

We fucked up. That's why you should trust us now.

Campaign Summary

What happened in Gudauri was a tragic accident that can never be taken back, nor can it be concealed, the record of it will forever remain accessible online readily available for all potential tourists.

The solution is to face the problem directly and admit responsibility. Take our fiasco and turn it into an advantage. Because we had such an accident, we fixed all possible flaws, upgraded all equipment and took measures to prevent problems before they happen. 3rd party experts have tested it all, recently. This makes us significantly safer than majority of the resorts that have not had such an accident, they did not have to troubleshoot, who knows what trouble is lurking there.

Hence, we are using "Avis" famously successful "we are number 2, that's why we try harder" approach.

Creative Insight

Skiers have a lot of needs and wishes when it comes to choosing the resort. But the most basic one of them is safety. Survival is the most basic need on Maslow's pyramid. If safety is under question, all subsequent matters are irrelevant.

Consumer mindset at the moment: "if it happened once, it could happen again". Our task is to prove, because it happened once, it cannot happen again. To achieve this, we use attention grabbing Tag and sub lines "We fucked up. That's why you should trust us now."

Solution

Our strategy to distribute our content is to closely follow the initial source materials and pop up wherever they are. We will create 2 types of content, online video and online articles, with our Key message in their title, using the very same keywords used to find initial source material, only twisting them in positive light, at the same indirectly explaining Gudauri resort features, which are relevant to our TA, ex. "This should never have happened. But because it did, we very thoroughly checked and just in case, renovated not just the one, but all 8 of our different steepness slopes with the most advanced technology". Our content will be distributed though YouTube (suggested, when they watch the viral source), online news portals (suggested article, when they read the negative articles) and subsequently google search results as well as twitter (when they follow the hashtags).

How does it work

YouTube

We post series of "Because we fucked up" videos, explaining the measures taken, while indirectly featuring all the attractive features of Gudauri ski resort. To promote them we will:

- Rank them in search results
- Keywords from original viral video to show up in suggestions
- Collaborate with skiing channels, influencers, tribes

News Portals

We'll pay for sponsored articles with title "we fucked up" on CNN, Telegraph, BBC, Focus.

We'll use keywords of previous articles from the same portal and use them to become suggested article, after users have clicked on them, as they are high on Google search.

Twitter

We'll use twitter to share short snappy messages and images about how fucking up makes us experts on safety, as well as our video content and articles. To have them at the right places we'll use all keywords with information about accident as well as general keywords for winter sports.

