

# Sport as a peaceful competition

## Campaign Summary

Georgian sport fans are enthusiastic supporters who are active in sports betting and online discussions. In social medias and digital forums sport is the second most popular discussed topic after politics.

## Creative Insight

In Georgia online discussions about sport are usually becoming a matter of disagreement between two or more opposite parts because people are arguing in very rude ways. While sport was and still is considered worldwide as a representation of peaceful competition, solving different challenges.

## Solution

Our challenge is to encourage sport fans to find the solutions for their disagreements in a peaceful way by engaging them in real life sport activities as a full fledges sport supporter deserves. To solve this challenge, we will use their passion for sport (as a sport supporter and as a competitor) to create more entertaining real-life competitions in sport.

## How it works

Adjarabet will take in charge of finding hot arguing sport posts on Facebook groups, pages and sport forums and will encourage involved competitive parts to play a peaceful and real sport game of their choice.

During the campaign the case video, as a good example of argue solving by peaceful sport competition will go viral via Adjarabet Facebook and web portal. Viral video will be summarized by announcing the campaign hashtag 3facetoface from Adjarabet as a call to action to make the digital disagreement every time a real peaceful sport competition.

The viral use of the campaign hashtag by target audience will shortly become a digital trend of changing online conflicts to offline sport activities.

