

# Third half by adjarabet.com

Not innovation at all, just some old kind of sports, which we got used to watch only

## Summary

While Thousands of Georgians are actively watching and supporting different kinds of sports, most of them are not involved in physical activities and itself playing games. With our campaign we desire to move Georgian sport fans from screens to fields.

## Creative Insight

We strongly believe that to get more endless emotions from sport you should also experience it by playing itself.

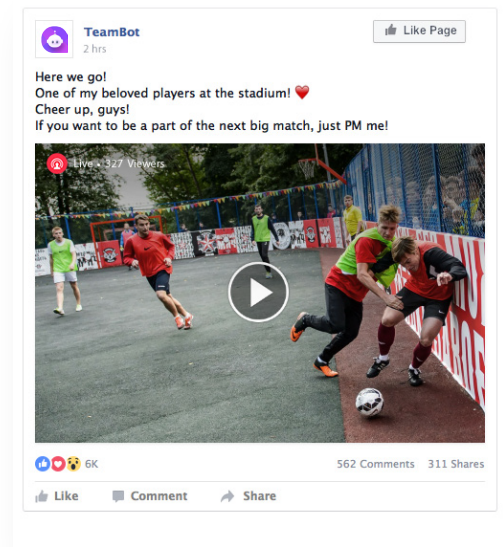
We acknowledge the problem, that people of now have limited opportunities to gather and act sports. We are going to create Teambot - A first of its kind chat Bot that will help sports enthusiasts by easily organizing any kind of sport matches in their living areas and eliminate barriers such as time-management and gathering problems. Sport lovers just need to talk to Teambot and provide some little information.



Only one player needed, want to join? Just write to me!



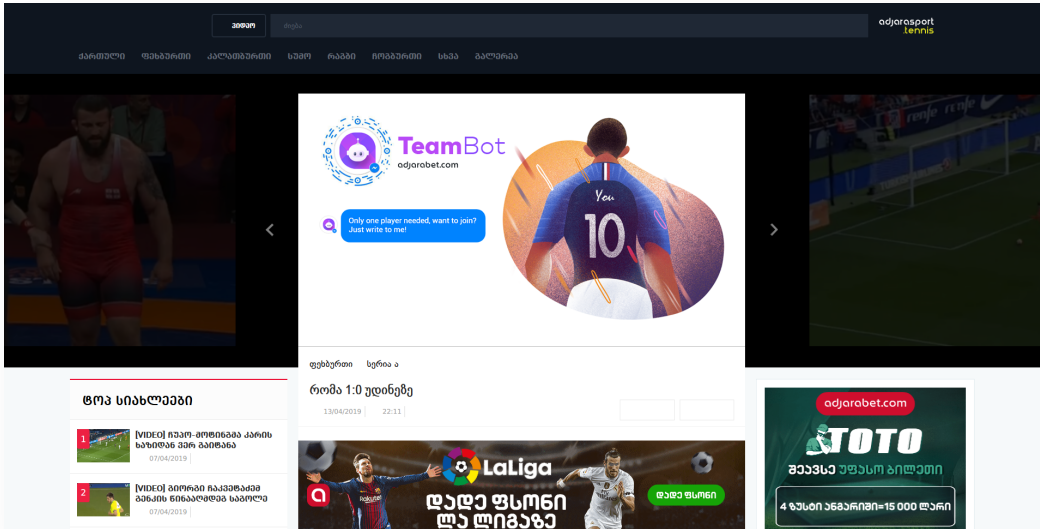
### Facebook Live



## Solution

- On June 1, the day when Champions League 2019 ends and all sports lovers, especially football fans are full of emotions, Adjarabet.com will make announcement that no regards that the major sport event is going to end, stay tuned for third half of the game from Adjarabet. After game, Adjara will introduce Chat Bot and during a week will ask people if they are interested what is third half the game by Adjarabet.com and for that just PM TeamBot – The biggest Sport enthusiastic bot in Georgia.
1. Pre-rolls and banners placement on sports related local sites like adjarabet, Adjara sport and etc.
  2. Google Display and video ads – we will place pre-rolls and banners while people are watching and viewing relevant content to sport.
  3. Intensive Facebook Campaign from Chat bot page – Live streams, Story ads, sponsored ad posts – to increase TeamBot's awareness

### Pre-roll



## How will it work

- We will create ad content to reach maximum of our target audience
- With the help of TeamBot, we will collect sports enthusiastic people who are motivated to play games, even with strangers
- With the help of Teambot Adjarabet.com will solve the biggest issue of nowadays – sedentary lifestyle in sports fans and will organize sport activities for people who showed a desire to play

