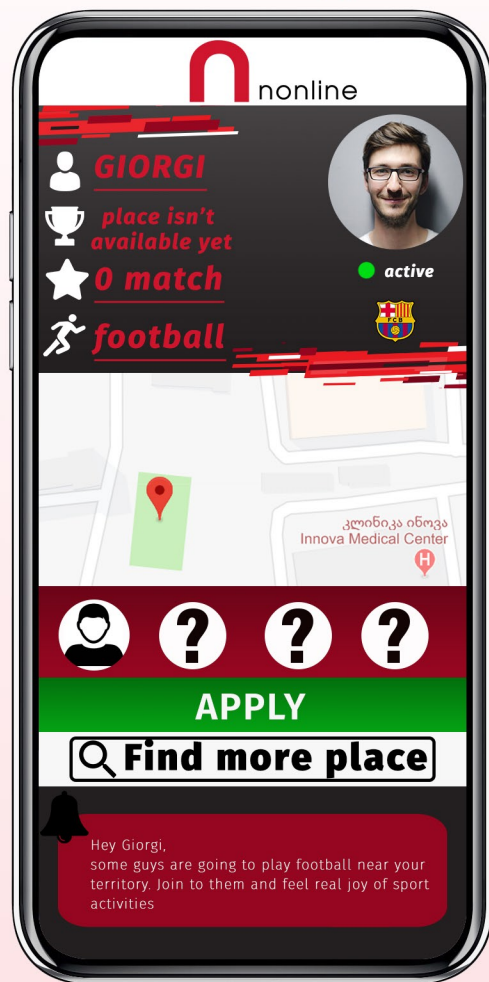


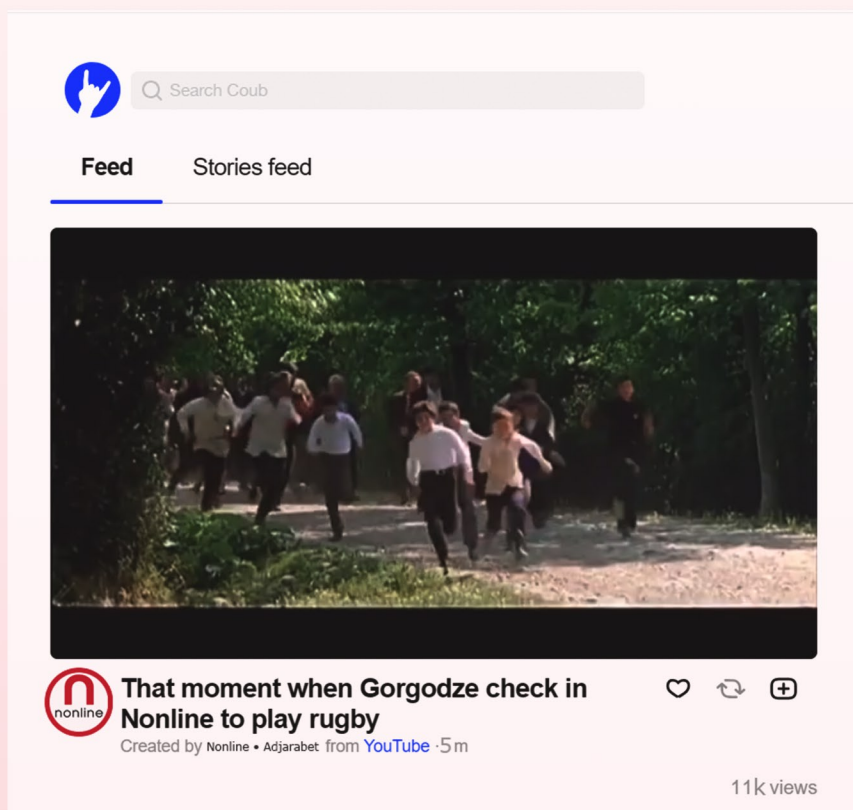
Mobile App



Facebook



Check In Nonline



coub.com

adjarabet.com

Campaign Summery

In Georgia, sports are extremely popular. However, unfortunately this love is mostly presented in the support of certain clubs or individual athletes and does not cross over to actual physical activity. That's why people cannot fully realize what it's like to be a true sports' fan. With the help of our beloved athletes involved in our campaign and this app our target demographic will leave their houses, get away from online spaces, go outside to football fields and tennis courts and be involved in group games.

Creative insight

We decided to create an app called **Nonline** which help target audience get up and go outside. People registered will have accounts, they will choose their preferred sport and start looking for other players. If Giorgi wants to play football, he can share his preferred time and place. Other people nearby, will receive this information and they can play together. Every registered person will receive fun messages encouraging to take part in more activities in accordance to his activity rating. During the first step of the campaign, we will invite different sport-influencers to take part. Through Facebook we will spread the information that it is possible to play with the exact athlete you support and look up to using this app. The campaign must become viral, which is possible with the help of these influencer's Facebook LIVES. After the match they will post their pictures with the hashtag **#myNonlinefriends**

Solution

Our platforms, technology and tools are based on the target audience behavior
Facebook – the most popular platform in Georgia. Target audience spends huge amount of time scrolling in the news feed. On Facebook it is important to have not only creative and motivating posts, but also Pixel ads, which will take us to frequent users of Adjarabet.com and Adjarasport.com.
Mobile application – mobile devices are especially frequently used by Georgian consumers. That's exactly why we created this mobile application called Nonline. This app will help us establish direct, continuous communication with our users and retain them as followers long-term.
Coub.com – in Georgia, just like everywhere else, coubs are a bouquet of fun and creativity. Our target audience especially loves watching humorous videos, that's why from the day of the campaign launch, we will be actively utilizing coubs.

How does it work?

The campaign targets the audience spending a lot of time on Adjarabet websites. They can take part in friendly matches, get to know new people and realize, that there's a place for them in sports not only as a supporter, but as a player too. This campaign attacks online and forces its target audience to go outside, gives them opportunity to meet their favorite Georgian athletes and play with them, to make new friends for the future, with whom they have common interests. The viral nature of this campaign will be achieved with coubs and spread hashtags by influencers. By this campaign everyone will be able to take part in friendly, unofficially put-together matches.

nonline

nonline