



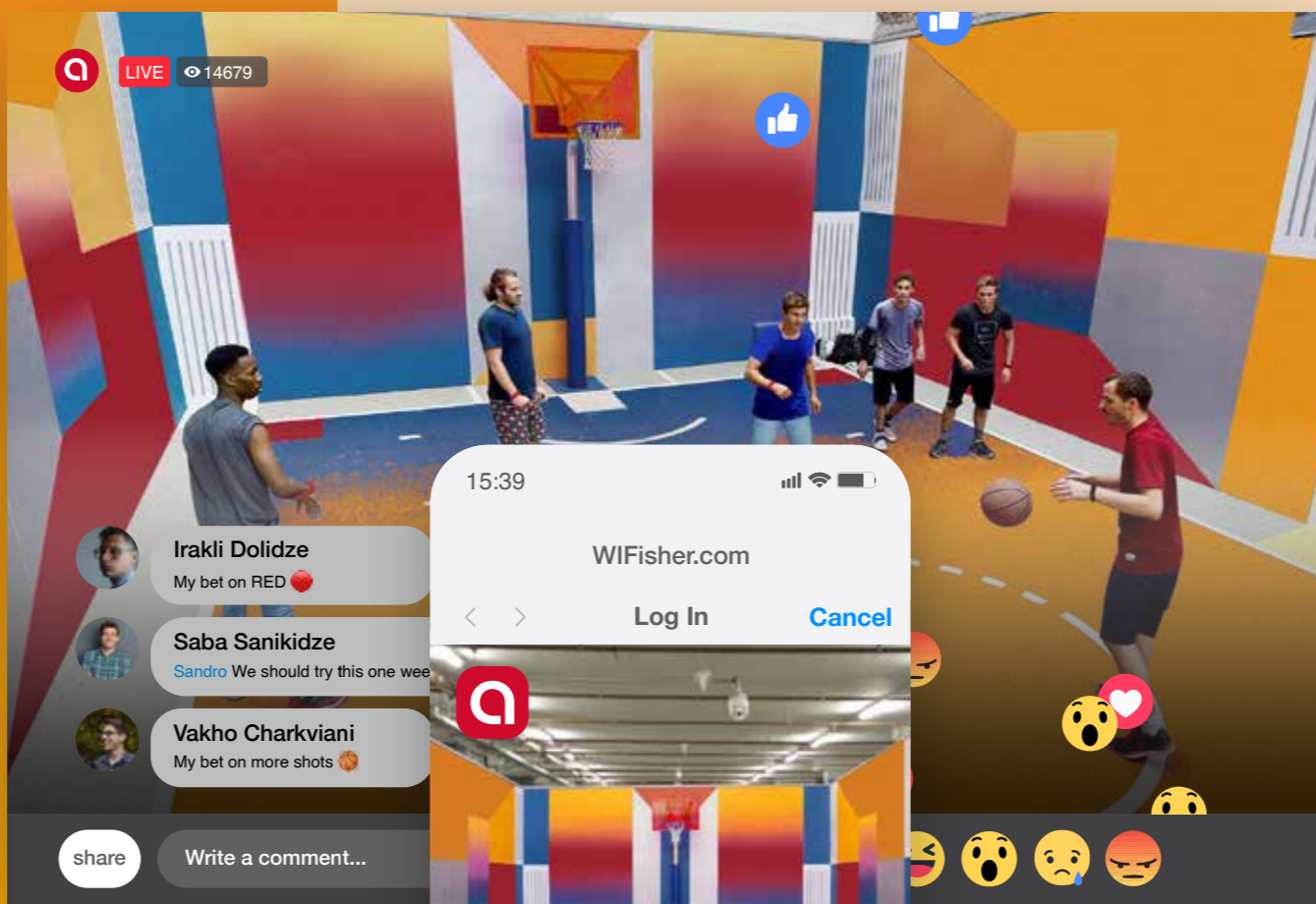
SHOPPING SURVIVAL

The most entertaining shopping experience for men by Adjarabet



FACEBOOK LIVES

To make betting dynamic, audience will be able to bet not only on winning, but also on penalties, shots, etc. Mini games with celebrity commentator will be fun to watch.



CAMPAIGN OVERVIEW

We want to encourage physically inactive sport fans to get involved in real-life team sports activities and we will do this in the most unexpected place - the shopping mall. We are going to invite men to **#SURVIVETHESHOPPING** by joining the playground.

