Dear Reader,

Given the recent events in Tbilisi, our team considers it of utmost importance to include this manifesto to emphasize how de-motivated and disappointed we have felt while having to complete a brief/presentation that was supposed to symbolize what turned out to be a hypocritical, counterfeit initiative of the City Hall (and the local government) to support nightlife in Georgia.

What Giovanni would have done under these circumstances is joining the young cosmopolitan residents of Tbilisi in their protest by designing a symbolic product, such as the best-selling passport case portraying the creeping borders of Russian occupation, rather than an optimistic, dreamy accessory with an accompanying campaign that naively assumes full support from public officials. However, actions speak louder than words: since the very moment we learned about horrific incidents in and outside Bassiani, we naturally lost the enthusiasm and motivation with which we treat each new project and joined our peers in the street. Hence, we have not had time to work on a new concept, which will certainly be inspired by the recent happenings in the nearest future.

As we finalize the concept for submission—understanding very well that the Young Lions competition that we respect so much should not be affected due to utter irresponsibility and hypocrisy of our government—we regret not being able to address the topic from an up-to-date stance due to time limitations.

Sincerely,

The Giovanni Morra Team

EQUINOX WATCH by GIOVANNI MORRA #BEFRIENDTHENIGHT

**WHAT I DO AND WHO IT IS FOR (BRAND & AUDIENCE)**

Born in Riomaggiore, Italy, I have trotted the globe, gathering colorful sounds of freedom from sandy beaches of Goa to snow-covered peaks of Vermont. I fell in love with Tbilisi in an instant, where I now design colorful accessories for cosmopolitan residents and guests of Tbilisi—a diverse group of free thinkers and doers, open to experiencing and domesticating all the eccentricities of the world—just like myself. They are well aware of their cultural/historic background, and simultaneously up to speed with global trends and standards. A 30-something-year-old banker, and a wacky graphic designer that binge-drinks with buddies on weekend nights. A trendy stay-home mom, and a young expat running a dive bar in a basement of an old factory. We now share mid-day traffic jams and world-famous nightclubs, organic wine feasts and culinary adventures, creeping borders and Olympic champions. For some, nighttime means TV time with family; for others, it’s a reunion and birth of ideas.

**WHAT I’VE LEARNED (INSIGHT)**

The night is perceived as a negative space where crime and conflict are exacerbated, invoking images of hedonistic, alcohol-fuelled chaos and “useless”, “hedonistic” hooligans who mostly bring trouble.

Truth: **1.** Nighttime economy is as important as that of the daytime, improving the quality of life for all residents and visitors. **2.** My friends have ample intellectual resources to contribute. **3.** Accessories symbolize values & carry messages.

**WHAT I’D LIKE TO ACHIEVE (OBJECTIVES)**

Team up with local residents and the City Hall to break the stigma and establish *Equality of Day and Night*. Equinox occurs when the earth’s trajectory makes the sun perpendicular to the equator, making day and night of equal duration all over the planet (twice a year). This cosmic equality has been perceived analogous to human lives, symbolizing equality of rights and responsibilities. This is precisely when World Citizen Day is celebrated, which can turn into a massive citywide celebration of daytime and nighttime activities, and attract tourists to Tbilisi from all over the globe.

A separate neutral spot can be selected to serve as year-round premises for day/night activities initiated by Friends of the Night through my new social platform that will allow registration of new proposals, collaboration with like-minded residents, “talent donations” and funding (50% of profit from watches). An iconic solar-powered glow-at-night clock will represent the new premises and become a symbol of Friendship of Day and Night.

Product: Solar-powered, glow-at-night *Equinox* watches by Giovanni will become an inseparable attribute for “Friends of the Night”, as residents join the global realm of cities that do not sleep and give birth to diverse, vibrant nights filled with art shows, contemporary music performances, local food & wine expositions and more.

* **Drive Citizen Engagement:** Inspire, Engage, Celebrate.
* **Enhance Brand Equity:**  “Cosmopolitan brand that shares my interests & tastes, passions & pain.”
* **Drive Volume: >**2,500 watches sold (~$126,000)**.**

**REASONS TO BELIEVE**

* Accessories tend to be a sort of a medium for self-expression, for self-identification.
* My passport case symbolizing Russian occupation was a huge hit.
* Tbilisi City Hall is eager to support local businesses to help develop nighttime economy.

**MY CHARACTER** **TONE OF VOICE MY MESSAGE**

Cosmopolitan, Daring, Inclusive, Activist Emotional, Engaging, Coloquial #BefriendTheNight

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WHAT/WHEN YOU’LL DELIVER \* *Please, share retro timing for Social Platform, Campaign Video & Media Plan Submission*

* **Viral pre- campaign** to instigate conversations around nighttime stereotypes and to engage my audience in the establishment of a new tradition (Equinox Day) - **$3,000**;
* **Produce Campaign Video** - **$5,000**.­
* Propose potential locations for the Iconic Equinox Clock + Clock mock-ups - **$1,800**;
* **Design** & **Develop** the **Social Platform** (Creative Copy included) - **$5,500**;
* **Digital Media**/**PR Plan** (Influencers included) - **$4,500** (+ potential matching from City Hall).

