**Company Background. HDFOREX** is a leading Georgian forex (foreign exchange market) company, which operates on Georgian and international markets since 2014, with 5 branches in Georgia and, also represented in Almaty and Yerevan.

We provide electronic trading platform to our customers to trade with different financial instruments like currency pairs, gold, silver, oil and more than 10 Cryptocurrencies. We offer educational services in combination with market overview and analytics regarding forex trading for beginners and professional traders.

**Product/Project.** We are going to create **Traders’ Hub** consisting of several components:

* **Night-Traders Room** – Comfortable place where our traders are enabled to trade.
* **Analytical Room** – During weekends trading markets are closed - analytical room will be available for visitors where our analytical team will provide market overview.
* **Forex Cafe** – Place for our community members to communicate and just enjoy.
* **Currency/Cryptocurrency Exchange Booth** – Currency exchange booth with the best exchange rates on the market.

HUB opened from 8 PM to 8 AM. This is new business for night economics.

**Target Audience. Georgians:** Aged 25-44 residents of Tbilisi with average to high income who are trading on forex market; are related to cryptocurrencies; just have thrive to position themselves as having hard working busy lifestyle.

**Tourists:** For tourists aged from 25-44 who are in touch with financial markets and want to have some time in a place that is relevant and new for them.

**Key Insights**. **Georgians***: “You snooze, you lose”* • “*I am going to make some deal. Let’s call my broker and ask him what to do. Oh, it’s 3:45 AM.”* • *“Hello, I’m trader and I’am alone - wanna meet some people like me.”* **Tourists:** *“Wanna find some relevant place for new adventure and to chill out this evening.”*

**Campaign Objective. 1)** Build awareness of Traders’ Hub **2)** Create Forex Community

 **3)** Position HDFOREX as 24/7 supportive and customer-oriented company.

**Campaign KPIs. NRC** – Increase NRC for international segment by 30% during 3 months. • **NDC** – Increase by 40% during 3 months • **Actives** – Active customers increase by 30% during 2 months.  **HUB Loyal Visitors** – 10% of our existing Tbilisi customer base.

**Key Message. MONEY NEVER SLEEPS! //** **Tone of Voice:** Motivating; Energetic.

**Deliverables. HUB visual identity** (1.5 months before opening; PR concept (*Pre-launch*); **Viral video for digital to create expectations** (*Pre-launch*); Social media concept (*Pre-Launch/Launch*); Image video for digital (*Launch*); Outdoor (Launch); Sponsorship concept *(Launch).* Opening ceremony concept.

**Media channels. Digital** (FB; Instagram; Google; Forums; Travel advisor webs.)

**Outdoor:** (Tourist destinations in TBS) **Sponsorship** (For nightlife entertainment/cultural events)

**Budget.** HUB visual identity – 5,000$ • Viral/Image videos – 70,000$ • Outdoor - 5,000$ **­­­­­­**Opening Ceremony – 10,000$ • PR/Sponsorship/Social Media concept – 10,000$

**Timeline.** HUB opening on (3 of May 2019, 24:00) After Easter and at the start of tourist season. Campaign should be launched 14 days before the opening date. Duration – 2 months.