

How does it work?

#ithappenedinGUDAURI

Campaign summery

Despite the fact that there are 1000 times more positive feedback about Gudauri scattered all over the internet, currently the first search results point to the recent accident.

In the era of internet once something goes online there is no going back. Instead of trying to cover up the unfavorable content regarding the ski resort, we will be honest, transparent and use negative to emphasize positive.

We will give the users a chance to see full picture by creating an online platform that combines information and consumer generated content about Gudauri, making this content speak for the brand. The Platform will showcase unique features of Gudauri not by the brand itself, but from the users' perspective.

Creative Insight

Millennials and GenZ are more likely to be loyal to a brand that offers transparency. This is considered to be the highest ranking factor motivating consumers to make a purchase and stay loyal in the long term. They are prone to forget past mistakes and move forward if the brand is honest, positive and willing to make an effort.

Research shows that having full scale information makes people feel in charge, therefore decision making process becomes easier and expectations predictable.

Solution

A web-based platform will accumulate all content from internet about Gudauri, using online media listening tools. Content will be clustered into categories, highlighting the relevance and usage of certain hashtags. Most of content will be customer generated, marking out their experiences of previous visits.

In addition using VR technology we will recreate authentic Gudauri experiences in city centers of EU countries. We will make case video and spread it through social media. Enabling users to see beauty of the resort, along with consumer generated photo/video materials taken at the location, we will show participants upsides of Gudauri, as well as give them information about the accident in a small video statement from Gudauri representative regarding the upgrades in safety measures that were made for the new season. In the end of VR journey we will ask users if they would give Gudauri a chance and gift away several tour-packs.



Web Platform

www.ithappenedingudauri.ge

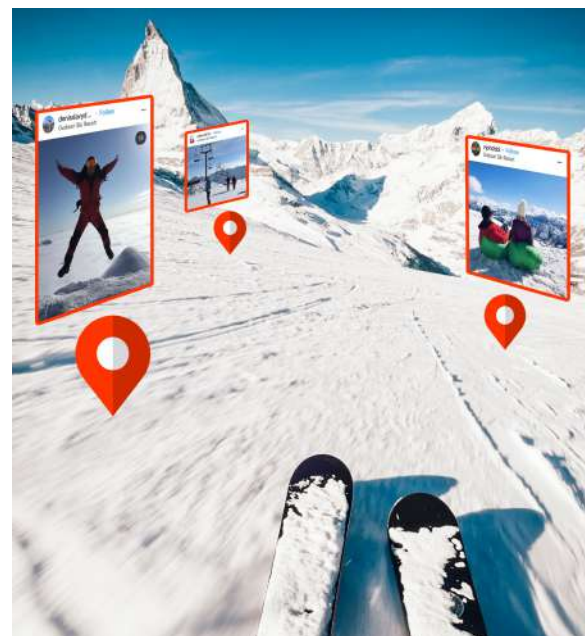
Social media buzz will lead to web-platform with word-clouds of hashtags generated by users, making easier to visually perceive how much more positive is related to resort in comparison with negative.

CTA will urge previous Gudauri visitors to re/share their experiences with the resort and act as brand ambassadors.



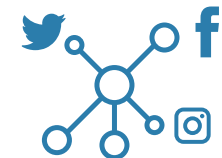
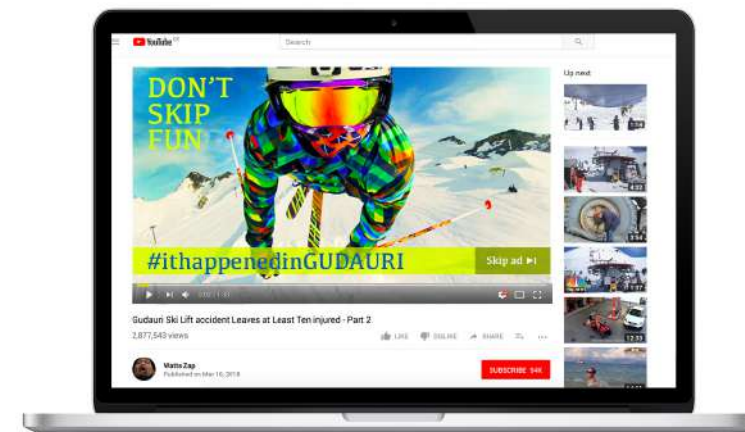
VR Video Case

Spread video case using social media. Excitement of participants and honest statement about Gudauri will ensure going viral with #ithappenedinGUDAURI. This will organically raise traffic to web-platform.



Youtube Pre & Post rolls

Target all videos of Gudauri accident and launch Pre and Post-roll ads. Pre-roll will spread honest disclaimer about Gudauri accident and safety measures taken since. Post-roll will show how much fun is waiting for them in Gudauri and encourage to visit web-platform for more information.



Social Media

Using web-platform and seeing the video case will inspire users to share their experiences of Gudauri with hashtag #ithappenedingudauri and turn society's perception into positive.

