BLAIKASSIOW

CAMPAIGN SUMMARY

Let's just not remind people about accident and start everything from a blank page. We will invite all the skiers around the world to join and turn the page with us.

CREATIVE INSIGHT

It's common sense that skiing is a beautiful sport, even watching it feels wonderful, as if the skier is painting in the snow. So why not use it? We'll track GPS locations powered by Google maps and create media platform where every skier in Gudauri can leave their prints in totally new way, giving them chance to express themselves.

SOLUTION

To help target audience do this and express themselves in new ways, location based, augmented reality platform will provide an image of users' ski pattern digitally which can be edited and shared via social media.

The first step will be inviting the most famous Georgian skiers and they will post photos of their skipaintings on their Instagram page.

HOW IT WORKS

For the target audience it's important to be on trend so they will want to get involved as soon as famous skiers visit our country. These are the sort of people that are always looking for new places and challenges, so many of them visit Gudauri, each one bringing more and more.

By scanning ski-pass in gudauri user will get the access to our platform where one will enter the name and choose the color of their pattern. As soon as they're ready they can carve the mountains. At the end of the slope an image of their ski painting will appear on their smartphones.

As a new way of expression daring sports red bull annual competitions may add a brand new category – ski painting.

