Mobile App



Facebook

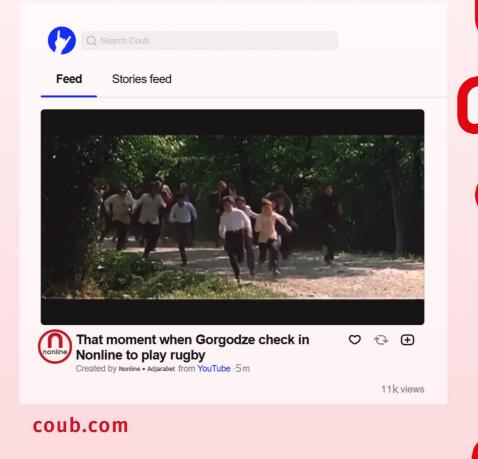


Trick Kashia

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nonline Install Now

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 or inaiviaual arnieres and ages not cross
over to actual physical activity. That's why over to actual physical activity. That's why people cannot fully realize what it's like to people cannot july realize what it is, 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 target aemographic will leave their houses, get away from online spaces, go outside to football fields and tennis cords and be involved in group games.

Solution

Our platforms, technology and tools are based on the target audience penavior

Facebook - the most popular platform in Gergia. Target racebook - the most popular platform in vergia. Target audience spends huge amount of time scrolling in the news food On Facebook it I important to have not only creative as auaience spenas nuge amount of time scrolling in the news feed. On Facebook it I important to have not only creative and motivating posts, but also Pixel ads, which will take us to motivating posts, but also pixel aas, which will take us frequent users of Adjarabet.com and Adjarasport.com. requent users of Adjarabet.com and Adjarasport.com.

Nobile application - mobile devices are especially frequently Mobile application - mobile devices are especially frequently used by Georgian consumers. That's exactly why we created this mobile application called Nonline This and will halo use this mobile application called Nonline used by Georgian consumers. That's exactly why we created this mobile application called Nonline. This app will help us this mobile application called Nonline. Which our users are application to the continuous communication with our users are applicable of the continuous communication with our users. establish direct, continuous communication with our users and retain tnem as jollowers long-term.

Coub.com - in Georgia, just like everywhere else, coubs are a coub.com - in Georgia, just like everywhere else, coubs are a coub.com - in Georgia, just like everywhere else, coubs are a coub.com - in Georgia, just like everywhere else, coubs are a coubs.com - in Georgia, just like everywhere else, coubs are a coubs.com - in Georgia, just like everywhere else, coubs are a coubs.com - in Georgia, just like everywhere else, coubs are a coubs.com - in Georgia, just like everywhere else, coubs are a coubs.com - in Georgia, just like everywhere else, coubs are a coubs.com - in Georgia, just like everywhere else, coubs are a coubs.com - in Georgia, just like everywhere else, coubs are a coubs.com - in Georgia, just like everywhere else, coubs.com - in Georgia, coubs.com - in Coup.com - In Georgia, Just line everywhere else, coups are a bouquet of fun and creativity. Our target audience the day of loves watching humorous videos that's why from the day of retain them as followers long-term. Douquet of Jun and creativity. Our target audience especially loves watching humorous videos, that's why from the day of the campaian launch, we will be actively utilizing could the campaian launch. toves watching numorous videos, that's why from the day the campaigh launch, we will be actively utilizing coubs.

Creative insight

We decided to create an app called Nonline which help we aeciaed to create an app called Nonline which nelp target audience get up and go outside. People registered will show a start will show target augience get up and go outside. People registered will have accounts, they will choose their preferred sport will have accounts they will choose the classic many and start looking for other plantage. will nave accounts, they will choose their preferred sp and start looking for other players. If Giorgi wants to and start looking for other players. If Giorgi wants to play football, he can share his preferred time and place. play Jootball, ne can snare his preferred time and place of the people nearby, will receive this information and they can play together from positions and they can play together. Other people nearby, will receive this information and they can play together. Every registered person will receive the next in more case and are the next in more case. tney can play together. Every registered person will receive fun messages encouraging to take part in more activities in accordance to his activity rating. activities in accordance to his activity rating.

During the first step of the campaign, we will invite During the first step of the campaign, we will invite different sport-influencers to take part. Through aifferent sport-influencers to take part. Inrough facebook we will spread the information that it is 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 look up to using this app. the nelp of these influencer's Facebook Lives. After the match they will post their pictures with the hashtag #myNonlinefriends

How does it work?

The campaign targets the audience spending a lot of time on Adjarabet websites. They can take part in friendly on Aujuravet websites. They can take part in Jrienaly 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 place for them in sports not only us a supporter, put as to player too. This campaign attacks online and forces its player too. 1915 campaign actacks online and Jorces its target audience to go outside, gives them opportunity to meet their favorite Georgian athletes and play with them meet their juvorite deorgian athretes and play with they have to make new friends for the future, with whom they have to make new friends for the future, with whom they have common interests. The viral nature of this campaign will be achieved with course and spread backtons by industrial course and spread by in 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.

