

Gudauri - The only place where facebook is safe



Campaign Summary

After the ski lift accident the safety measures in Gudauri ski resort was much better improved than it was done in the Facebook 's Cambridge Analytica case.

Creative Insight

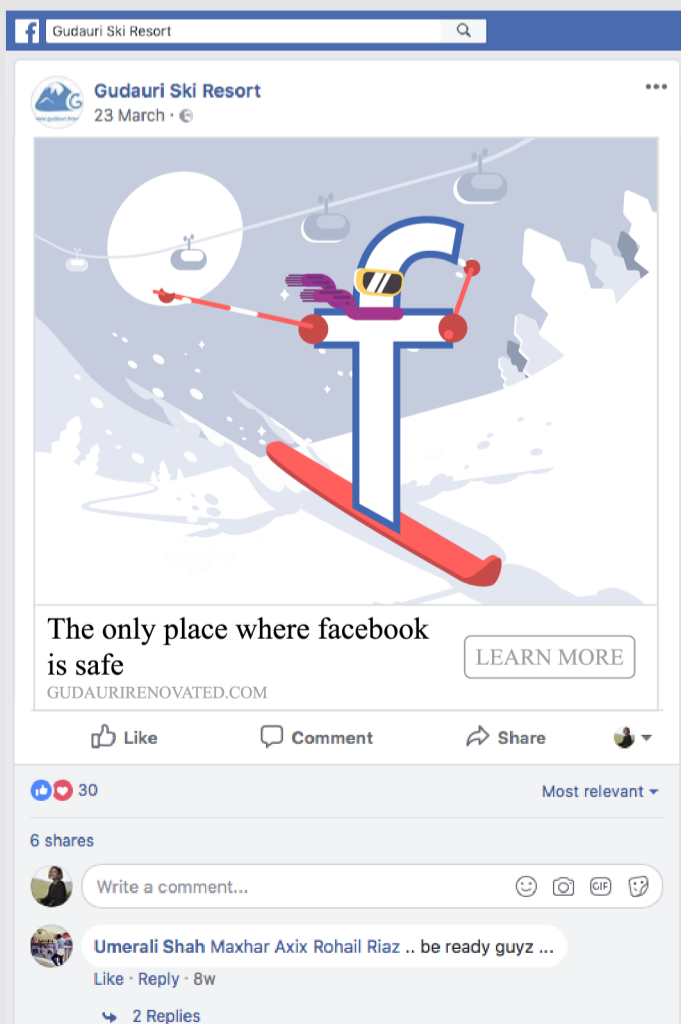
A month ago whole world was furious by the privacy safety case on Facebook. During the case discussion, CEO, Mark Zuckerberg admitted that he had "made mistakes" and would learn from this experience to secure the platform further and make the community safer for everyone. In the beginning of this year, similar fact happened in Gudauri ski resort. Owing to the technical issue, ski lift started going backwards in a very high speed injuring several people. Unfortunately, such incident was not first in history as it has also happened to the countries like Austria; Germany; Japan. In our case issue was first and last in the history of the resort. Afterwards, the problem was solved in a very swift and efficient way and safety measures were increased.

Solution

Even though Facebook Bosses promised strengthening safety control, there is still lack of trust in the world among users including celebrities. Unlike Facebook, Gudauri ski resort has acted quickly and responsibly and became more safe than it was ever before. To underline the fact we used the Facebook case to send the target audience the message about the safety of the Gudauri Ski Resort. We published prints where Facebook logo was engaged in various ski resort places telling the people that Gudauri is the only place where Facebook is safe. The print showed logo skiing, snowboarding and using the ski lift.

How does it work?

We publish the print ads in a link format on Facebook redirecting audience to the landing page, where users finally find out the place we really messaged them about. On this page we shortly tell the audience about the incident, than we clearly speak about the high level safety measures and in the end we inform users about the other advantages of Gudauri which are: quality and quantity of slopes; well managed infrastructure; easy access, cheap prices; comfortable facilities and services and etc. In case of a further interest, landing page has the button which sends the user to the main website of the Gudauri Ski Resort where user can get more info or see the livestream directly from the slopes. The prints will also be published and advertised on Instagram hashtagging #saferthanfacebook to raise campaign's awareness as this platform is hugely popular among the Generation X users and Fairly used by the Millennials.



For 2018-2019 season Gudauri ski resort is renovated

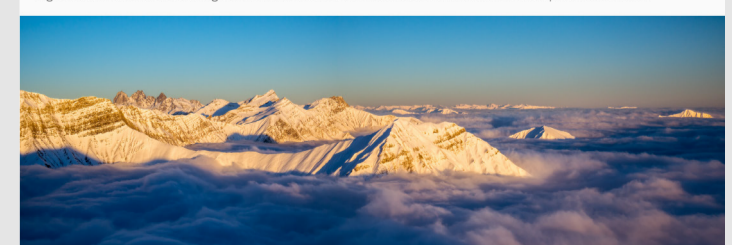


Gudauri is currently one of the fastest growing international resorts in Georgia; therefore, private and governmental sector have invested heavily in the region, in order to meet increased demand with high standards of quality.



- Incredible mountain sceneries
- Wide diversity of slope steepness
- Particularly dry snow
- Easy access
- Developed infrastructure of the resort
- Relatively low costs
- High level of safety and security (competent trained personnel - safety guards, service personnel, etc)
- Easy Access (to country, to the resort)
- Mild climate
- Heli-skiing and free-riding permitted
- Friendliness and hospitality of the country

Significant investments are being made and the resort will meet new season with more developed infrastructure.



Gudauri Ski Resort