

Campaign Summery

For the first time ski resort accepts cryptocurrency.

We are targeting audience who seek brand experiences and get easily attracted to trends, who are entrepreneurial, industrious and technologically advanced, so we created GUDAURI COIN (GDR)

Creative Insight

What determines the value of GudauriCoin (GDR)?

- Number of tourists
- The Environmental, Economic, Infrastructural and Social Impacts
- **Number of POSITIVE/NEGATIVE SOCIAL MENTIONS**

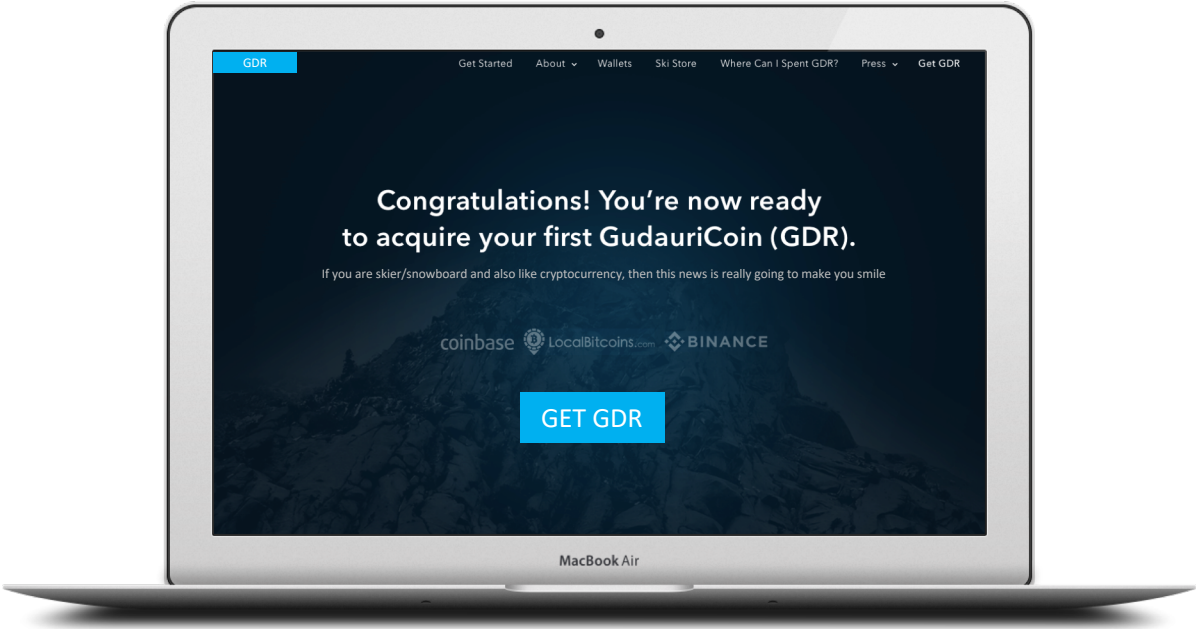
Price for GudauriCoin (GDR) is dropping because of ski lift tragic accident, as it went viral on the web and there are tons of negative mentions.

Solution

Now is the best time to plan your next Ski/Snowboard trip by investing in GDR

Because of tragic accident price per GDR has dropped, get GDR with less EURO and spend it everywhere in Gudauri:

- Lift pass
- Hotels
- Resort facilities and services

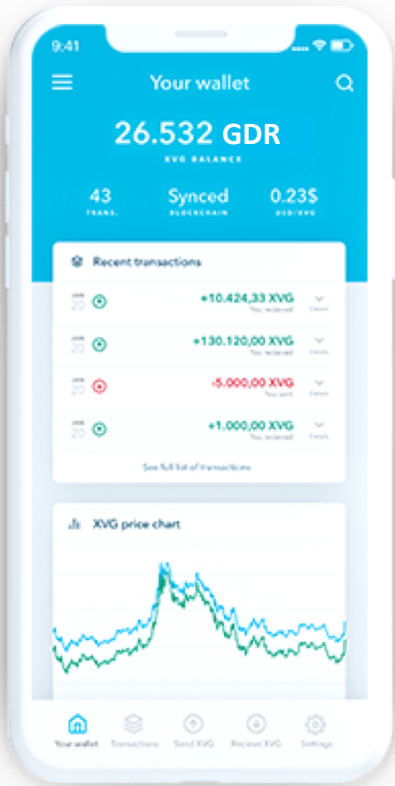


How Does It Work?

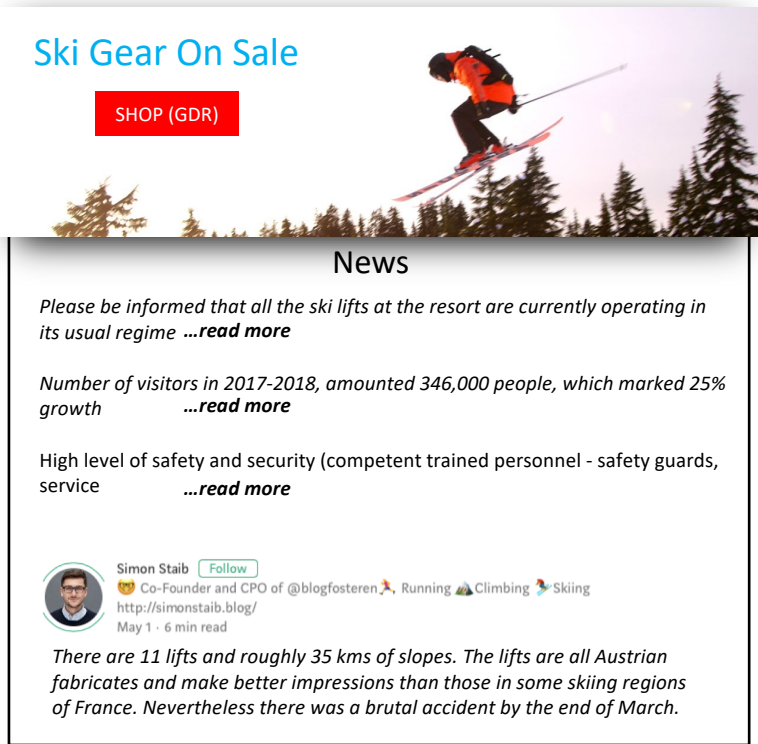
Price per GDR is in your hand, create as more positive mentions as possible.

To make it more transparent, we'll accumulate all news, stories, social mentions in on website. Where you can also get GoPro for just 6.34(GDR)

GDR Wallet – Ski Cashless with your GDR Wallet



GDR Online Store, News and Mentions



Airbnb - We Accept GDR

