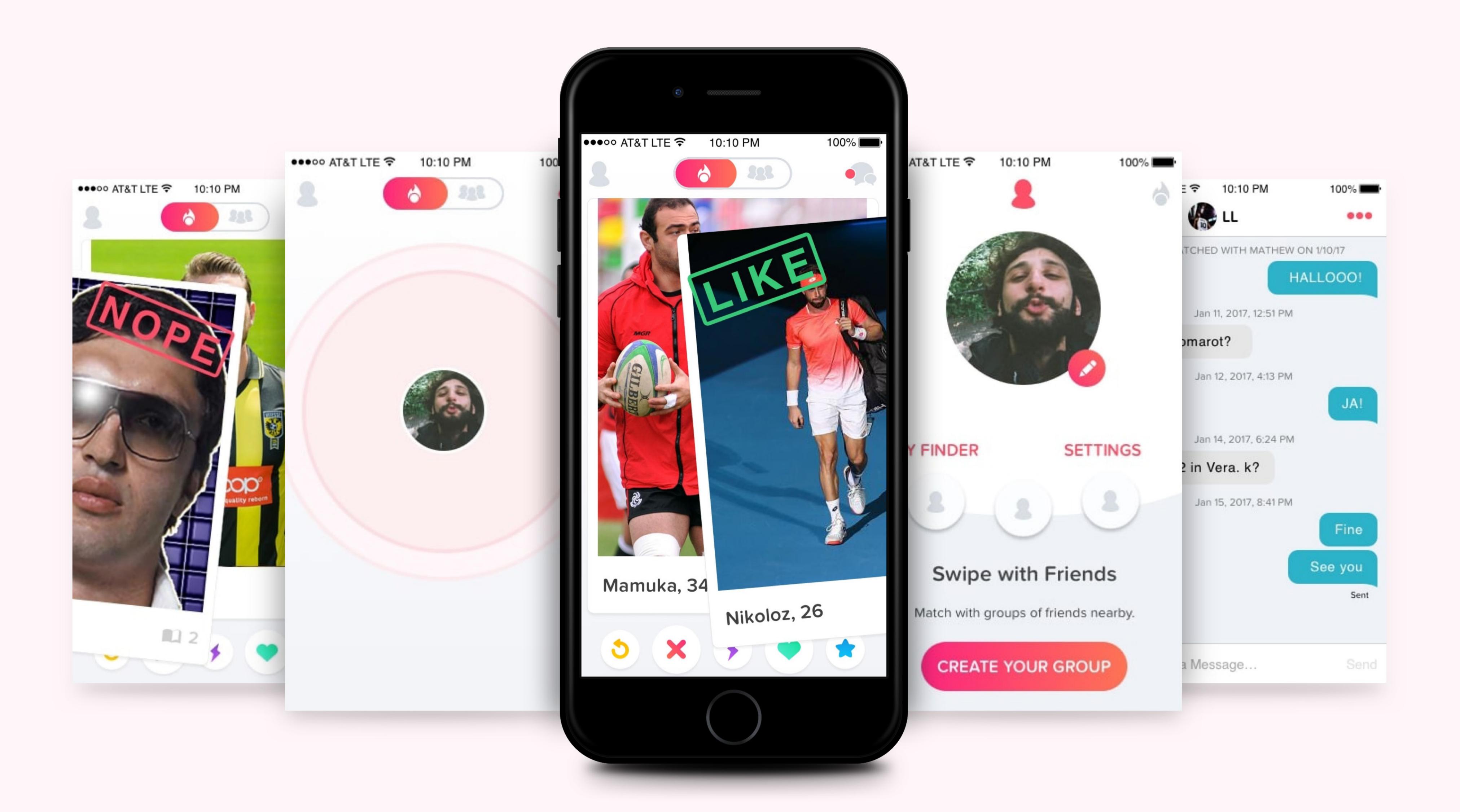


# finder Its a Match!



YOUR FAVORITE ATHLETES JUST A SWIPE AWAY!

# CAMPAIGN SUMMARY:

The digital campaign that gathers online sport supporters outdoor, by using the hottest application, which allows users to swipe, group chat, match and finally play in teams with new friends and well-known Georgian athletes in the neighborhood.

