

## CAMPAIGN SUMMARY:

We think about attracting world-class athletes in Georgia to encourage the target audience to engage in sports activities and become the real supporter, but for this they have to overcome some small obstacles.

## Creative insight:

We decided to physically boost the sport fans as they are mainly watching the sports news on social networks or TV and they are not involved in sport activities. By bringing famous soccer, basketball and tennis athletes to Georgia giving the opportunity to their fans to play with legends and gives the chance to fully embrace and realize the joy of being a full fledged sports supporter

## Solution:

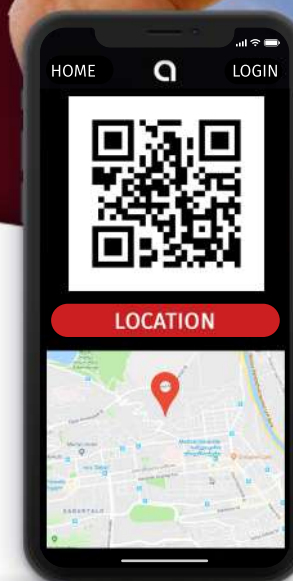
We decided to use one of the social platforms - Facebook. It gives the ability which helps the audience to learn about Facebook Live and video. Here we will introduce athletes we invited and they will provide the information about the participation. With the video, athletes urge players to play with them, but for this they need to go through several stages, about which they will be informed by the QR code located on Adjarabet platform. Here is where you start, some exciting stages of the game that you get through the app. At each stage, players will have to go to different locations, open a new QR code and overcome other interesting stages. After three stages, will be selected first two winners, who overcame these obstacles in the shortest time and they will be get the honor to play with the legends of the world.

## How does it work?

We believe that world-class athletes (legends) are very valuable for our target audience and grant the great value to their opinion. Therefore, this campaign will work, on the one hand, because these people will meet a very interesting path, and on the other hand, the result will be unforgettable for them. In our opinion, many people will join the campaign and will wish to become not only a fan, but also the full fledged sports supporter.



# PLAY WITH YOUR IDOL



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