

# INEBE NIGHTBOX

**BACKGROUND OF INEBE.GE:** INEBE.ge is healthy food subscription company. Our philosophy is to give people opportunity to lose excess weight, stay fit, detox and become healthier by eating well. We offer 7-day meal plans; each day we deliver box full of 4-5 meals. We are e-commerce startup, we own professional kitchen and delivery service.

**SOCIAL CAUSE & TARGET AUDIENCE:** Tbilisi aims to be positioned as a 24/7 city for locals and tourists, but lacks night-time services that would make nightlife more attractive, safe and enjoyable. Our target audience are both locals and tourists, who own smartphones and have access to the internet.

**PRODUCT:** We create simple location based mobile application with two options: (1) INEBE Hangout box and (2) INEBE Hangover box. People will have to download the app and fulfill one-time registration process, indicate their mobile phone number and register credit card.

If consumer becomes hungry during the night out, s/he starts the application and simply pushes “Hangout” button. We automatically identify their location, their card is charged and we deliver “Hangout Snack Box” to their current location. Box contains essential and most popular snacks among tourists or local residents, such as Nuts, Crackers, Sandwiches, Churchkhela, Snack Bars, Energy Drinks etc.

In the morning, if consumers feel symptoms of hangover, they simply push “Hangover” button and get “Hangover heal box” consisting of Georgian sparkling mineral water, Vitamin water, Detox smoothie, instant soup, protein bar, instant drip coffee and herbal tea, headache relief medication, travel size mouth wash/eye drop and other hangover essentials.

**KEY INSIGHTS:** Tbilisi nightlife mainly is nourished by quality night-clubs and bars, which are main night destinations for locals and tourists as well. This people love to have fun and alcohol is usually their friend☺ There are two outcomes of drinking alcohol: It makes you hungry, and it gives you hangover. As a health-oriented food startup we decided to create innovative application which will make people’s lives easier at night and after. Interface of the application is super easy: on the main screen, you have option to push either “Hangout” or “Hangover” button and INEBE will take care of the rest. Application tracks the current location of our customer, therefore, we deliver the box wherever our client is (no need to enter any extra details like street address etc. which is especially convenient for tipsy tourists and locals)

**CAMPAIGN OBJECTIVE:** Campaign should increase awareness of the application and the innovative service proposed. Campaign should create trust towards the app, as users will have to share personal info/billing info to the application in order to use it when needed. Campaign should encourage consumers to share and actively engage in social media platforms. Make INEBE Night Box viral and trendy on digital media.

KEY MESSAGE	TONE OF VOICE
Get snack when you most need it with One click	Friendly, fun, modern

## CAMPAIGN KPIS

- App Downloads – First month 1500, increased by 15 % monthly
- Registered Users – First month 1200, Increased by 15% monthly
- Returning Customers – min 70%
- Facebook Engagement – First month 3000 engagement (comments, shares), increased by 15% monthly
- New Orders – First month 1000 Orders, increased by 15 % monthly

## AGENCY DELIVERABLES, MEDIA CHANNELS and BUDGET

**APP Design:** Simple, functional and engaging USD \$8000

**Box Design:** User friendly, comfortable design of both boxes, other packaging designs \$3000

**Communication Campaign:** Digital Media Strategy for the first year; Introductory Video about service; Viral Video Production \$20,000

**TIMELINE :** App should be launched at High season - July 2018