

Campaign summary

Apud the running goals and distance, our video editor can help you to improve user choice and setting style, and, optionally, help you to detect game-related analytics. To check your count, simply place your cursor where the text box above and start typing. You can see the number of likes and watch time on the video on the right side. The video can be shared on YouTube and you can see the progress of the video on the right side. You can see the video and core back later. To track the progress of the video on the right side, you can see the video and core back later. To track the progress of the video on the right side, you can see the video and core back later.

Creative insight

Beyond the emotion you can get by watching sport is separate world which can't make you part of the experience until you try it by yourself. In the target of auditorium to improve their favorite game desire, we will give them kind of challenge and give them ability to join the competition, get enjoyment and compete other real fans. The main finding of the company is to identify and to give them impulse to the act with the leaders who will attract the user generate content and organize its group members.

How will it work

1st step - to reveal leaders / activate them:By facebook, instagram (story), youtube ads campaign - we make user under the decision to make a bet that the real sports supporter would choose - whom follows the standard habit if uses the activity.2nd step - in case of action - Hey capitanApp - "Leaders" who come from Social Media Platforms are now united in the application and join their group members.3rd step- real supporter challenge started App - Each team member is given an exercise before the pre-match - The app will count the running distance kilometres, after completing it the competitor can challenge other team with same indicator. Overall, we will get the real sports supporters community united on one platform and the ratings of the teams.

Campaign summary

550 000 Georgians are enthusiastically supporting favorite teams or players, they are active in sports betting and online discussions, however, the vast majority of fans are not physically active themselves and leading a sedentary lifestyle. The goal of the campaign is to encouraging sports fans to engage in team sports activities themselves to fully embrace and realize the joy of being a full fledged sports supporters with Mobile app and using social media platforms by creative ways.

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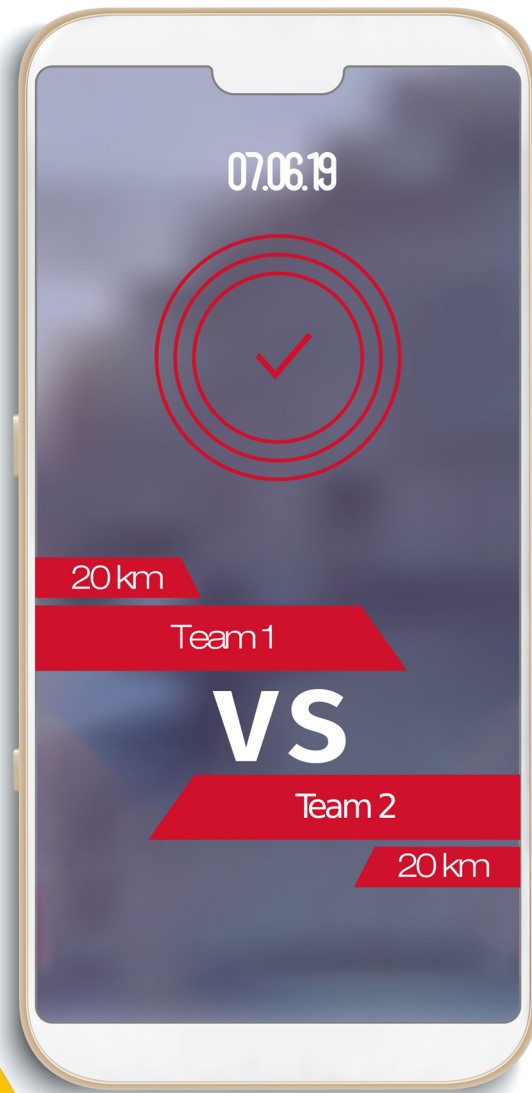
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Solution

The target audience is prone to get information about sports on facebook, instagram and watch thematic videos on youtube.App - Which main purpose is to calculate distance while running, the possibility of planning matches and rating filtration.

preview 1



preview 2



preview 3

