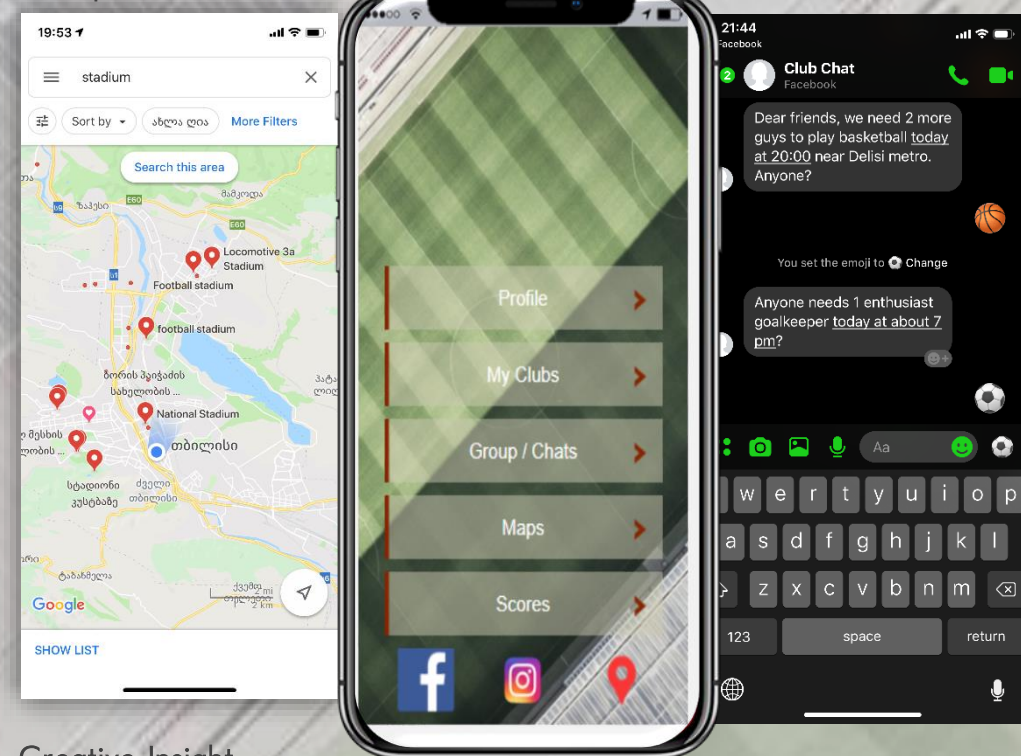


# WHY DID YOU GIVE UP YOUR CLUB?

## Campaign Summary

Nowadays sport supporters in Georgia watch popular sports but rarely play because they lack (either) enthusiasm, (or) amenities (or) partners. Let's provide all of that.

