

SUMMARY

We challenge the world to challenge Gudauri even offseason

INSIGHT

New chairlifts have been installed in Gudauri after the accident. Now we know for sure it is superb and extremely safe. We want to spread the word, that we are so god damn excited about it, we can't wait till winter to try it. We believe that by using our new infrastructure it's possible to make preseason in Gudauri almost as fun as it's in winter.

SOLUTION

Extreme sport lovers lust for challenges and they are full of ideas. So, why not challenge them to come up with the ideas of turning Gudauri into a great offseason attraction. We will launch campaign with the web-platform, where users can share their ideas and upvote them. Every EU country gets its most upvoted idea executed. We'll invite idea upvoters, so they can enjoy their own utmost creativity. Those mountains got so much potential energy, it can be transformed in any hilarious idea. Maybe longest waterslide in the world? Or downhill heaven? Or just beer fest on ski lift and sightseeing? Main thing is to show everyone how diverse Gudauri is. So challenge is on them.

HOW IT WORKS

We start facebook campaign for EU citizens to promote our web-platform and dare them to think of the ideas and check other ones to upvote favorites.

To provoke intense discussion and volume up the buzz we open topics on the popular ski forums, catching restless minds to take the challenge and dig up some extremely entertaining ways.

After capturing wacky content on executed events, we share them in comments of extreme sport brands and extreme compilation videos on youtube, to bust the virality from there and show everyone that we did this crazy stuff offseason just to deliver the message.

We believe that crazy ideas, crazier executions and captured craziest content will bring us on the top of the winter season hype in our target audience. and while being there, Gudauri will surely attract attention of global media. From that precise moment Searches for Gudauri will show how prepared we were for the season even offseason.

GUDAURI CHALLENGE

WE ARE LOOKING FORWARD TO NEW CHALLENGES. AND YOU?

Web platform

We will create web-platform to collect crazy ideas from extreme sport lovers to help us get the Gudauri infrastructure going preseason. Most upvoted ideas will be executed and captured crazy content will be always on air.

Ski forums

we'll open the topics on popular ski forums in EU to heat up the discussion and generate even more exciting ideas. and most importantly after executing the ideas, same forums will guarantee the virality of campaign among the skiers community.

Youtube

lots of winter sports lovers gather on youtube channels on preseason, watching last year videos and hoping winter will come faster. by sharing our content in comments section of these videos and showing what we do offseason, we will hit the target directly and increase virality of our events.

