

Insight

There are around 550K Georgians who actively support various sports and live through happiness and grief with their favorite teams. Though they never engage in physical activities themselves, you can most certainly hear them say: "Even I could do it!" Sadly "hold my beer" part is nowhere to be found. In order to motivate the sports fans uphold their hyperbolic claims, we will aggressively "hold their beers" and urge them to engage in physical activities and do it like a pro.

Solution

Most of the avid sports fans are bettors and bettors always use automated payment machines (Paybox, Express Pay, TBC pay). We decided to use this to our advantage.

On the first of June, payment machines will start issuing different challenges to Adjarabet users, who try to deposit money to their accounts. Not just any challenges, but special physical activities which famous athletes perform and they claimed they could do it at least once.

Examples: Outrun Cristiano Ronaldo, Dribble through the crowd like Leo Messi, Beat the buzzer like Lebron James and so on...

We will film the challenger videos and upload them on Adjarasport where everyone can view themselves trying, while positive results will be rewarded with different bonuses on Adjarabet.

How Will It Work?

When the bettor fills up his credentials to deposit money through an Automated Payment Machine, he will see the texted challenge integrated with the location: "Next APM is 100 meters away from you, Cristiano Ronaldo would easily reach it in 17 seconds. If you manage to do the same, you'll get a bonus on your account."

To further promote the campaign, (since the challenges will be genuinely hard) we will post videos on facebook and youtube, advising people to engage in similar physical activities and stay in shape as this is the only way to go toe-to-toe with famous athletes and get rewards.

As more and more people get involved, we will launch the mobile app to immortalize their achievements like the feats of the professionals and further motivate them to stay in shape and get rewards on Adjarabet with different challenges that famous athletes complete on a daily basis.

BE(T) LIKE A PRO

So you are saying you can do it like a pro? Prove it.

