

COMPANY BACKGROUND: HANDY LTD is cleaning service startup operating on both B2B and B2C markets.

THE CHALLENGE: Our challenge is to boost the night time economy in Tbilisi and to position Tbilisi as 24/7 city. To strengthen Tbilisi's competitive standing as a tourist destination.

TARGET AUDIENCE: Tourists and residents in Tbilisi aged 18+.

KEY INSIGHTS:

- Georgian people have no habit to drop the rubbish in the rubbish bins.
- There is too many rubbish in the street, especially at night.
- It's too hard to find out 24/7 entertainment or cultural places for foreigners.
- Rubbish in the street make people to feel discomfort. In hence people deny to walk at night.

OUR SOLUTION: In collaboration with city hall we produce new product and service mix called "Sheni Khelit" (by your hands). It means bracelets connected to rubbish bins during dropping the rubbish and by the app we can calculate how many times did the person do it. We offer sale/discount/cashback systems from 8pm to 8 am to our customers up to 30% in the various entertainment or cultural places pointed in the app.

CAMPAIGN OBJECTIVE:

- Make Tbilisi clean city.
- Dropping rubbish in the rubbish bins to be the part of the culture.

KEY MESSAGE: Keep the city clean 24/7.

TOPE OF VOICE: Encourage – To make important changes, with simple/everyday language

DELIVERABLES/MEDIA CHANNELS/BUDGET/TIMELINE:

Digital platform concept - mobile app and web support concepts; **Media channel:** app store, iTunes, FB, Twitter, LinkedIn, Instagram. **Budget:** \$ 8 000; **Timeline:** 15.05-30.05

Design of visual materials: Icon of "Sheni Khelit", badges for bracelets, users, branding materials; **Media channel** – Social media, Outdoor banners, Stickers. **Budget:** \$ 6 000, **Timeline:** 30.05-14.06

Video for launch campaign - introducing new product and its benefits, focusing on environmental benefit of the product, **Media channel** - mainly for digital channels, **Budget:** \$ 10 000, **Timeline:** 14.06 - 30.06

Launch campaign:

- Pre campaign for launch – (Social media) \$3000, 25.06-07.07
- Launch presentation event - \$1500, 08.07
- social media campaign - Budget: \$ 3 000; 3 months after the launch

Total budget - \$31 500

CAMPAIGN KPIs:

- Sales – 10 000 units. (3 000 units via government, 7 000 units via online stores)
- 1 000 attendants at launch presentation
- Video views – 500 000 after one month
- Tags and shares (#shenikhelit) – 1 000 per month, during 4 months.
- App downloads – 5 000 in one week, 1 000 per week during next 5 months