

CAMPAIGN SUMMARY

CAMPAIGN AIMS TWO ACHIEVE THE FOLLOWING TWO GOALS:

1. CREATE A WEB PLATFORM WHERE SPORTS FAN WILL BE ABLE TO EASILY FIND/BOOK VENUES, GATHER TEAMS, EXCHANGE EXPERIENCE AND COMMUNICATE ABOUT THE RECENT SPORTS NEWS.
2. GIVE ORDINARY PEOPLE A CHANCE TO TOUCH THE GLORY OF FAME, AS THEIR ICONIC SPORTSMAN DO DURING THE CHAMPIONSHIPS. WITH THE MONTHLY "SPECIAL GAMES" PEOPLE WILL HAVE AN OPPORTUNITY TO PLAY ON THE BIG STADIUMS, WITH THE SPORT GEARS THAT WERE PREVIOUSLY USED ON CHAMPIONSHIPS, TOGETHER WITH THE LEGENDARY SPORTSMEN. BEING A PART OF THIS GAME WILL DEPEND ON THE USERS WEEKLY SPORTS ACTIVITIES AND THEIR RANKING IN THE SPORTMATES PORTAL.

BONUS: FOR GAMBLERS ADJARABET.COM WILL CREATE A SEPARATE BLOCK ON THEIR WEB PAGE, WHERE PEOPLE WOULD HAVE AN OPPORTUNITY TO BET ON THE GAMES HELD IN THE FRAMES OF THIS PROJECT.

CREATIVE INSIGHT

WHILE WATCHING THE GAME FANS BELIEVE THAT THEY ARE PART OF THE ACTION AND REFER TO THEIR FAVORITE TEAMS AS "WE". IN A TIME WHEN HEROIC TRIUMPHS AREN'T PART OF MOST PEOPLE'S LIVES, SPORTS ALLOWS US TO CAPTURE A LITTLE SLIVER OF THE FEELING OF GLORY. ON THE OTHER HAND SPORT BONDS PEOPLE, HELPS THEM ESCAPE FROM REAL LIFE AND GIVES THE FOOD FOR DISCUSSIONS.

DECISION TO GO OUT TO PLAY WITH FRIENDS IS OFTEN SPONTANEOUS AND DEPENDS ON THE VARIOUS FACTORS, SUCH AS WEATHER, MOOD, TIMING, ETC. THE MAIN OBSTACLES THEY FACE ARE ORGANIZATIONAL ISSUES: FINDING / BOOKING PLAYGROUND, LACK OF SPORT GEARS, GATHERING PLAYERS. OFTEN THIS ISSUES BECOME A REASON WHY PEOPLE WHO WANT TO PLAY DO NOT ACTUALLY GO AND PLAY.

HOW DOES IT WORK?

STEP 1: TEASING

WE WILL CHOOSE TOP 10 SPORT GAMBLERS FORM ADJARABET.COM DATABASE, THAT HAVE THE HIGHEST WINNING RATES. KNOCK ON THEIR HOME DOORS AND TAKE THEM TO THE STADIUM, NOT EXPLAINING WHAT IS HAPPENING. IN THE DRESSING ROOM THEY WILL BE ASKED TO DRESS-UP IN FAMOUS SPORT-CLUB UNIFORM. THEN THEY WILL ENTER THE ARENA FOR A TRAINING AND MEET THEIR COUCHES — ACTUAL PLAYERS FROM THIS SPORT-CLUB (FOR EXAMPLE: LIONEL MESSI, LUIS SUAREZ, GERARD PIQUE).

ALL THIS ACTION WILL BE SHOUTED AND SHARED ON SOCIAL NETWORKS AND SPORT NEWS PORTALS, APPEALING TARGET AUDIENCE WITH THE SLOGAN "YOU CAN BE NEXT".

STEP 2:

AFTER AIRING THE MATERIALS FORM THE UNEXPECTED SURPRISE, WE WILL ANNOUNCE SPORTMATES PLATFORM AND ITS KEY BENEFITS.

SOLUTION

WE ARE GOING TO CREATE WEB-PORTAL AND MOBILE APPLICATION "SPORTMATES" THAT WILL SOLVE THE ORGANIZATIONAL ISSUES AND CREATE A SPORT FAN COMMUNITY.

FUNCTIONALITY: INDIVIDUAL USER REGISTRATION, CREATION OF TEAMS (BASED ON LOCATION OR ANY OTHER CRITERIA), BOOKING VENUES, SUBMISSION IN GAMES PARTICIPATION, RATINGS OF PLAYERS / TEAMS, DISCUSSION FORUM,

IN ORDER TO STIMULATE ACTIVITY AND INTEREST OF USERS, ONCE A MONTH WE WILL ANNOUNCE "SPECIAL GAMES", WHERE PARTICIPANTS WILL HAVE AN OPPORTUNITY TO PLAY ON FAMOUS STADIUMS (DINAMO ARENA, LOCOMOTIVE, SPORTS PALACE) OR/AND WITH SPORT GEARS FROM ICONIC PLAYERS AND CHAMPIONSHIPS (CHAMPIONS LIGUE BALL, RACKET OF ROGER FEDERER). AS AN ADDITIONAL BENEFIT, ON RANDOM GAMES WE WILL INVITE GEORGIAN SPORTSMAN (SHOTA ARVELADZE, GEORGI KINKLADZE, ETC.) TO PLAY WITH THE TEAM AND THEIR PARTICIPATION WILL BE REVEALED ONLY ON FIELD.

TEAM FOR THESE EVENT WILL BE FORMED FROM THE TOP RATED USERS OF WEB/APP PORTAL. RATINGS WILL BE FORMED BASED ON THE USERS WEEKLY ACTIVITY CONSTANCY AND PERIODICITY.



UCHA NEMSADZE

🏆 9.2



GIORGI LEZHAVA

🏆 9.8

