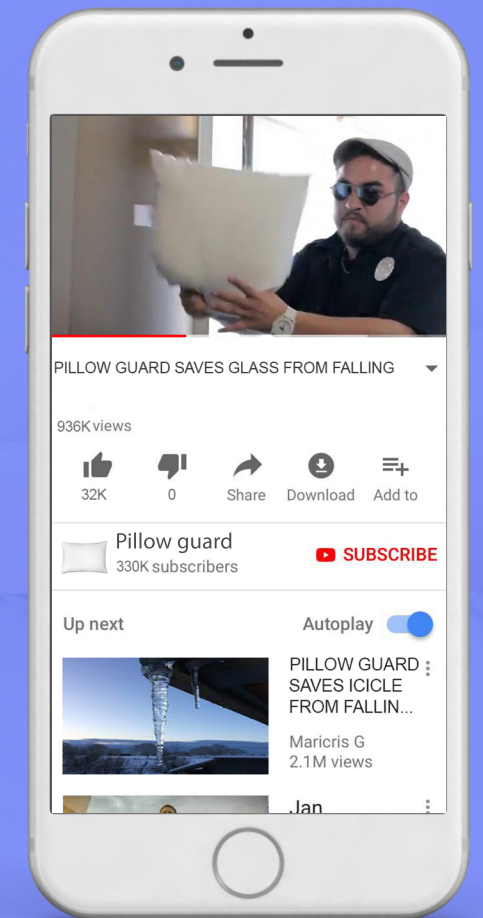
TOWN WHERE NOTHING EVER FALLS



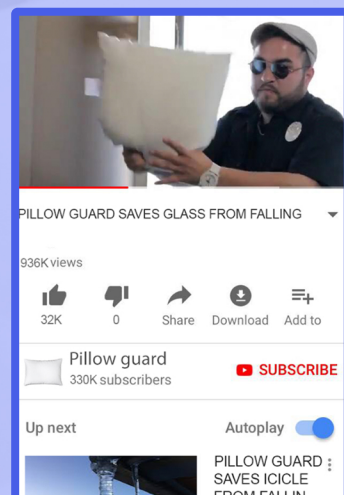
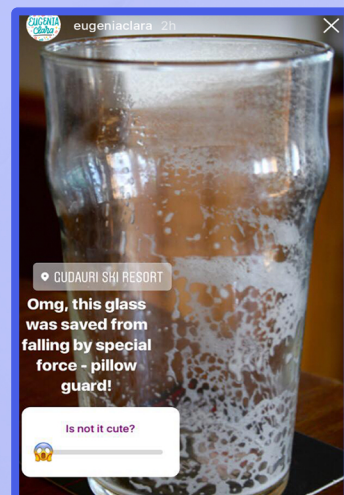
Facebook



Instagram



Youtube



CREATIVE INSIGHT

Gudauri is the rapidly growing ski resort in Georgia, offering wide diversity of ski slopes. Even though awareness of Gudauri is still low among EU countries. Nevertheless, ski lift accident gone viral through all media sources, changing perception of security measures.

After over extensive works of rehabilitation Gudauri came up with the several solutions challenging situations.

For regaining trust Gudauri needed positive stories to cover past infamous mishap earlier this year and created special unit - Pillow Guard. Purpose of the Pillow guards is to make sure that nothing ever falls in Gudauri.

SOLUTION

The way to solve this problem is to create fictional state department which empowers town's new motto - Gudauri, town where nothing ever falls.

As Facebook, Instagram and youtube are most popular social platforms among EU users, we create separate pages for that state department.

Users daily get updates about people and things that were saved from falling.

HOW DOES IT WORK?

User generated video starts the campaign.

We follow up with very official page launch and provide users with daily updates: small success videos, photos showing Pillow guards e.t.c