



Constantly updating ski resort

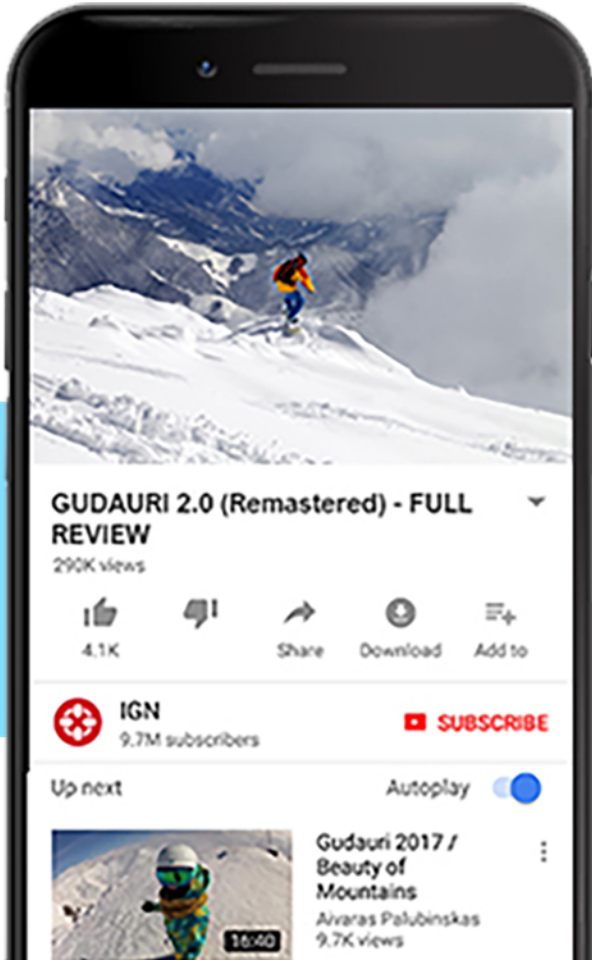
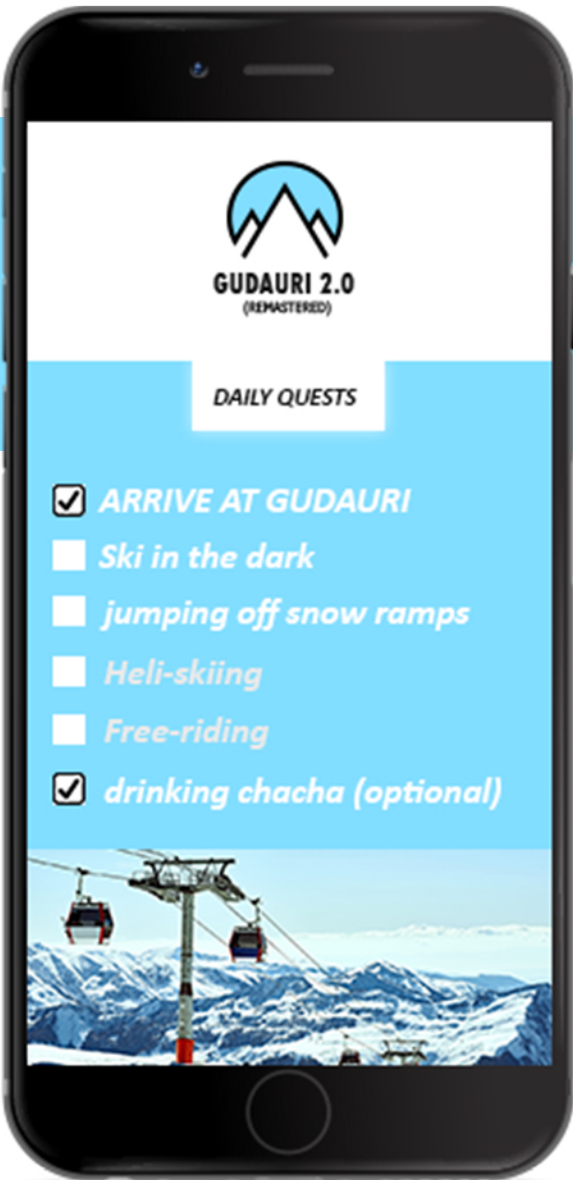
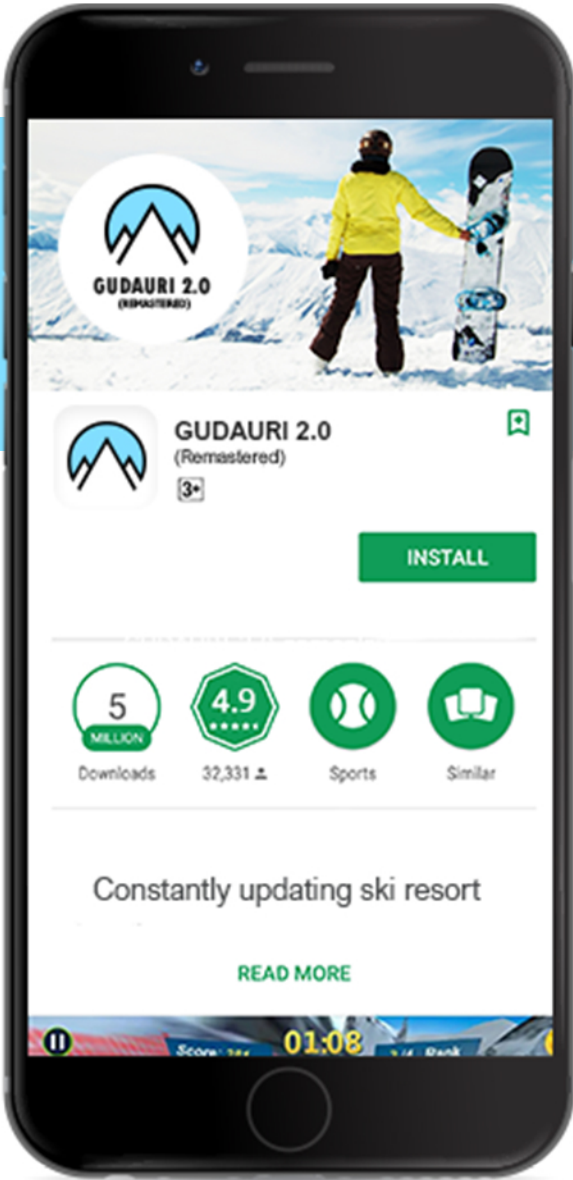
Summary