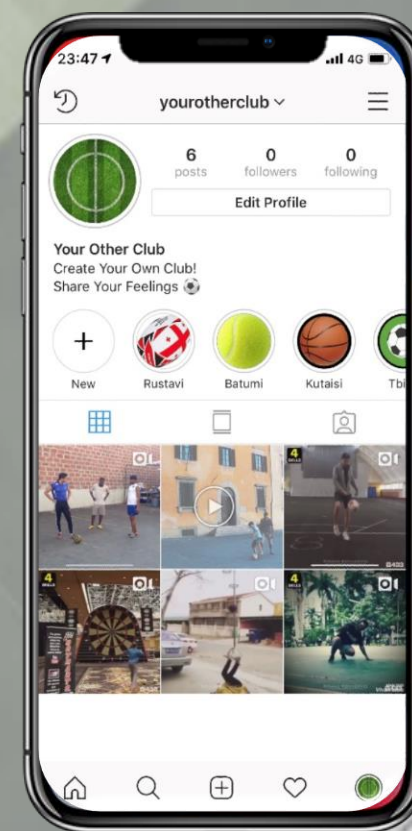
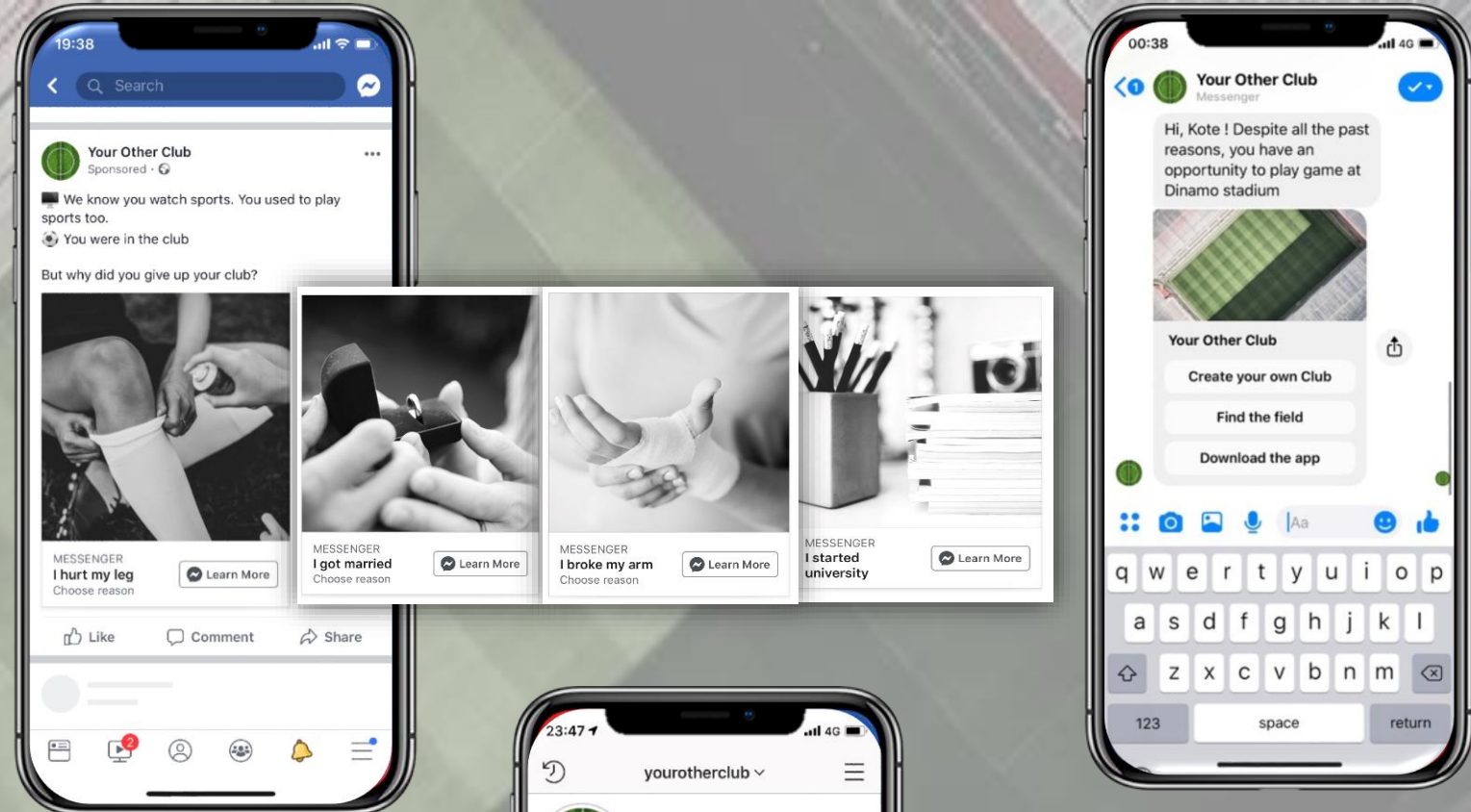


## Creative Insight

Almost everyone played sports as a kid or teenager. Ask a random 18-45-year-old Georgian guy who actively supports popular sports about his personal sport life and the chances are high the answer will be "if not only my injury/ marriage/ career..", Georgia would have had one more sport pro. Alas! But no worries. The covered reason for playing sports in streets is the joyful process, not the professional achievement. It's about dude jokes, soft injuries and not perfectly mastered sport techniques. They USED TO feel the game by communicating with mates of similar passions and shared interests. They USED TO be a part of this life club.

## Solution

Introducing "Your Other Club" Mobile App, which provides transformed offline entertainment experience for the country. The app encourages establishing communities and play real life outdoor sports wherever and whenever it's suitable for them. "Your Other Club" is the digital platform where you can find available sport partners to play with, create your own profile, sport club, add, invite and remove members, schedule games, book stadiums, challenge other clubs and compete for weekly leadership. QR codes for the app download will be attached to the sport areas across Georgia with Google Maps pins added. At the end of the 1<sup>st</sup> week, 10 leader clubs will have an opportunity to face each other at the Boris Paichadze Dinamo Arena, translated live on digital platforms. At the end of the 2<sup>nd</sup> week another 6 leader clubs will meet at Kutaisi stadium.



## How it will work?

In order to warm up our yet cold target audience, our Facebook page "Your Other Club" will publish several videos in which different people will tell their stories explaining what street sports meant to them years ago, what are the associations and feelings and why they stopped playing in streets. 18-45 Men, living in Georgia, interested in sports will be targeted with these video ads. Using Facebook remarketing tools we will use carousel ads to reach engagers and bring traffic to the app install landing page. Messenger will serve as a medium in the traffic funnel for more sophisticated, personalized user experience. Instagram will be the place for user-generated daily content. App Pop-up notifications with deep links will retain app downloaders by showing nearby matching suggestions (location/partners).