

CINEMA SAKARTVELO

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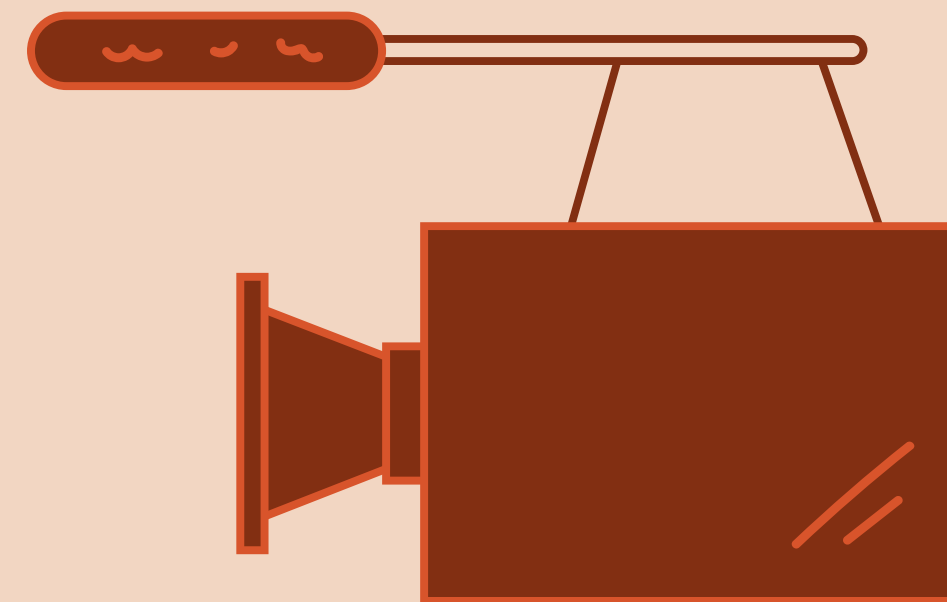
INTRODUCTION

