

NEW FIELDS NEW ACTIVITIES

adjarabet.com

CAMPAIGN SUMMARY

Sports fans are into betting, but the vast majority of fans are not physically active themselves. Our campaign will encourage target audience to be active in real life.

CREATIVE INSIGHT

Betting without losing is inevitable. We took that insight to motivate our target audience. We will give them a chance to rescue the “loss ticket” by engaging in physical activity with other users outside, at the playground.

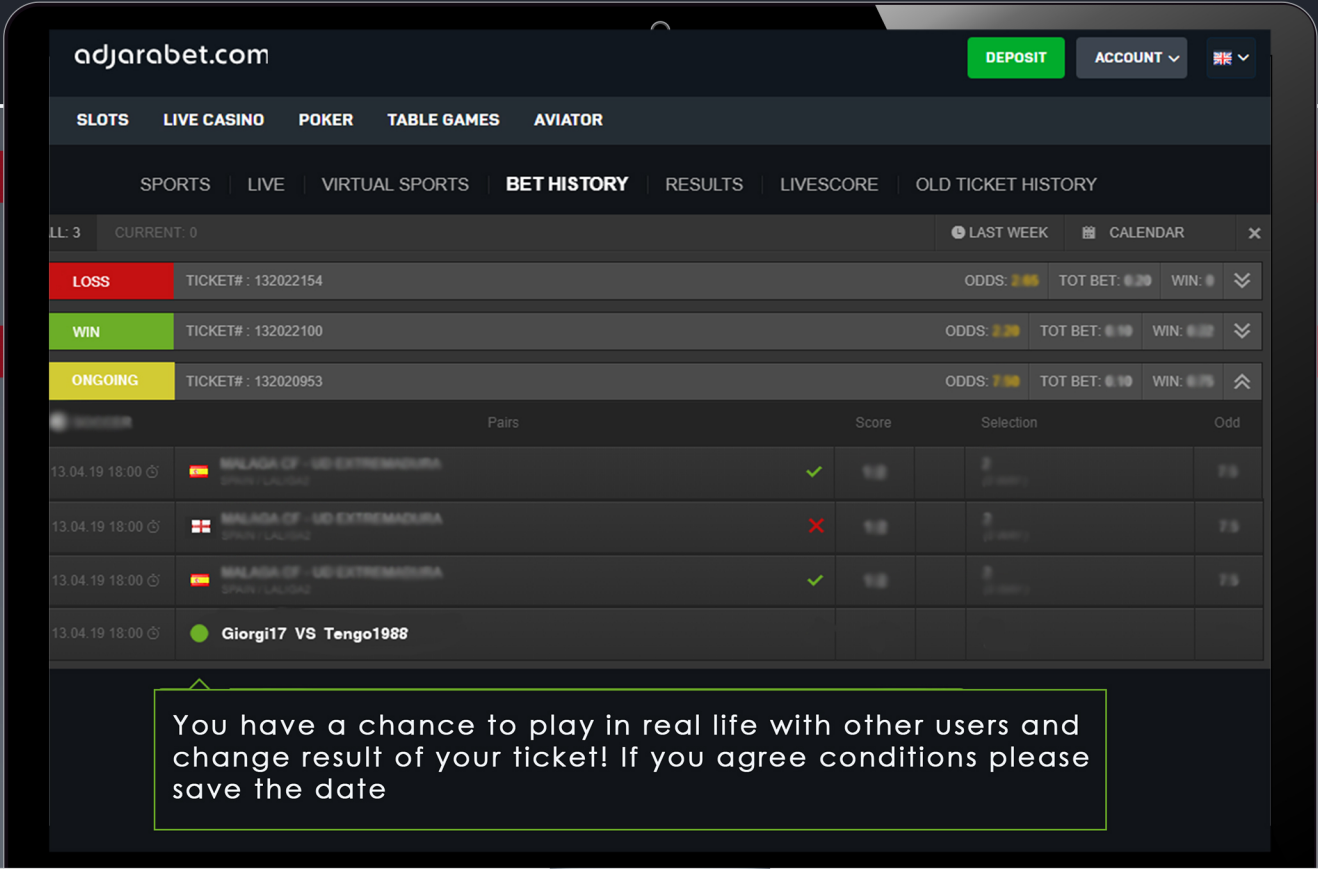
This is how we will do it:

Despite the fact that the ticket status stays on “ongoing” we will add one more extra match, which will be played by the user itself with other users.

This is how we will choose the users:

- > The ones who bet frequently
- > Has average win rate
- > Has interest in certain fields of sports

Company, Adjarabet.com, will organize friendly matches between users/teams. If the users win the match, their tickets will be recovered and the estimated win will be counted. All the participants will get branded equipment for the kind of the sports he participates in.



SOLUTION

As Our target audience are entertainment lovers, we will provide them with facebook lives of above mentioned matches so that they can interact with the campaign. During the communication we will use relevant digital channels to cover our target audience not only the people who make bets, but also the users who use Adjarabet.com's experience and products. By this we will encourage people not only to watch/bet, but engage and play the sports they love in real life.

HOW DOES IT WORK?

At the beginning of the campaign, only one day, defined users by the criteria mentioned above will be involved in this campaign. Target audience will feel all the real benefits full of joy, emotions and happiness by these physical activities which are “Scoring a goal, making try, three point shootouts and making an ace.”

