

EXTRAORDINARY STATISTICS

Don't panic.
Statistics prove that you will be safe.

Summary

There's almost 100% of probability that skiers who plan to visit Gudauri will definitely see the ski lift accident news. But that's okay, because our campaign will turn their negative thoughts into positive by providing them with extraordinary comparative statistics right in the moment they find out about the incident.

Creative Insight

Accidents do occur, but media outlets give them so much attention, you immediately turn on negative thoughts that they **happen all the time and they will happen to you**. Most fears boil down to a lack of understanding, and in those situations knowledge really is power.

In fact, chance that an incident will occur again is so small compared to the odds of some other facts that it's a bit hilarious.

Solution

Skiers tend to make a research during the decision making process: Watching some videos on Youtube, Googling, overviewing. Once they search Gudauri, they come across the extraordinary comparative statistics with the idea that **many other unbelievable things are more likely to happen compared to Gudauri ski lift accident**.

1. When asking **Google** if "Gudauri is safe", skiers will be responded by famous skier Fabian Lentsch with specially recorded video for our campaign via **new platform of "Google celebrity answers"**
2. When watching the accident video on Youtube, skiers will see the mid-roll showing extraordinary statistics.
3. Comparative extraordinary statistics will be also spread on **Boredpanda** to improve search results in search engines.

How will it work

- We create dozens of comparative statistics which are distributed to various digital channels to reach the relevant audience.
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Statistics prove, it's more likely that

CROW STEALS YOUR GOPRO

while you are resting in Gudauri,

than ski lift accident occurs again.



1. Google

2. YouTube

3. boredpanda