

# #BeatYourIdol

## CAMPAIGN SUMMARY

We want to trigger sport fans to beat their favorite football players in running, based on the players average distance covered in a match and give people motivation to do it for two purpose:

One, become a member of the fictional team - F.C. Adjarabet.sport, which will be the first ever Georgian team, which beats F.C. Barcelona in some way. And the team will be attended Barca's indoor matches.

Second, become a member of the virtual team - F.C. Adjarabet.sport in PES and FIFA 2020.

## CREATIVE INSIGHTS:

We identify that football is one of the popular sport in Georgia and one of the hot topics for discussions. Additionally, Barcelona has the biggest fan club in Georgia, called Barcamania.

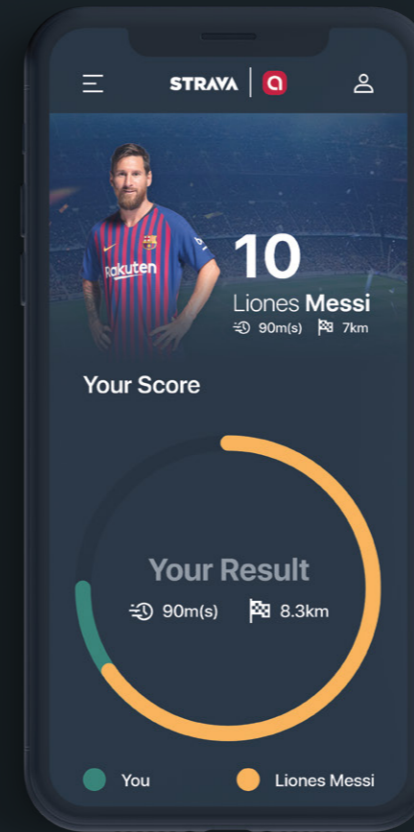
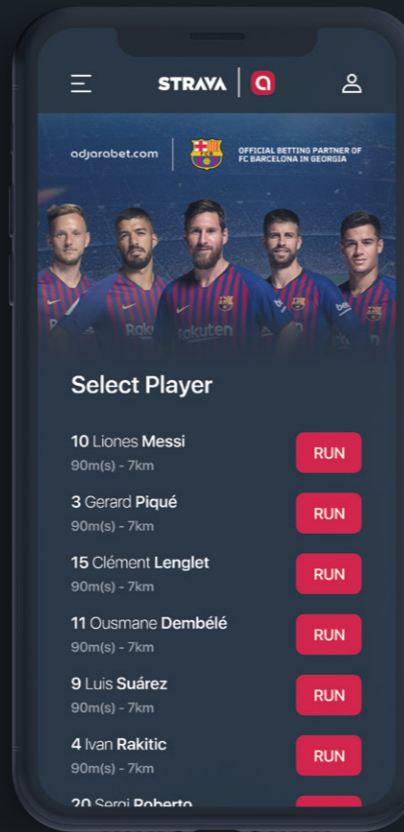
It is well-known that vast majority of sport fans like playing PES and FIFA along with their community. May they are not physically involved in any sport activities but we believe, people will start working out if we motivate them and commit them that their physical activity will be proportional of their rewards, set by Adjarabet. For example, attending their favorite matches.

## SOLUTIONS:

Collaboration with #1 running app - **STRAVA** we will create additional feature for Adjarabet. Everyone will get a chance to defeat Messi :) based on his average distance covered in a match and get into the dream team, called F.C Adjarabet.sport with best runners, who will go to Camp Nou stadium.

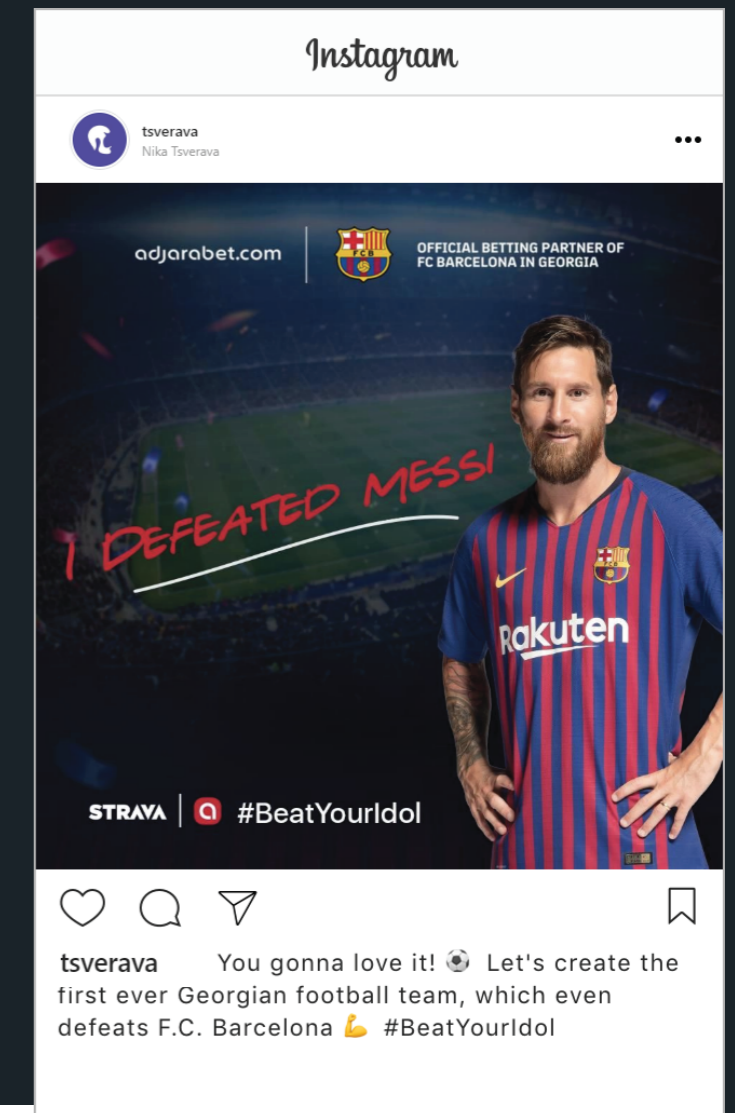
On the other hand, working with KONAMI and EA, we will create 11 characters of those dream team players and make the fictional team virtual as well for PES and FIFA.

In order to catch the attention of the target audience, we will reach out Barca's biggest fans on their main website - Barcamania.ge. User-generated content will encourage the community to share their activity in social media with the hashtag - #BeatYourIdol. Channels include: Facebook, Instagram, Google Search.



## HOW IT WORKS:

- Login or register to Strava and go to Adjarabet.sport section, where you can see average distances covered by Barcelona's player in a match
- Start running and trying to defeat your idol. If you don't like your results, keep trying, keep trying!
- Share your results to social channels with hashtag - #beatyouridol, expressing your excitement, encourage your community to take a chance. And make a wish, that you will become a member of the semifictional-virtual football team, F.C. Adjarabet.sport.



## Beat your favorite football player - #BeatYourIdol

[www.adjarabet.com/](http://www.adjarabet.com/)

You gonna love it! Create the first ever Georgian football team, which even defeats F.C. Barcelona. Become a member of the virtual team - F.C. Adjarabet.sport in PES and FIFA 2020.