

SWAP THE ROLES

Make them bet on you!

Creative Insight

Euphoria of cheering for your favorite team is very unique and irreplaceable. Every lover of sport experienced the feeling of cheering for someone, but have they experienced someone cheering for them as hard as they do for their team?

In order to fully embrace the joy of being a supporter, we want them to experience the similar feeling. Usually people go bonkers from even the smallest activities towards them from their idols, such as liking their post on the Instagram or just noticing them in any way. What if their idols cheered for them? Wouldn't that be breathtaking? I BET it would be! Hey, why not also make them experience the betting too, but from the other side? In this case, without the real money of course. Basically we will swap the experiences of the players and the fans, but through a very unusual way. Let's throw some balls!

Solution

Yeah, scoring a three pointer is cool, but putting a ball through a hoop from a Mtatsminda Tower is epic. We want to lure people into sport activities by an uncommon methods, which are trick-shots! We will have daily trick-shot challenges connected to football, basketball, tennis and rugby (Hit as many crossbars as possible consecutively, make a longest blindfolded shot, hit a moving object with a tennis racket and so on). We will set up a basketball hoops and other needed equipment on the spots where the challenges will take place so participants can shine bright!

There will be a camera that will capture your diligence and if you nail the shot, video of your success will be uploaded on Adjarabet website, Facebook and Instagram accounts.

How does it work?

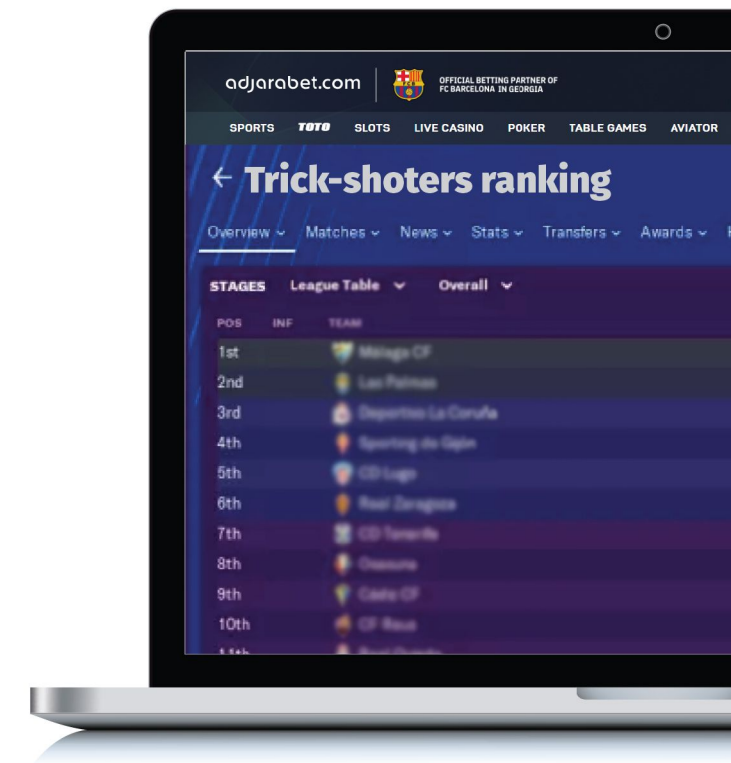
By nailing the trick-shots you will win some BetCoins on our website, which can be spent on prizes that will come in handy if you decide to continue your sport activities, wink-wink. In the scope of CSR you will also have an option to donate them to a children who are in a need of sport equipment. Higher ranking you have, higher the chance that a pro-player will bet on you, what an excitement would it be if Pachulia made a bet on you! Best trick-shots from the Facebook or Instagram will go viral, which will involve even more people. We believe that daily trick-shot challenges will gain traction due to being something new and easy to participate in. In the final week, we will have a very special competition where superstars like Kashia or Basilashvili will come personally to support top 10 performers from each sport field based on their success from the website.

Facebook



adjarabet.com

Web



Instagram

