

# Be a Character in your Game

## Summary

No one should or will ever be able to steal our target audiences' attention from major sporting events like Champions League Final on 1st of June, but our campaign will either remind or yield up hidden treasure right under their noses.

## Creative Insight

Just to forget the world of daily routine and all the negatives it consists of, sports fans try to focus on the particular, special type of simulated reality which is regulated by specific rules (The way sports can be defined). However, the greatest number out of them generally tend to stay just as spectators of others acting in their play, saying no to be a real character in their game, in the world of their beloved order. We believe changing this tendency depends on how well can we emphasize on the idea off feeling the joy of being a real character with the real feelings and provide them with the corresponding platform to operate.

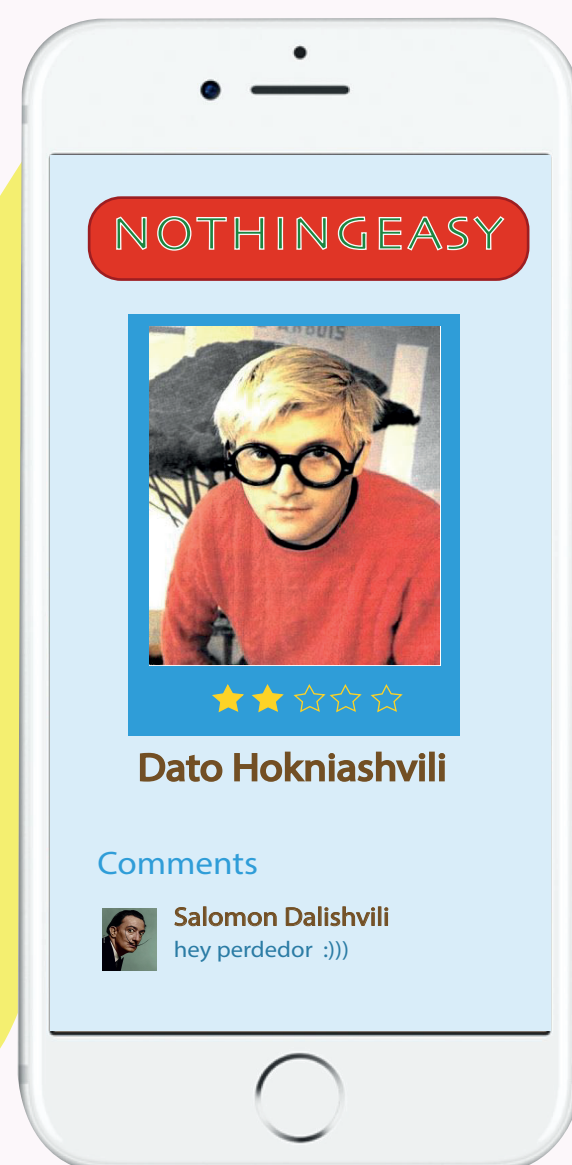
### 1. facebook



### facebook



### 2. Mobile App



### 3. Digital Banner



## Solution

- The first part of our solution is making the FIRST GEORGIAN INTERACTIVE AD boosted on Facebook. The mechanism of video resembles the scheme in well-known, first ever interactive movie "Black Mirror:Bandersnatch". The only way to fully complete the AD is to eventually choose physical activity in your favorite sport after which the iconic sportsman (for example Basilashvili as for Tennis) cheers you up for choosing the correct way and "show you" the
- mobile application, which : Helps players to organize sports activity by : Letting them to create the Event, point the type of Sport, City, Location, Places left; After which , interested players will be able to save the spot and join the event. to create even digital characters and also, avoid imbalance between player skills , every player will have comments section and a rating based on reviews of others . This will also help the "event creator" to allow or deny the interested persons participation in his event.
- And as for the last stop – to finalize the creation of a character we want, and also, bring the opportunity for players to be widely known characters + to increase their stimulus, we will add digital banners with the names of top players (by rating).

## How will it work

The main informational source for Georgian sports fans usually is FB Platform. They also follow entertaining-related platforms created by Adjara Group so ad boosted there will certainly reach the target audience. Ad-viewers will not watch another boring advertisement but will be the leading characters facing different options themselves. The decision they make decides the alternative development of future (AD PLOT) – in the process, the viewer sees the superiority of choosing to physically participate in sports they love. We expect the concept to have viral effect.. The continuation of the idea of "CHARACTERIZATION" by creating the platform of digital characters not only highlights the passion of being a real character once again , but evokes the sporty competitive spirit that inspires the physical engagement while also dealing with crucial part of logistics. The final step targets the human strive for self-actualization and finalizes the creation of a character in his favorite type of world.