**Cinema
Sakartvelo**

**Industry:Movie/Theater
Catgeory:Entertainment**



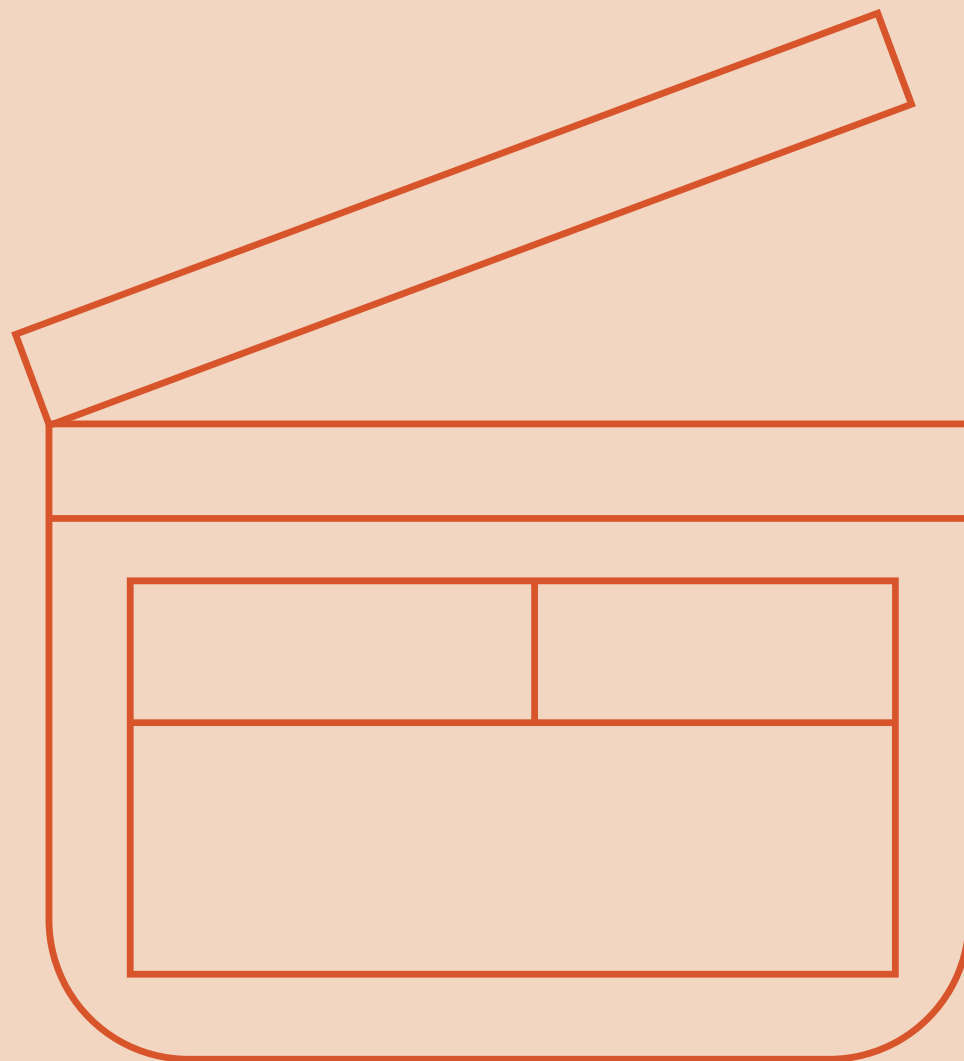
Located in Kutaisi, Georgia



**A cozy space for movie screenings,
cultural events,
community gathering**



HISTORY



KINO SAKARTVELO was established during the Soviet period and has been operating in Kutaisi since at least the late 1970s.

Historical sources show that the cinema was already active in 1978, when it screened major Georgian film premieres such as *Data Tutashkhia*

PROBLEM ANALYSIS



**Outdated Visual
Identity**



**Poor Digital
Presence**



**Ineffective
Communication**



Accessibility

TARGET MARKET

- Local and international Movie Lovers, who seek comfortable and vintage cinema experience.
- Age:13-35
- Location:Kutaisi and Surrounding Areas



NEEDS & MOTIVATIONS



- **Comfortable and cozy vintage cinema atmosphere**
- **Access to Georgian and international films**
- **Clear and easy communication about screenings**
- **Affordable cultural entertainment**
- **Motivation to relax, socialize, and enjoy meaningful cinematic experiences**



