

# ADJARABETTER

## CAMPAIGN SUMMARY

We create an app- Adjarabetter, which tracks the mobility and distance covered by the user. Every user has the same daily (24 hours) goal – to cover 8kms - an average distance a person can walk/run a day to get the reward. The prize gets bigger, when participating with the team.

## CREATIVE INSIGHT

Losing is an irreversible thing, once it happens you can't change the past. When you lose a bet it negatively affects you both financially and emotionally. By showing people that losing can be a reversible thing, we totally disrupt the betting concept proving you can win over losing.

## SOLUTION

It's common for active sports fans to post their prognosis about big sports games on social media. We'll tap into this behavior of discussing these topics online by which we engage existing and potential customers into a new kind of personalized betting experience: transforming one's physical activity into unusual rewards.

The campaign launches on the June 1<sup>st</sup>, UEFA Champions League Finale Game. When users place their bets on ADJARABET.COM, their tickets transform into personalized graphic videos, illustrating the same course of game as predicted by them (winning team, final score, etc.) that will be shared directly on their Facebook accounts; These videos include encouraging and motivational phrases, widely used by sports fans when demanding actions from players, like "Go Boys!", "Mooove!", "Go Ruuun!", etc.

The second phase appears unexpectedly, the minute the Finale finishes by addressing all the bettors, with the same encouraging phrases used in their personalized betting videos.

## HOW IT WORKS

- All the bettors receive text messages introducing the Adjarabetter app.
- The bettors who lost get the chance to reverse the bet – getting lost money back by being physically active and achieving daily goals.
- Those willing to fulfill their lifetime dream – attend UEFA EURO 2020, will participate in campaign by forming teams of 5 mates and playing friendly 5 on 5 matches on neighborhood football fields on a daily basis.
- The app has the ranking system, which transparently shows the success of every team, encouraging users push themselves beyond limits, the way they always expect their favorite athletes to behave, receiving same acclamations used in graphic videos.
- Top 10 teams will be awarded by full travel package to attend UEFA EURO 2020 Finale Game.
- The campaign attracts both, existing and potential customers by transforming sports supporting into engaging and unforgettable experience.

