

## Company Background **Why do we exist?**

Brand - Giovanni Morra Slogan – Spread Your Inner Sounds!

To inspire young generation to show off their true & beautiful inner nature through colorful, outstanding clothes & accessories.

## Market Insights **What are the common challenges?**

City - Tbilisi **Residents** – Inert; Intolerant; Fashion Follower

The Soviet system & 1990's civil war preferred Tbilisians to go to bed at night & not to have fun due to morality or **safety**. Now this rigidity is not the law, but it's still habit. Otherwise, the residents of Tbilisi are unaware of human's fundamental rights or responsibilities, that's an additional reason to feel a lack of **safety** outside. Therefore, a huge majority of Tbilisians stay home at night.

**Giovanni Morra** – Despite the willing to buy colorful, outstanding items, customers still prefer ordinary ones, due to **safety** – trying to avoid being humiliated.

## Target Audience **Who are we talking to?**

Imagine being a digital native, fashionable millennial, from Tbilisi and:

- You study, you work, instead of having fun outside at night, you prefer staying at home safely
- You live with your family. You're an adult, but your mother still worries & calls you with questions: "Where're you? it's late!". If she doesn't do so, you still hear her voice, in your deep subconscious.
- You're a young adventure seeker, but still you've some barriers to fulfil your desires.
- You've obstacles to be outstanding, but you need a little kick & then you go.

## Our Solution **How do we make people feel safe?**

**Product – Security Vest with Articles from Constitution of Georgia**

- Conceptual, stylish, appropriate for nightlife
- With pockets
- With neon prints

What if we used security vest – a true symbol of safety as an alternative media with printed articles from Constitution, demonstrating human's fundamental rights & responsibilities?

Does it empower owner & make self-confident to come out? Does it remind the viewer of responsibilities? Does it sound educational? Does it sound cool?

## The Message **What is a single-minded proposition?**

Be Safe, Be Sound! You've the super power, you're the one who rules! You're holding a Lighstaber! Know it, spread it! Today you're a minority, but tomorrow you'll be the whole country!

## Tone of Voice **What is the desired tone and mood?**

- Direct
- Empowering
- Inspirational
- Educational

## Deliverables, Budget & Timeline **What're the frames?**

1 Feb 2018	17 May 2018 – IDAHOTB	20 May 2018	20 May 2018	25 May 2018
10 Different Visual Concepts of Vests	Organize Night Street Défilé with City Hall	Concept Explanation Video for Social Media	10 Posters for Social Media	Lifestyle Video for Social Media
\$5'000	\$8'000	\$3'000	\$3'000	\$5'000

Production Budget - \$24'000

Media Budget - \$5'000

## Media **Where can we reach our TA?**

- Facebook
- YouTube
- Instagram

## KPIs **What do we call success?**

- Défilé Attendees – 2k
- Video Views – 1 Million
- Est. Ad Recall – 300k
- Products Sold – 3k (3 months)

## Outcome **What is the final impact?**

- Increased product/brand awareness
- Increased knowledge regarding human's right
- Increased demand on outstanding items by 20%
- Stimulated night activities
- Increased perception of Tbilisi, as a safe city
- Increased perception of City Hall, as a night economy supporter

**Your Rights Got You Covered! Be Safe, Be Sound! Come Out.**