

Re-search Gudauri. Welcome.

Discovering new Gudauri starts with a simple search

CREATIVE INSIGHT

How do most people behave when they make a mistake? They admit it and try not to fail again all the while trying to learn from their past, minimizing the chance to make it happen ever again.

They work hard to improve everything and turn their failures into life-changing lessons.

That's what Gudauri does as well.

- * Gudauri realized its mistakes and apologizes.
- * Gudauri starts everything from the **blank page**.

We mean **LITERALLY** a blank page.

SOLUTION

So, we are going to **erase** all official social media channels, websites and Wikipedia page about Gudauri ski resort.

Now We have made Gudauri disappear. People who knew about Gudauri, who were afraid To visit Gudauri after the accident or wanted to get an information for an upcoming season, won't get any, because it doesn't exist anymore.

So, we start with a new hello - **Gudauri.me**.

This website will appear on the first page when users Google information about this ski resort. Because there are no sources other than **Gudauri.me** we are going to drag all the traffic to this website. As **Reddit** and **Instagram** are most frequently used by our target audience, we will create special content for these channels too.

HOW DOES IT WORK?

From **Gudauri.me** users will get all the information about USPs in Gudauri. We are going to install **360° cameras** to broadcast all the ropeways for 24 hours through the whole season via livestream.

Gudauri creates daily updates to show the renewed infrastructure, local insights and places to visit. **Gudauri.me** uses all available types of content to create a whole new experience.

People can ask for any advice or suggestion for their visit. They can easily spread the word about the ski resort and start **researching Gudauri**.