# CREATIVE INSIGHT:

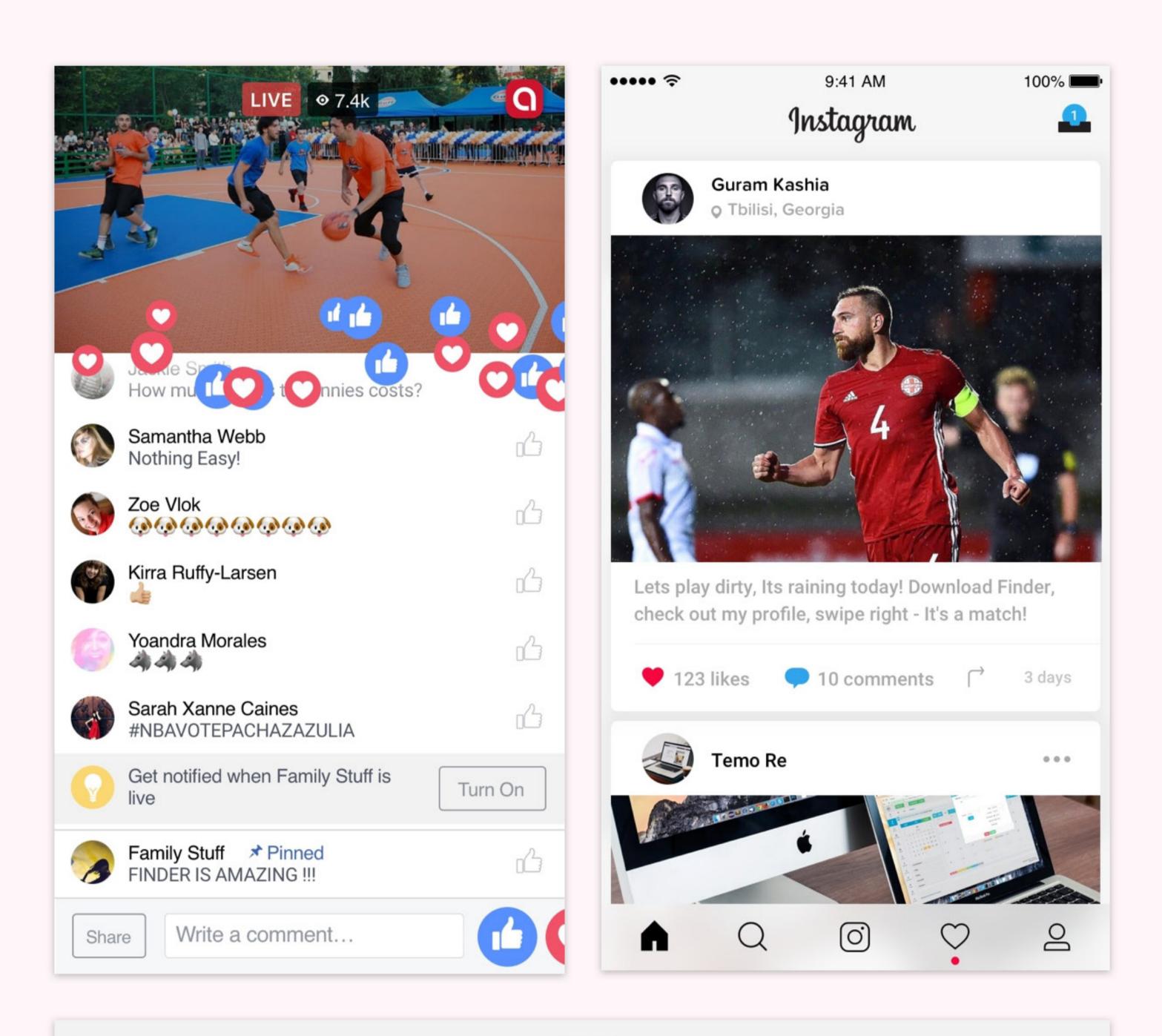
Our target audience mostly spends time online: betting, actively discussing sport news online and engaging with their favorite athlete's content in social media, but its the opposite in real life. Sedentary, all-time-home lifestyle makes them introvert, loner types of persons, who have a lack of confidence and who might find it hard to socialize in real life.

What can we do to help them to participate in team sport activities and discover new friends who are in nearby neighborhoods?

## SOLUTION:

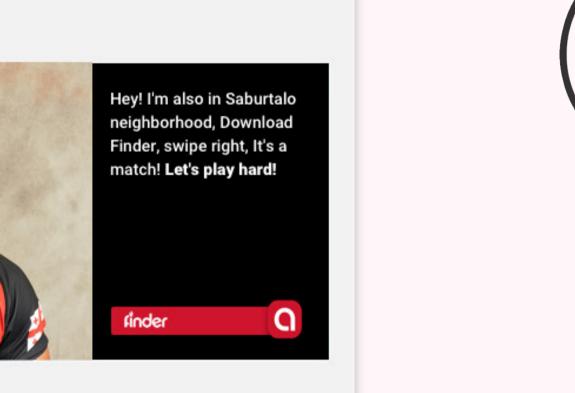
Finder - location-based application, allowing users to find teammates nearby. Result? It's a sports match! In real life, with their favorite athletes and a bunch of new friends.

- 1. We will partner up with the famous Georgian athletes to promote application on their Instagram and Facebook profiles and encourage our TA to download the app, in order to match the athletes and play with them in real life.
- 2. By using location and interests tartgeting, we will reach our audience on the Google display network, which will show users famous Georgian athletes in the neighborhood, as an opportunity to match and play with them.
- 3. Sport match events will be live streamed on Adjarabet facebook page, to show the joy of sports supporters while sharing the field with amazing athletes.











### HOW DOES IT WORK:

By using the famous Georgian athlete's social media profiles, we will reach the maximum of our target audience. Who will say no to meet their icons and plenty of new friends, especially if they are so close to them? The only thing users need is a tricky pick-up line to spark a conversation. Most importantly, playing next to their favorite, world-class athletes, will make our target audience feel like an athlete themselves and fulfill their confidence for their future physical activities.