

About Company:

Since 2007, "Aversi Clinic" has been leading the way in the Georgian market by introducing cutting-edge medical technologies. We firmly believe that technology plays a pivotal role in enhancing societal awareness.

Problem:

Children who are hearing-impaired, speech-impaired, or blind often face social isolation due to communication barriers, leading to their exclusion from society.

Key Insights:

During our childhood, many of us attempted to invent a language with our friends that remained exclusive to us, unknown to adults. We did it for fun, but children with disabilities are already using secret languages known only to them, such as sign language and Morse code.

As school-aged children immerse themselves in technology, spending ample time with gadgets, exploring the internet, and engaging in diverse games, their world becomes rich with digital exploration.

Secret Language:

Based on the problem we face and our insights, we decided to create a game called "Secret Language" that helps children learn sign language, enabling them to communicate with each other secretly.

In the end, they will also gain the ability to communicate with children who have disabilities.

The game features a variety of exercises, including:

Hand-symbol recognition: You're presented with a hand symbol and asked to identify it's meaning.

Word-to-symbol matching: You hear a word and use the camera to capture the corresponding hand symbol.

Multiple-choice symbol selection: You're given a word and presented with image options of hand symbols to choose from.

Target Audience: School-aged children, who enjoy spending time with their friends and having fun.	TOV: Friendly and fun. Key Message: Discover the Secret Language
Deliverables: App copies; Visuals and copies for Digital Platforms and OOH; Trailer video; Promo videos; TikTok videos;	Budget App copy - \$10 000 Digital media and OOH content - \$15 000 Promo and TikTok Videos - \$60 000 Influencer content - \$10000
Media Channels Digital Platforms: Meta, TikTok, YouTube OOH: Bus Stops, Metro Billboards, Busses.	KPI: App installs - 40 000 Trailer views - 1.5M Promo video views - 2M TikTok video views - 2M Impressions - 4.5M

Timeline:

01.07 Deliverables: App Copies	15.08 Deliverables: Visuals and copies for Digital Platforms and OOH; Trailer video;	01.09 Deliverables: Influencer content; Promo, TikTok videos,	15.09 Campaign launch.
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