



Summary:

In order to involve as many proud sports fans as possible in our Super Ball challenge, we decided to use provocative question and reach them in a social media.

Insight:

In Georgia when it comes to the match, sports fans make a dozen comments. It's like a #fanfact – they always criticize players: 'I could do that even in my dreams', 'what kind of passing that was?', 'what's this, what's that?'. (Sorry but, what?) Seems like they believe they know everything about sports. But what about the real experience? Somehow fans can't imagine how difficult it is to make real movements. It's always easy to evaluate someone's action but hey, what about repeating it?

By bringing their theoretical responses into question, we will touch the most sensitive thing for fans – their honour. So, we will create the Challenge for fans which makes clear that there is only one type of true supporter.

Solution:

We will create a website, in which we will personally challenge sports viewers. There will be a series of goals that users must achieve to bring back the honour of supporter. In case of success participants will receive a Super Ball Cup and they will be able to connect with other SuperBallers, create new team and play together in real life.

- 1) We are going to spread some funny videos on the failures of popular sportsmen. If someone makes a negative comment, we are going to ask him: "Hmm, Do you have any balls to prove you can better? And challenge him by giving the link where he can match for match.
- 2) Mid-rolls on popular youtube failure videos will remind them the same question * once more, Do you have any balls to prove you can better?
- 3) Videos on the iconic sportsmen's failures will be put on our "Instagram story" asking them, "can you do this better?"

How does it work

- 1) By touching fans dignity
- 2) Through the entertaining challenges where users can prove their sport skills in a fun way.
- 3) Sharing their videos where their cool performance is shown.
- 4) Giving them the ability to create new teams with other SuperBallers

Challenge will become viral and most of Georgian's will try to prove us that they have real SUPER BALLS.

Super Ball!

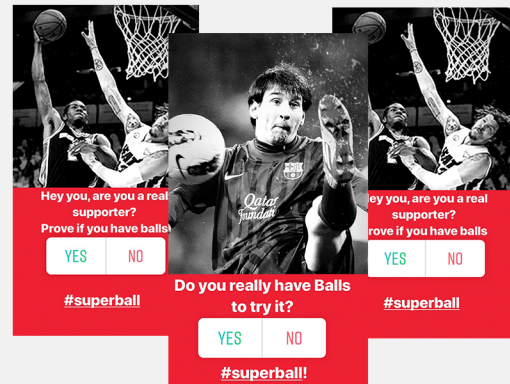
Do you really have some balls?

**your ball,
your honour,
and your very
own challenging
championship**

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