

WHEN WAS THE LAST TIME YOU TOUCHED THE BALL(S)?

#TOUCHTHEBALL

SUMMARY

Georgian sports fans usually get the joy and adrenaline from watching and judging the games of their favorite clubs. But what could be better than experiencing all the action by yourself? perhaps watching the game in front of the screens?!

The main reason why Georgian sport fans do not play is because they don't have motivation to start with... which leads to other reasons: no one to play with, no time and no place.

The main objective of the campaign is to make playing outside easier and trendier.

CREATIVE INSIGHT

We can't force the sports fans to go out and play, but we can make it simple and motivate them.

To make arranging games simple will be launched user-generated website Adjarateams.com. There will be the information about all the available stadium locations, possibility to book it for the willing time. Fans will have the possibility to register, set up their own teams, create logos, uniforms and even their own prizes. Also, they can plan the competitions, district, city or country tournaments.

Everything will help them to organize weekly games. Every game will go live.

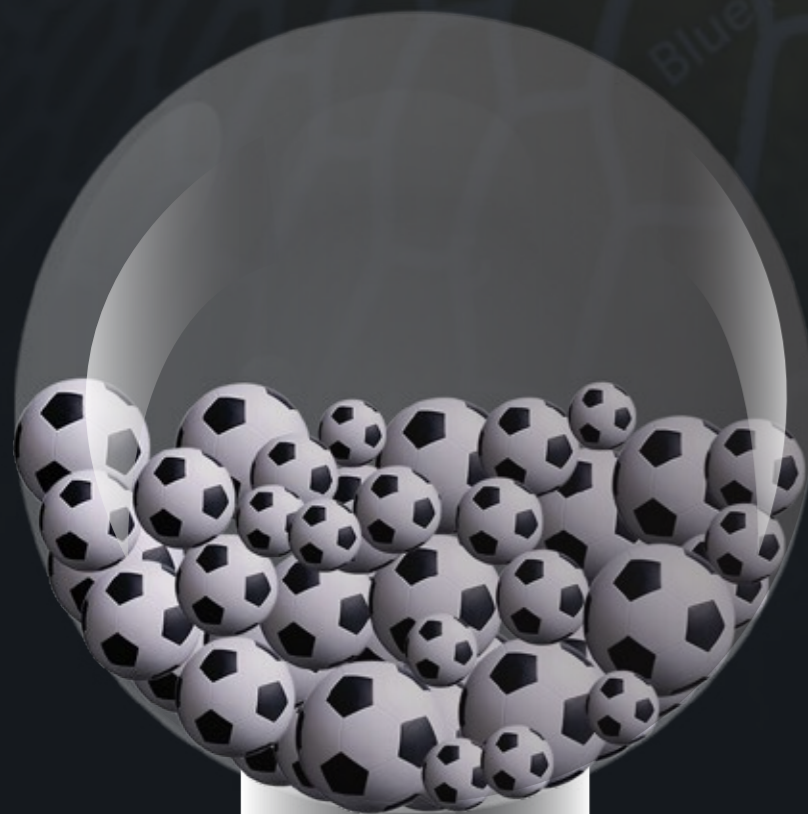
SOLUTION

The ways how can we deliver the website uniqueness to the target audience:

- Appearing New things in the neighborhoods always gets a lot of attention. In selected district stadiums will be installed the huge ball with the screen and the real sized balls inside it, this will express the interest along the people. It leads to the interaction, which includes taking selfies and uploading them on Facebook with the hashtag #Touchtheball!
- Meanwhile on Facebook and YouTube will start the campaign "when was the last time you touched the ball(s)?". This will be followed by selfies with the hashtag and interaction videos from the BTL locations. It will get VIRAL.
- The final stage of the campaign - first tournament will be created by Adjarabet, next ones by users. Every year on 14th of June will be the final of the tournaments, where the prize will be Tickets to the Biggest Match.

HOW IT WORKS ?

- 1. BTL**
the huge ball with the screen and the real sized balls inside it will be installed on the stadiums. People will have the opportunity to take selfies in their favorite sportsman's uniform and after publishing it on their facebook profiles with the hashtag #touchtheball they will get one of the balls.
- 2. Facebook**
In First week on facebook will be aggressive campaign "when was the last time you touched the ball(s)?" This will be followed by selfies with the hashtag and interaction videos from the BTL locations. It is getting VIRAL.
On the second week is actively starting promoting the website Adjarateams.com and registration calls
- 3. YouTube prerolls**
On YouTube will be placed pre roll videos.
 - during the campaign teasing will go viral videos with the question,
 - then the videos of the process of taking selfies and taken selfies with the message "Join Us #touchtheball"
 - website promotional videos.



"when was the last time you touched the ball(s)?"
Take a selfie and #Touchtheball!

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