

# This Could Be You

## SUMMARY

Most of the young Georgian men are actively involved in sports, but are mostly lazy to do any by themselves. They tend to either watch their favorite team's game live (mostly online), or pick the week's most important/entertaining highlights, whether it is football, basketball or something else and go over it during the weekends.

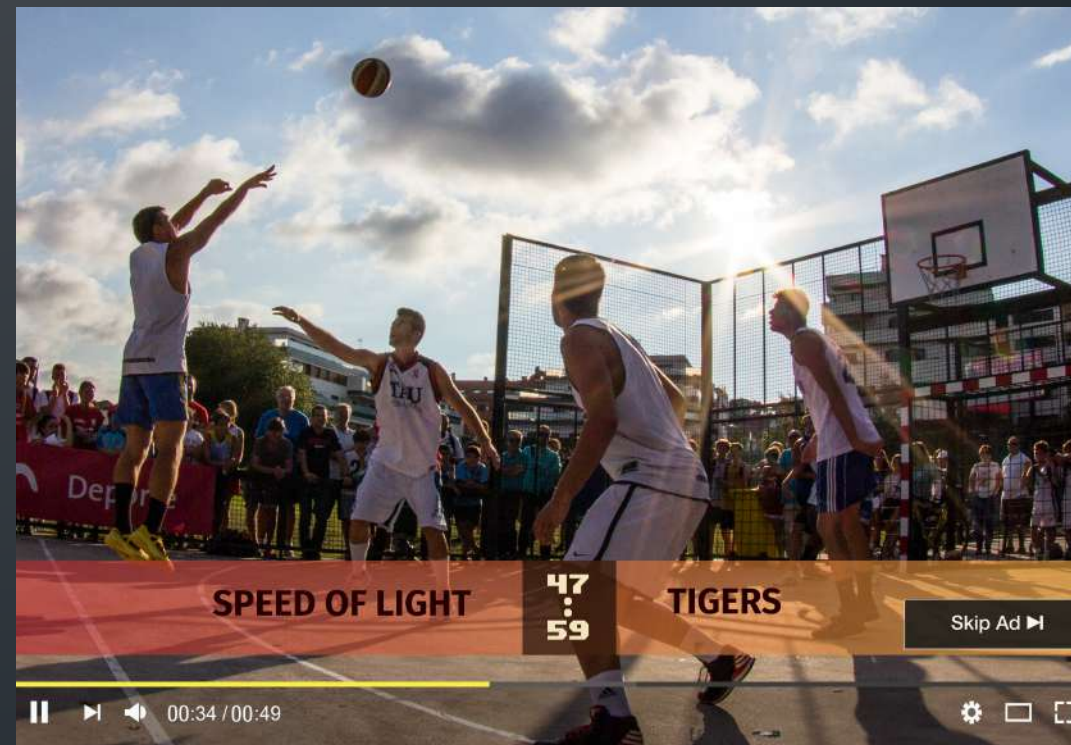
Our campaign aims to show the young Georgian men that amateur teams rather enjoy playing their favorite sport and what's more is that they even succeed in it. The amateur games' highlight videos emphasize the ease of getting involved in sport activities, telling the target audience that "those players can be any one of you".

## CREATIVE INSIGHT

Nowadays, social media (especially video platforms) is the main source of news for the sports' fans. They watch and discuss their favorite sport's top highlights of the week. However, they somehow still feel distanced from the sport when it comes to actually playing and doing the sport itself. The sports' fans think that they're not good enough, like world-famous athletes and this game is "not for them". We want to prove them wrong. Via this campaign they will witness how the amateur players entertain themselves, score goals and celebrate the victory, as if it is the most important match in the world right now. This will encourage them to create a team of their own, arrange a match and simply play one.



PLAY YOUR FAVORITE GAME  
AND SCORE YOUR OWN GOALS



## SOLUTION

Our target audience enjoys watching games and highlights online on YouTube, Sport.Adjara.com or Facebook.

Thus, this campaign will use interest categories on Facebook and YouTube to target users based on their sport interests (Football, rugby, basketball, tennis) and show them the highlights of amateur league matches. On sport.adjara.com, these videos will be uploaded under the respective website category among the actual sport match highlights.

Once our target audience gets curious about why these highlights appeared on the internet, we will direct them to sport.adjara.com website category - Amateur league, where one amateur league will already be on and they can see the team scores, standings and video highlights, as well as register the team and participate.

## HOW DOES IT WORK

1. Before launching the campaign, we will gather enthusiast players to create at least one amateur league per famous sport and record those matches' videos for the campaign.
2. We will produce short (15-30 s.) videos of the amateur league match highlights. They will be placed on Facebook, YouTube and sport.adjara.com, as a first viral wave of the campaign. Target audience will most likely discuss and share the games as it can be an innovative.
3. For the second wave of the campaign, we will target those, who engaged with the first videos, show them new game highlights, but now with the key message: "This could be you!" and the link to the website's landing page.
4. Integral part of the sport.adjara.com website will be the team registration form, where after registering, teams can participate in leagues or send challenges of the friendly matches to opponents without any hassle.



