

#ItsMyGame

Picture yourself becoming the first-ever champion in a sports game that has not even existed until this moment. If you are a sports fan, #itsmygame is your game!

CAMPAIGN SUMMARY

#itsmygame is a video challenge, that gives you an opportunity to compete against others, including professional athletes, in a newly invented and never-before played sports games.

CREATIVE INSIGHT

At some stage of your life, you as a sports fan realize, that you are better at supporting, rather than at playing the game itself. You understand that you are not the shining star of soccer, basketball, rugby and, therefore, you cannot stand against professionals on these fields. However, this does not mean that there can't be a sport where you can shine and even become a champion.

A social media hashtag #itsmygame gives you an opportunity to find YOUR SPORT within 2 weeks, to go outside, challenge yourself and become the rising star at a newly invented sports game. Your results will go public on a leaderboard at Adjarasport.com - the biggest sports portal supported by Adjarasport.com, and in two-weeks time the champions will be rewarded.

OUR SOLUTION

With this digital campaign Adjarasport.com, along with professional sportsmen, will challenge you to find YOUR SPORT and compete against others including these athletes. We offer you 100 newly invented games, the rules of which will be explained to you through videos recorded by these sportsmen, who will also be your first competitors.

These videos will encourage you to beat your favourite sports player's result in games such as jumping up the stairs of the highest building with only one leg, throwing a ball into a basket from 10 meters away blindfolded and etc.

Since the challenge is video-based, you have to post a proof video on your Facebook profile clearly showing that you have followed all the rules. In order to feature your result at Adjarasport.com's leaderboard, all you have to do is to sign up on the website with your Facebook profile and allow your video to be featured on the website.

HOW IT WORKS

During two weeks period you will see a lot of user-generated video content on social media. Most probably these videos will be funny and entertaining, some of the sports and athletes will be getting more and more popular.

After these two weeks the sport type that will have the highest number of users will be transformed into an official sport by Adjarabet.com, which will afterwards be broadcasted in both, digital and traditional media, just like any other official championships.

The real matches of the invented games will be broadcasted live on Adjarasport.com's Facebook page with live commentary and real-life coverage. Public audience will even have an opportunity to place bets on these real matches of invented games.

Through this digitally driven campaign, sports fans will engage in various physical activities, find their game, feel confident about their sport potential and may become national champions.

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