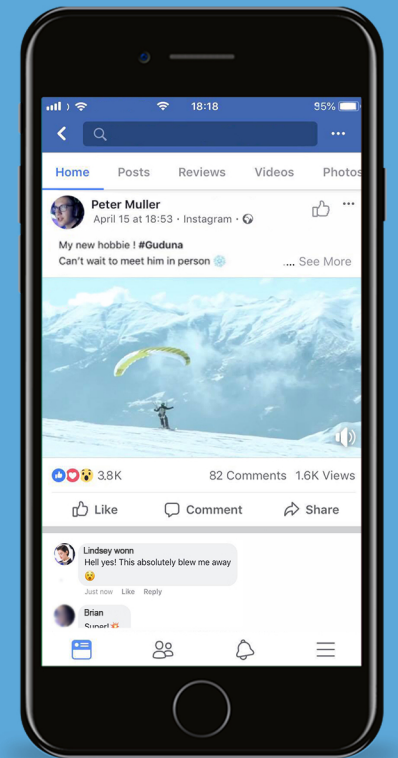
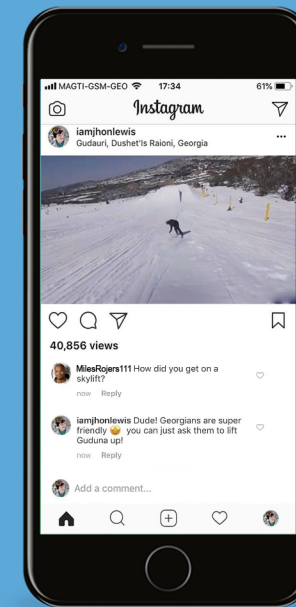
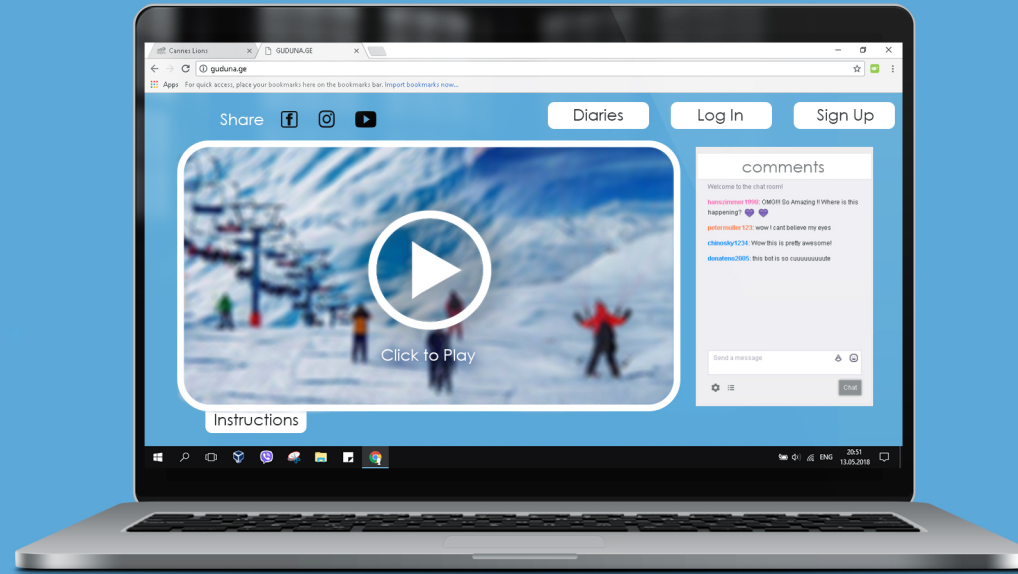
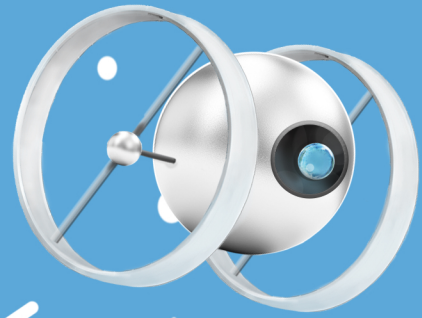


Guduna

The ski-bot



A skiing robot,
distantly controlled from ANYWHERE,
to experience the advancement of Gudauri

Insight

Promotions are just clutters to Millennials and Generation Z, unless they are something truly entertaining and engaging - something innovative.

Even after successfully receiving promotional messages, our audience considers influencers' opinions or checks information themselves.

Actually, why not do both?

Solution

We introduce Guduna, a blue-eyed, remotely controlled skiing robot, accessed via www.guduna.ge

Influencers will be the first ones to test it. Afterwards, everyone can access Guduna for a certain period of time and share their crazy robot-skiing videos on Facebook, Instagram and our web-page, or go instantly live.

The ski-bot will have built-in sensors in order to avoid crashing.

In addition to an unordinary experience of controlling a skiing robot from another country, first-person view will incite users to visit Gudauri and ski themselves.

How does it work?

Besides being able to use ski-lifts, slide down the slopes and check responsiveness of emergency services, Guduna can do ski tricks, jump off snow ramps and capture the great beauty of Gudauri, with its 360° rotating camera. You can also use Guduna's audio features to socialize with locals.

Tons of user-generated positive content will override digital trails of the 2018 year incident.

At the end of a crazy robot-skiing adventure users will get the message:

“Epic through one robotic eye?
See Gudauri with your own two eyes”
www.gudauri.info