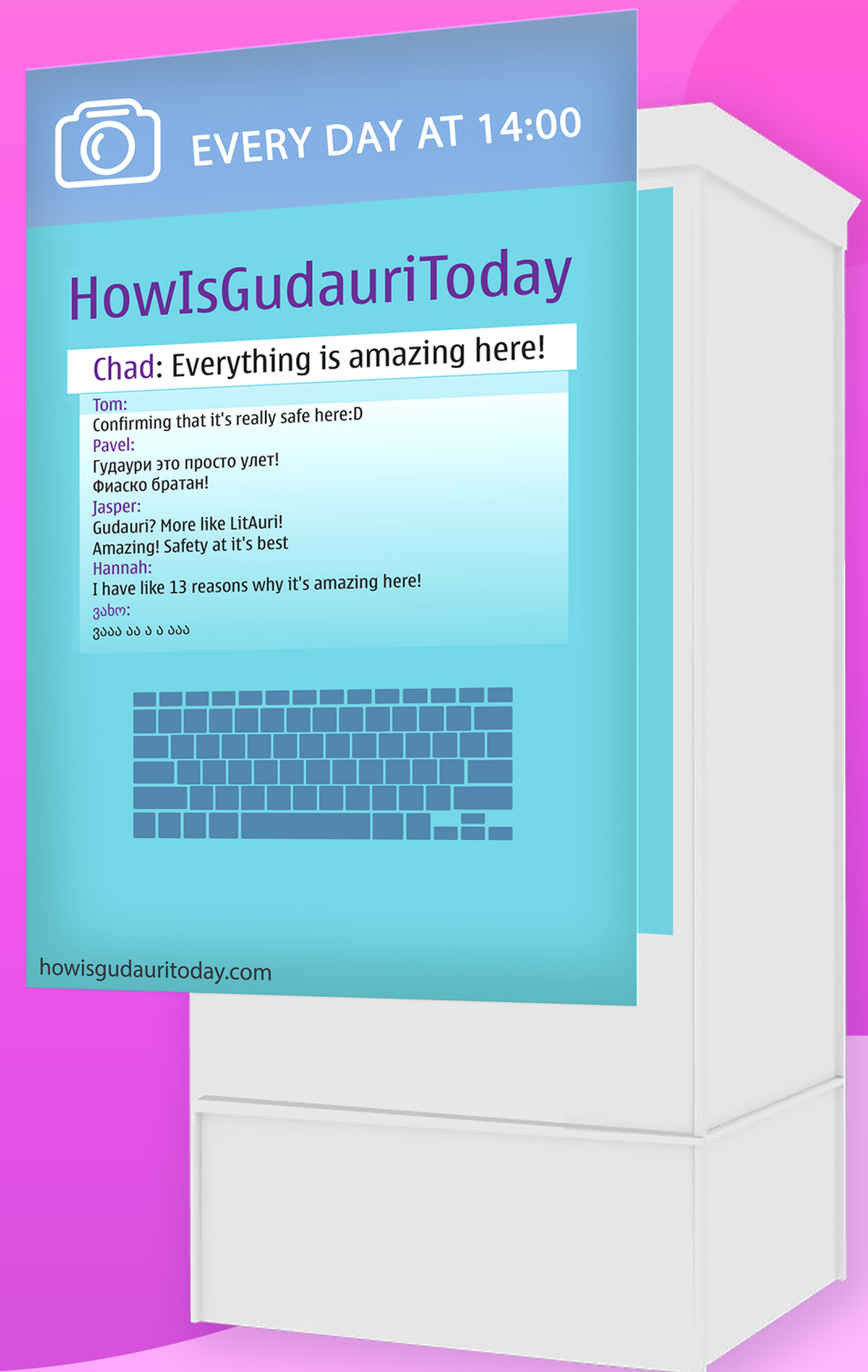


EVERY DAY IS A SAFE DAY
DON'T BELIEVE ME JUST WATCH!



CREATIVE INSIGHT SOLUTION

IT IS A COMMON PRACTICE FOR PEOPLE TO BE AFFECTED BY ONE BAD ACCIDENT, RESULTING IN LOSING ALL THE TRUST FOR THE PARTICULAR THING. USUALLY IT IS NEVER ENOUGH TO JUST TELL THEM THAT YOU HAVE CHANGED OR THAT FROM NOW ON THINGS WILL BE SAFE AGAIN, SO THEY MIGHT NEED SOME EXTRA EVIDENCE OR COUPLE OF PHOTOS, MAYBE DOZEN OF THEM OR EVEN HUNDREDS OF THEM!

IN ORDER TO REGAIN TRUST OF PEOPLE, WE WILL HAVE A BOOTH JUST IN FRONT OF THE SKILIFT WHICH WILL TAKE DAILY PHOTOS OF IT AT 14:00 AND REPORT THEM TO GOODGUY SKILIFT INSTAGRAM AND FACEBOOK ACCOUNTS, SHOWING THAT GUDAURI IS... SAFE TODAY. ACTUALLY, TODAY AS WELL. TODAY? SAFE, YET AGAIN! SOMETIMES GOODGUY SKILIFT WILL EVEN BE DRESSED OR DECORATED WHILE ALSO SPITTING OUT SOME FRIENDLY ADVICE! BOOTH WILL HAVE A LIVE CHAT, WHERE ALL THE TYPED MESSAGES WILL GO TO THE WEBSITE, ANSWERING ONE QUESTION: HOWISGUDAURITODAY? THIS WAY WE WILL HAVE BOTH DAILY PHOTOS AND LIVE CHAT, LEAVING NO DOUBT THAT SAFETY AWAITS YOU HERE! THIS LEADS US TO THE THIRD PLATFORM: GOOGLE. SEARCHING "GUDAURI" WILL POP UP A WEBSITE "HOWISGUDAURITODAY" WITH ONE POSITIVE ANSWER AND INTEGRATED LIVE CHAT MESSAGES FROM VISITORS THEMSELVES. THIS WILL ALSO BE A FINE ANSWER TO ALL THE GUDAURI ACCIDENT RESULTS.

HOW DOES IT WORK?

IF YOU WILL SCROLL THROUGH DOZENS OF PHOTOS, YOU WILL INDEED FIND THAT ONE PHOTO WITH ACCIDENT AS WE WERE NEVER INTENDING TO HIDE IT OR MASK IT UP BEHIND A SNEAKY REASON! THIS PARTICULAR PHOTO WILL HAVE A DESCRIPTION NARRATED BY SKILIFT, BEING CHILDISHLY SAD AND SAYING ITS DEEPEST SORROWS! AFTERWARDS, ALL THE OTHER PHOTOS/DAYS WILL BE POSITIVE, NO WORDS WILL BE NEEDED. ALONGSIDE WITH SKI LIFT'S ACCOUNT, WE WILL HAVE A GENERAL INSTAGRAM ACCOUNT WHERE PEOPLE WILL EASILY NAVIGATE THROUGH AND SEE EVERY USP OF GUDAURI. THERE WILL BE 9 PHOTOS CONNECTED TO EACH OTHER, EACH CONTAINING 1 TOURIST ORIENTED ACTIVITY. WHEN CLICKING ON IT, YOU WILL BE REDIRECTED TO ALL THE INFORMATION NEEDED FOR A TOURIST IN THE CENTER OF IT WILL OF COURSE BE OUR BELOVED SKILIFT