

# #Don'tMiss



## Bet on Yourself !

### Campaign summary

“Don’t Miss” is a fun digital campaign that involves social media platforms: Facebook, YouTube and TikTok and is aimed to physically engage people in real life sport activities. Idea is to kick/throw a ball in a non-standard target e.g rubbish bin, open window, top of the hill, between two trees and don’t miss!

### Creative insight

Distinguished by their competitive character, sport fans like watching videos and enjoy challenges but they still need a push to become physically active themselves. However everybody despite of age wants to have fun. “Don’t Miss” is a campaign that will trigger a sports drive in ordinary humans by showing them that it is fun when you do it yourself!

### Solution

Videos where people kick/throw a ball in funny, unusual targets will spread with the hashtag: #Don'tMiss in the most popular and relevant SM platforms in Georgia: FB, YT and TikTok. Former has gained a huge popularity when sharing short videos and similar challenges. In order to raise an awareness Giorgi Chakvetadze will score first and challenge others. We will install a huge screen in the center of Tbilisi with a score counter. Every time someone uploads a video with a goal, number of scores on the screen will increase, also the fun videos of people involved in “Don’t Miss” campaign will be rolling on the screen, so everybody can discover the best moments!

### How does it work?

Campaign delivered with a humor and excitement will create enthusiasm and energy around the topic of getting physically involved in sport activities. It will raise awareness and motivate fans in a long run as they start to experience adrenaline and the fun side of activity on themselves.

