



BE THE STAR, AND WE WILL CHEER

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CAMPAIGN SUMMARY

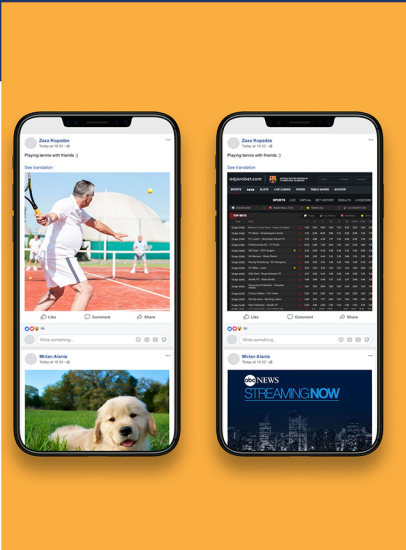
We aim to present regular joes as celebrated athletes, through social media and OOH banners. Campaign starts with articles, promotional Facebook posts and outdoor banners detailing the most usual and not important match between two neighboring blocks in Tbilisi suburbs and praising man of the match, regular joe.

CREATIVE INSIGHT

People who work, have families, live everyday lives and still manage to have time for sport activities are no less athletes than famous celebrated sportsmen/women. If we put these people under the spotlight and support their desire to play sports, no matter how busy, distracted, tired they are, others will follow. Regular guy being the „hero“ is motivating for other regular guys.

HOW DOES IT WORK?

The notion of having a possibility to participate in a tournament, have the fantasy league cards, fan support and media coverage will help participants feel like real superstars. They will no longer feel the need to support and cheer for something on TV when they will have it right next to them. Digital exposure and support will help shape the everyday lives of these people and drive them for a healthier lifestyle options.



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Information given on these media sources will direct users, on a new website, where they can register teams and participate in different sport activities: football, basketball, tennis, rugby. These activities/tournaments will be organized by adjarabet.com.

After conducting the tournaments, victors will be treated with the same exposure as the original teams and man of the match at the start of the campaign.

CAMPAIGN SUMMARY SLIDE

CREATIVE INSIGHT

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SOLUTION

We will be using Facebook and Website landing page as main tools for communicating our digital campaign. Facebook, being the sole social media platform our TA uses, most of our promotional content will be targeted on it. For further reach and awareness we will be using outdoor banners. Facebook posts will direct users to landing page where they will be able to register, and sign up for tournaments and competitions across all major sports: football, basketball, rugby and tennis.

After signing up and filling the brackets, tournament will be conducted by adjarabet.com. Registered users will receive their sports cards which will be further used for promotional purposes and fantasy leagues. The idea is to make them feel as if they were world famous superstar athletes with each and every digital nuance.

To top it all, every match and tournament will be available on adjarabet.com for bettors. To make it feel more realistic.

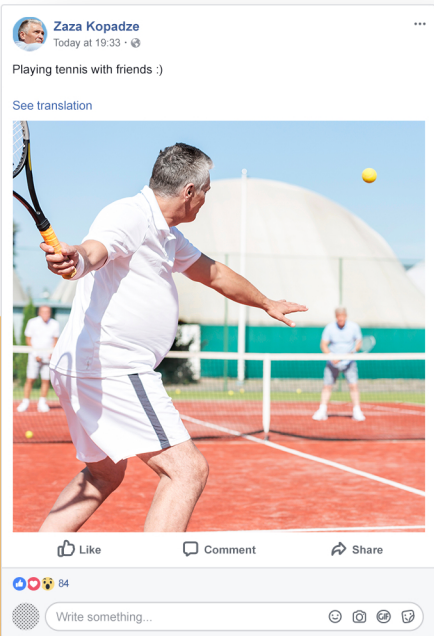
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PREVIEW 1

| adjarabet.com | | OFFICIAL BETTING PARTNER OF FC BARCELONA IN GEORGIA | | Name | | FORGOT | |
|---------------|---------------------------------------|---|------|-------------|------|-----------------|------|
| SPORTS | | TOTO | | SLOTS | | LIVE CASINO | |
| SPORTS | | LIVE | | VIRTUAL | | BET HISTORY | |
| SOCCER (806) | | BASKETBALL (143) | | TENNIS (52) | | ICE HOCKEY (10) | |
| TOP BETS | | Rugby | | Ice Hockey | | Basketball | |
| Date | Pairs | 1 | X | 2 | 1X | 12 | X2 |
| 13 Apr 21:00 | Wolves of Vere River - Rams of Gldani | 1.30 | 5.10 | 9.00 | 1.03 | 1.13 | 3.25 |
| 13 Apr 21:00 | FC Basel - Grasshoppers Zurich | 1.32 | 5.20 | 8.50 | 1.05 | 1.14 | 3.22 |
| 13 Apr 21:00 | FC Luzern - Neuchatel Xamax FC | 1.70 | 3.80 | 4.50 | 1.17 | 1.23 | 2.06 |
| 13 Apr 21:00 | Portimonense SC - FC Porto | 8.20 | 4.80 | 1.38 | 3.02 | 1.18 | 1.07 |
| 13 Apr 22:00 | SM Caen - SCO Angers | 3.35 | 3.00 | 2.40 | 1.58 | 1.39 | 1.33 |
| 13 Apr 22:00 | AS Monaco - Stade Reims | 1.95 | 3.25 | 4.40 | 1.21 | 1.35 | 1.86 |
| 13 Apr 22:00 | Racing Strasbourg - EA Guingamp | 2.02 | 3.20 | 4.15 | 1.23 | 1.35 | 1.80 |
| 13 Apr 22:30 | AC Milan - Lazio | 2.75 | 3.10 | 2.75 | 1.45 | 1.37 | 1.45 |
| 13 Apr 22:30 | KAA Gent - Royal Antwerp FC | 2.12 | 3.40 | 3.40 | 1.30 | 1.30 | 1.70 |
| 13 Apr 22:45 | Sevilla FC - Betis Sevilla | 1.69 | 3.90 | 4.90 | 1.17 | 1.25 | 2.17 |
| 13 Apr 22:45 | Feyenoord Rotterdam - Heracles Almelo | 1.24 | 7.00 | 9.50 | 1.05 | 1.09 | 4.03 |

PREVIEW 2



PREVIEW 3

