

Good Zauri

from gudauri

Campaign Summary:

We offer personified application "Good Zauri from Gudauri", which is specially developed as a personal assistant for winter sport lovers. Zauri communicates both in a written form and with sound messages, about winter sport, its specific characteristics, equipment, etc. It gives users ability to find and gather any kind of information about winter sports' trends and brands. Good Zauri will assist users with great pleasure to choose suitable ski or snowboard, will tell them where to buy the product, at what price, etc. Zauri is a Georgian male name, which we've chosen for our character. He is a good and friendly guy, who resides in Gudauri. Apart from being smart assistant for winter sport lovers, he has to offer virtual experience of his homeland – Gudauri.



WINTER ASSISTANT APP

Creative Insight:

Millennials and representatives of Generation Z before actually purchasing product, go through the so called ZMOT (zero moment of truth), they search for other people's experiences and make decisions based on others' experience. Our idea is to give potential visitors of Gudauri the ability to actually experience Gudauri in the comfort of their homes with the help of their devices. The virtual experience will lead them to decide for themselves flowing from their own experience of Gudauri.



Solution:

Our application's interface will constantly be VR video lives from Gudauri and every time the user opens application, they will be "transferred" to Gudauri exploring Gudauri's views, skiing, its popular locations, etc.

In this way, we try to reverse existing negative attitude towards Gudauri. every user can virtually move to Gudauri, get acquainted with the environment, get to know hosts, discover local bars filled up with tourists. Good Zauri will with pleasure provide any kind of information, starting from Gudauri's founding history to the local bar's prices.

How does it work?

Application will be accessible for iOS as well as android users and will draw attention of winter lovers by its functions of assisting and organizing. Application technically is a search engine, users can communicate in verbal and written mode. The interface of application is VR type videos from Gudauri's different locations. Winter lovers' personified friend – Good Zauri from Gudauri will be present in all social media networks popular in the EU. Zauri will be active user similar to many travelers, posting on every day basis posts and stories from Gudauri to encourage the travelers to visit Gudauri. The application gives the ability to transform virtual reality experience into a real one – the user can book or purchase services available in Gudauri. Good Zauri from Gudauri is the best local guide, he can even convert your virtual experience into the real adventure.



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