

# Once in Gudauri

## Problem

The major problem is a low level of trust towards technical functionality and quality service of the ski resort. Google search tool and youtube, which is linked to Google, have an important role in the digital world and in the field of tourism. These two spaces allow us to find any information interesting for us. As many could be satisfied with Gudauri and provide positive recommendations, there is a chance that many other would want to double check the information. They will Google it and the results would make them not want to visit Gudauri, because the first thing they will see is the ski lift accident that happened in march 16, 2018. This is a huge problem for any campaign, which aims at restoring the reputation of Gudauri. Changing of this situation is the major priority.

## First Phase of the Campaign - Teaser Videos

Three viral videos will be created and spread on social channels: Youtube, Facebook, Instagram  
Youtube Channel - Personal Youtube channel will be created (in the name of Otar Tsiklauri), where 3 videos will be uploaded as teasers and afterwards disseminated.  
Main keywords (tags) of Videos & Channel: Ski lift, cableway, Rope, Gudauri, Ski Resort, Skiing  
Facebook & Instagram - Fake accounts will be created and the Youtube link of the teaser video clips will be posted in popular open groups, as well sent to admins of popular groups in personal, who will afterwards share them on their pages.  
**#gudauri #liftgudauri #onceingudauri**

**Teaser Videos Format & Script** - Three different teaser videos should created based on one concept. The location and the elements hanged on the lifts could be different.  
Camera: non-professional-subjective  
Video format: half-graphic (everything that will be hanged up on the lifts will be graphic (realistic as possible).  
Script: Camera is turned on, we see the landscapes of Gudauri. Afterwards, camera shifts and we see two men trying to tie cows under the lift with seat belts. Camera moves up and we see piano, Sumo wrestler, cow, bicycle, cupboard, car on the moving lifts. Cameraman laughs and we hear the two men, who try to tie cows, asking cameramen to help them.  
Each video will be posted in one week interval.

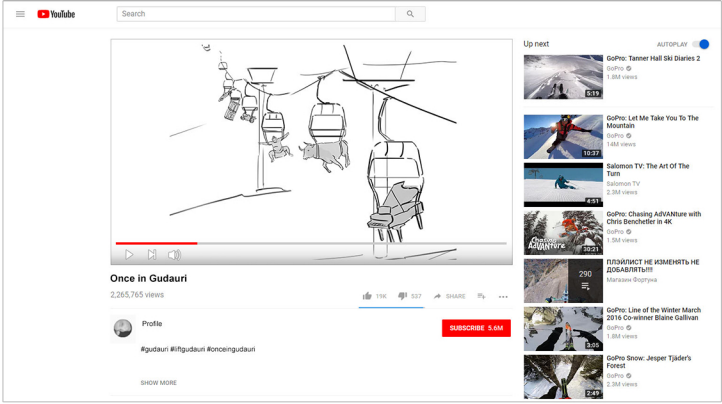
## Creative Insight

Building trust is easier than restoring it. Once trust is lost, it takes away interest from the brand. To rebuild trust you must do something unusual, which will outweigh negative experience of the past.  
The major idea is to create a viral content capable of compensating the ski lift accident. This content afterwards should be direct linked to the brand. Non-standard approach and viral concept will attract people’s attention and bring together audience to work with. An objective is to create interaction between the brand and people in the form of game, which will be fun and award the winner (free tour in Gudauri). It will engage target audience, those who love Winter Sport, to take part in the game.  
The content will underscore the safety of Gudauri by hanging heavy things on the lift and showing that it can endure anything and still move freely.

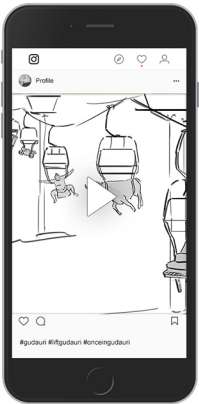
## Facebook



## Youtube



## Instagram



## Solution

Campaign will be disseminated on Facebook, Instagram, Youtube, which were selected considering 3 parameters:

Target audience: Millennials; Generation X. Both of them are actively engaged on social media channels, as mentioned in the brief.

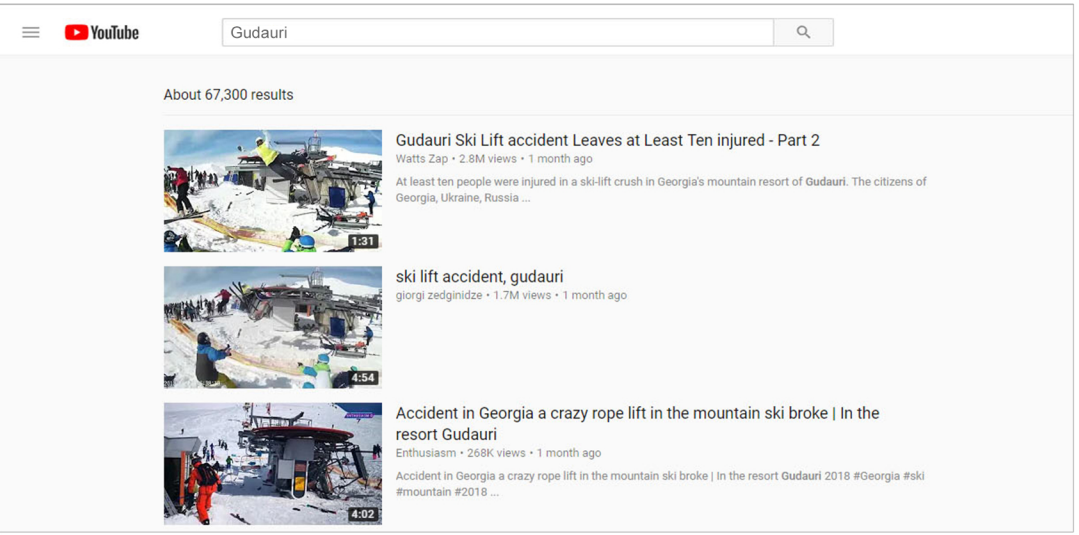
All channels, which have spread the accident video, should be covered by the campaign.

Those, who will see the video clip, should be able to easily communicate and interact through commentaries.

## Technical Solution in Search Console & Social Media

It is very important to show that action takes place in Gudauri in order to make it easily “linkable” on the internet. Our campaign should surpass an accident video. We should sea teaser clips everywhere in recommendations, where the accident video is or will be shown.

Location of the campaign will be known from the beginning. Therefore, the keyword of the campaign will be “Gudauri”. Accordingly, if users will search “Gudauri Ski Lift Accident”, they should also see video of our campaign in Recommend.



## Campaign Second Stage

**Youtube Channel Rename & Review** - after uploading all these video clips, channel will be renamed after “Gudauri Ski Resort” and in Review described as the official youtube channel of Gudauri.  
New challenge will be set - “What is next?”, which will be oriented on engagement of those in the campaign, who will see the videos. They could write minimum 3 things that they want to hang on the lifts in next videos. Author of the most creative idea will be awarded by the free tour in Gudauri and the next video clip will be created according to his/her idea.

## Final Stage

Following the campaign, major video clip will be uploaded on the channel with the review of the whole campaign.  
• How it began and what was the goal?  
• How the campaign was developed?  
• Finally, highlights of how winners spent their time in Gudauri.