



Summary

On march 16, 2018 unpleasant accident happened in Gudauri. Videos about that accident were spread quickly. For a lot of people Gudauri was introduced by this video. Unfortunately it was not emphasized that rescuers and medical Emergency worked fast and hard.

Creative insight

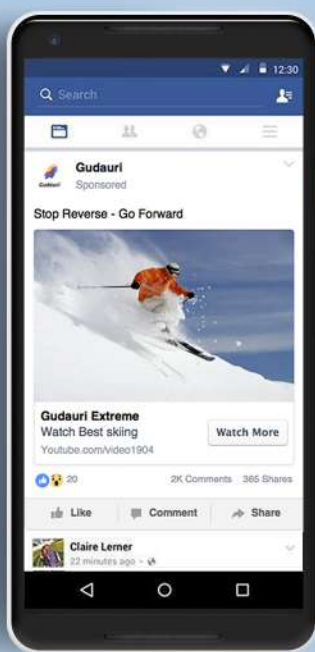
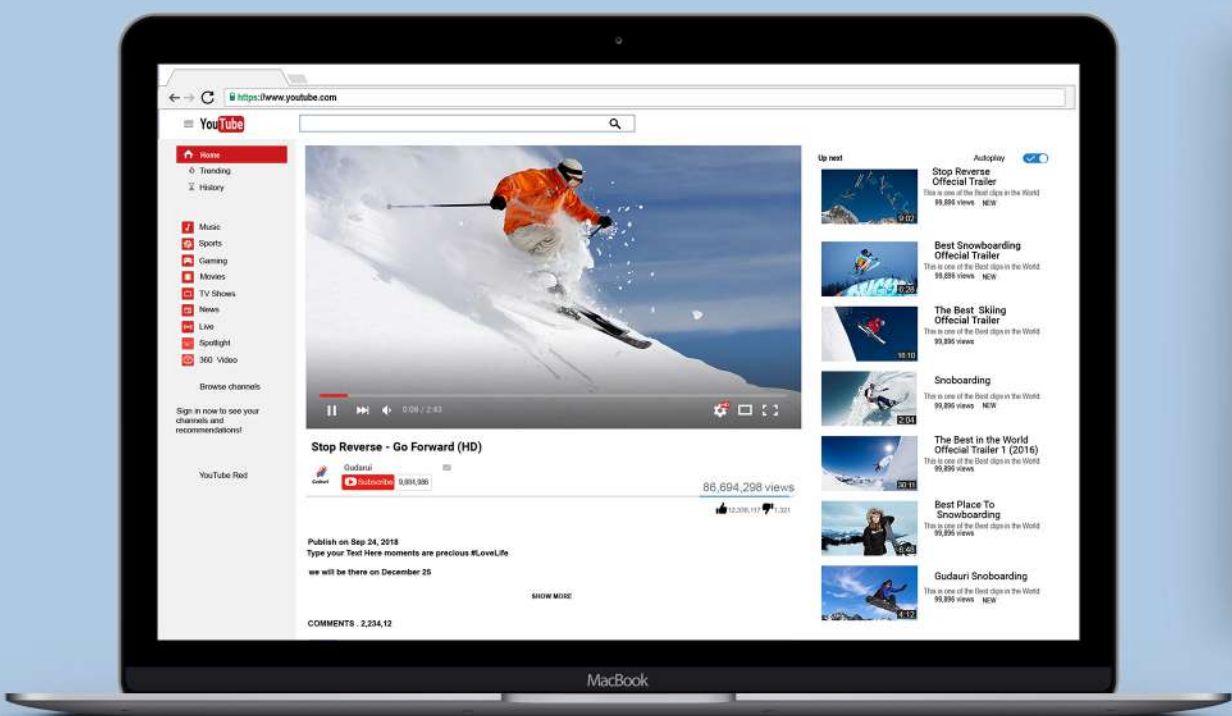
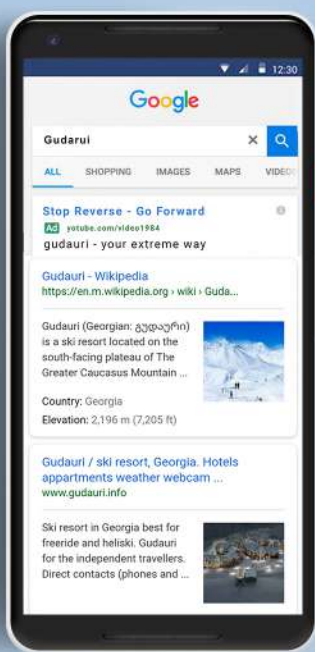
We are living in the era of technology and we are not fully insured that everything will work correctly every time. People must see that even their trusted product which they use everyday may break, though we can make fast actions and eliminate future risks. Before ski season starts People who love ski always check some extreme videos, places, new opportunities. We must give them platform to see Gudauri by our website.

Solution

We decided to make our website which has interface like youtube to show target audience that their trusted Youtube became faulty, as video isn't shown in correct way and you are watching reverse version of it, red line is running backward instead of going forward. It will be parallel of malfunctioning chairlift accident in Gudauri. User can solve the problem, prevent more risks till reverse goes faster. After your action video will work correctly. We will use Facebook and Google Adwords to promote this website. Also, everybody can share this video link in any social media.

How it works?

When you go to the Website appears extreme videos captured in Gudauri. After several seconds will activate reverse mode. All functions are blocked and only stop button will work. User has only one way to click and correct mistake. After that user will see video in normal way. Under the video "show more" will appear links which will give more information about Gudauri ski resort. People can see the sponsored link from facebook page of Gudauri. Also we sponsor the word in the google, when user will search this word it will appear as a link to our website.



Website

