



## GAME REPLAY This game is far from over.

### CAMPAIGN SUMMERY

With this campaign we set out to close the gap between being a sport's fan and engaging in sports yourself to create an army of full-fledged sports supporters who cheer for their teams by actually playing their game.

### CREATIVE INSIGHT

People are super invested in their favorite sports teams and players and strongly identify with their victories and defeats. Watching a game gives us sense of team effort, belonging and the experience of victory through proxy. That's why we know for sure a lot of football fans will have heated arguments about the results of big game after the finale of the UEFA Champions league on 1st of June.

### THE SOLUTION

We will predict the overall topics that will be discussed during these conversations and set out a crawler to analyze content on Adjarabet owned platforms and their social media as well as the social media of the competition (Popsport, Leadersport, etc). The software will determine the most hardcore fans on both side and assemble multiple 14 people teams that will go against each other to replay the original game to confirm or dispute the result.

The fans will receive a video invitation in the same comment section where they were having the discussion. The video will feature player from their team prompting them to either avenge their defeat or reaffirm their victory in full-scale football game, which will take place at the Lokomotiv Stadium. The ones that accept will be in and the ones who decline will be automatically substituted by sending extra sets of invitations.

In the weak two we will proceed with exactly the same mechanics for the finally for NBA in US and Canada.

### HOW IT WILL WORK

Each game will be promoted through Adjaranet owned platforms as well as mentioned as a commendable fan action on the Facebook page of their team with Geo targeted post.

The games will be open to public and streamed live. After the game we will reward the best player voted by the viewers, most scores and best keeper with tickets to their teams next game, the rest of the players will receive their team's original uniforms. All the generated content will be shared though the owned platforms. This will harness the fandom dedication and convert it to an actual physical football games people can enjoy. The online communities of players we create will continue long after the campaign is over.