In order to highlight the impact of the changes that our ski resort has undergone this year, we will position it as a re-mastered version – Gudauri 2.0.

Gamification approach will reflect all the developments taking place in Gudauri and demonstrate perks of the unique selling propositions.

The walk-throughs of gudauri 2.0 will be live streamed and broadcasted by the top Twitch streamers and game reviewers invited to playtest the resort from all over the world.

We will be able to reach out to both Millennials and Generation Z through their favourite communication platforms.



Creative Insight

Both, millennials and generation Z are always up to date, therefore, expect the same from everything in their lives.

They are used to frequently updated, smooth experiences and the fastest growing, constantly evolving ski resort will meet their high standards.

Solution

Much like game developers, we are going to update the experience based on user-generated feedback on a constant basis.

Last year we had a serious error that we fixed through re-mastering the whole infrastructure, therefore, we are going to communicate these and many other changes to the target segments.

Digital app Gudauri 2.0 will reflect all the developments taking place in Gudauri and demonstrate perks of the resort through gamification.

How will it work

Users will receive daily updated quests similar to "Skiing in the dark", "jumping off snow ramps" and other advanced quests such as "Heli-skiing" and "free-riding" which will grant the most XP.

Side quests could include "evening chacha at Uncle Lalo's" after exhausting yet exciting daytime activities, etc.

Experience points will unlock unique benefits such as discounts and free helicopter rides that will encourage visitors to return to the resort in the following years.

Top Twitch streamers from each of the target regions will be invited to stream Gudauri 2.0 walkthrough on the world's most popular gaming streaming platform. Specially equipped helmets with two cameras connected to the source of high speed internet will help them to do so.

Game reviewers and ski influencers from the same countries will be invited to review ski resort to their respective audiences.

Based on visitor reviews we will ensure that Gudauri 2.1 gets even better.