INSIGHT

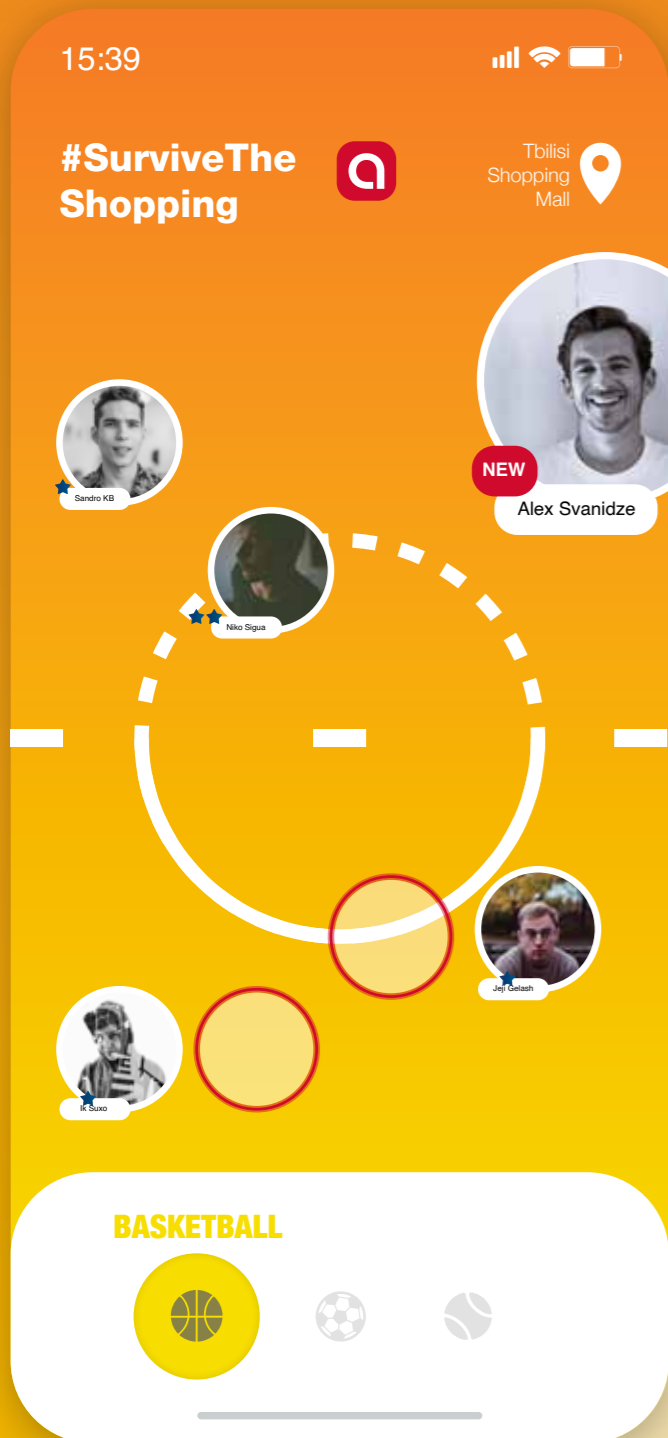
Our target group - men, aged between 18-45, love to watch and discuss sports, but they are too lazy or busy to get physically involved in real-life sports activities. There is one more physical activity, that most of them dislike - shopping. They get tired and bored and spend hours sitting somewhere in the corner of the shopping mall scrolling news feed while waiting for a partner. As a fact, we also know that people go shopping for several hours mostly on weekends. What a sad way to spend your free time on a weekend, right?

SOLUTION

New app by Adjarabet will invite men to find co-players to kill time at a shopping mall. Specially installed mini sport corners in parking areas will be a perfect escape from a boring day. Women will continue shopping without pressure of someone hurrying them, while men will get engaged with team sport activity. To reach even broader digital audience and to promote the app, we will organize Facebook lives, hosted by famous Georgian athletes Arveladze brothers, who will be commentators of the game. Facebook users, will be able to bet in real-time in the comments section during the live video.

HOW IT WORKS

By proposing a solution to their real problem, instead of forcing them to do what they are not used to doing, we will get bigger chance to get them involved in this kind of physical activity.



APP

Application identifies the user's location and offers different sports options showing how many people are already interested in playing.

WIFI

Wifisher - free wifi platform, usually used in public spaces is a convenient way to identify and address our target audience with its custom made filters and offer them to download the app.