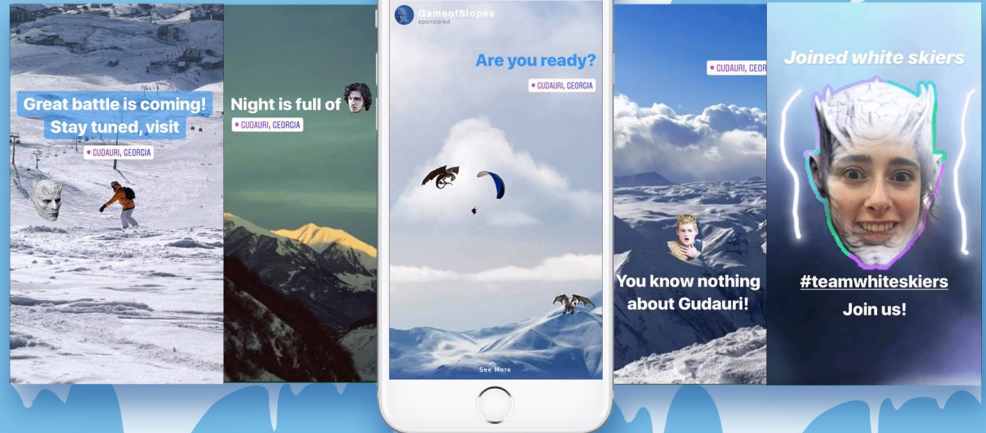


GAME OF SLOPES

Greatest battle is coming!
Two teams, one dragon and
amazing slopes!



Choose a team, sign up, use our frames to take a selfie and support your team with #-s!

Idea

While unusual things like Gudauri accident are likely to catch human's eye, we decided to be unusual again, but in a positive way. In searching for similarities between Generation Z and millennials, we came across something insane. Yes, everyone loves Game of Thrones! So why don't we be a little extra and bring up a ... DRAGON? We want to show people where is the REAL winter coming! Battle of two teams - White skiers and Night skiers, competing each other for the glory of Dragon, will make everyone want to be the part of the most viral show in Gudauri, Georgia!

Solution

The most important part of the show is the amazing slopes that give skiers and snowboarders a chance to experience royal level of extreme! We build slopes leaning on recommendations of the most insane extremals. We'll grab people's attention by catchy Google search and Display ads. For creating greatest expectations we will use Game of Thrones themed Instagram story ads with sign up buttons. Let's see who nails the slopes of Gudauri - the White skiers or the Night skiers! Oh, almost forgot, we are actually bringing in a huge dragon, crafted from ice, by experienced ice sculptors.

How will it work

Advanced level of slopes will highlight the quality of the whole resort. Extremals will believe that Gudauri is a fun, adventurous place to visit, because what kind of extreme lover would say no to the Game of Slopes? Our type of communication will show them how cool and advanced Gudauri is, challenging them to visit the resort. Using the media budget, we can rank our search and display ads on the top and cover up all the negative content appearing on Google about Gudauri. In addition, interactive Instagram stories will spread the Gudauri winter all over the social media channel.

Display Network



For the Google Search and Display ads, we will create list of keywords and target people who search for Gudauri, any winter activity and Game of Thrones.

For sign ups, we will use a landing page www.gameofslopes.com