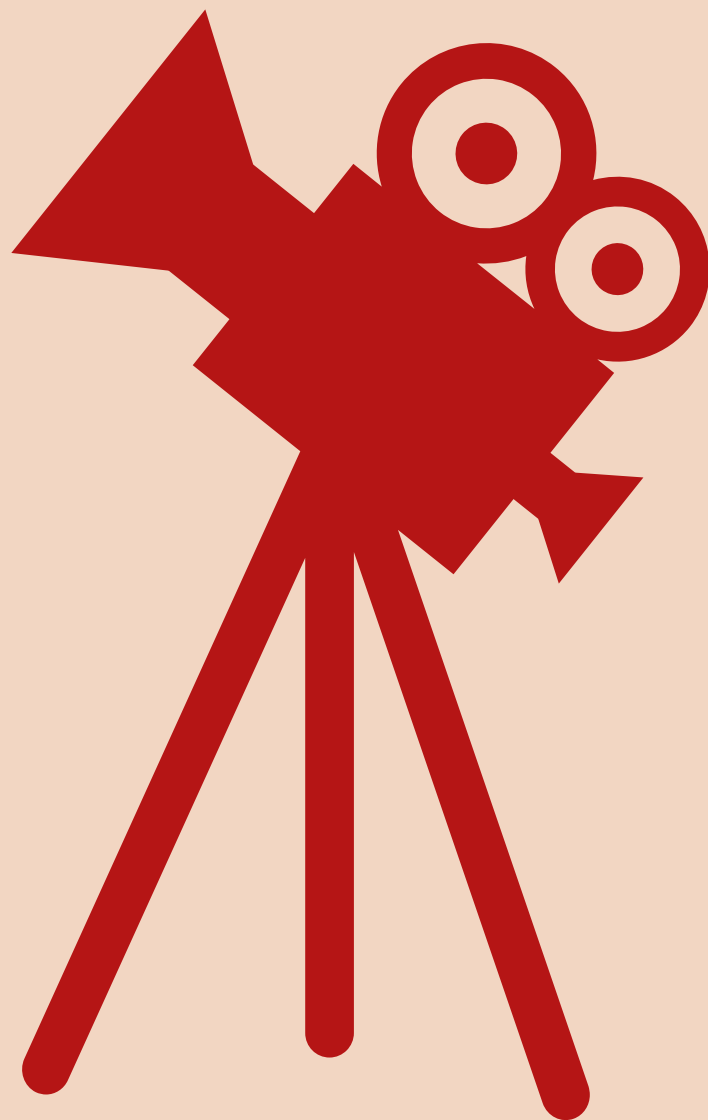
CUSTOMERS' INSIGHTS

- Frustration with communication
- Limited awareness and accessibility
- Limited movie selection
- Perceived as traditional but inaccessible



BRAND ELEMENTS

Brand Mantra:
Heritage. Stories. Cinema.

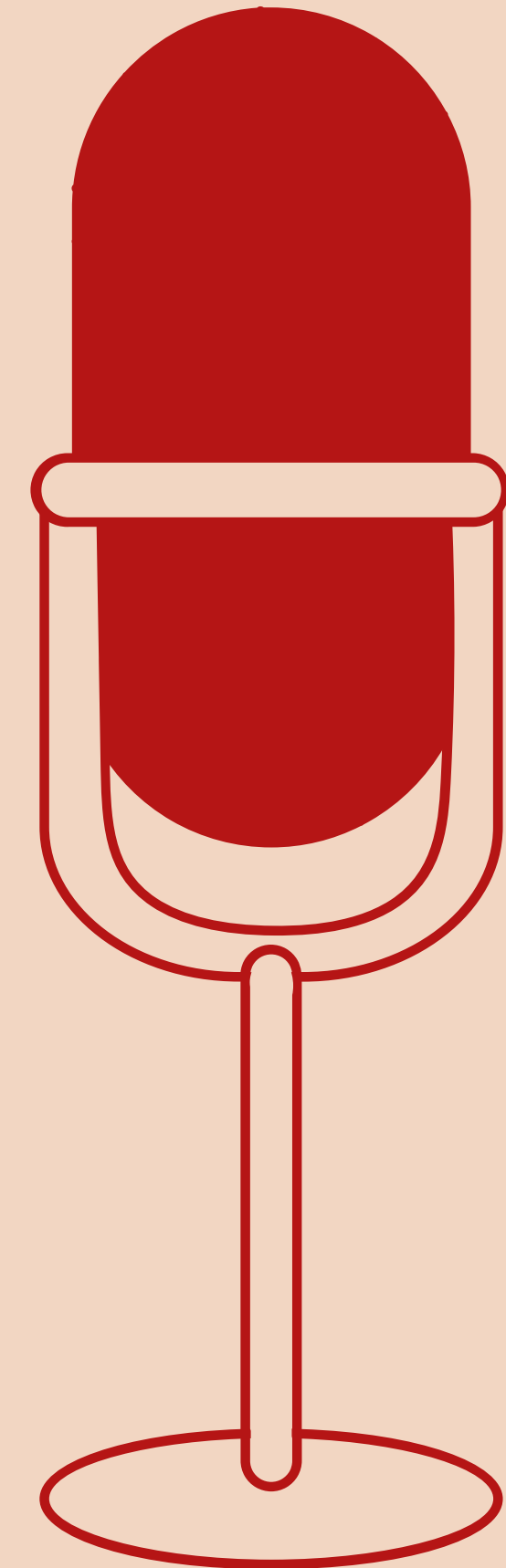


- **Cinema Sakartvelo, Where Stories Come Alive**

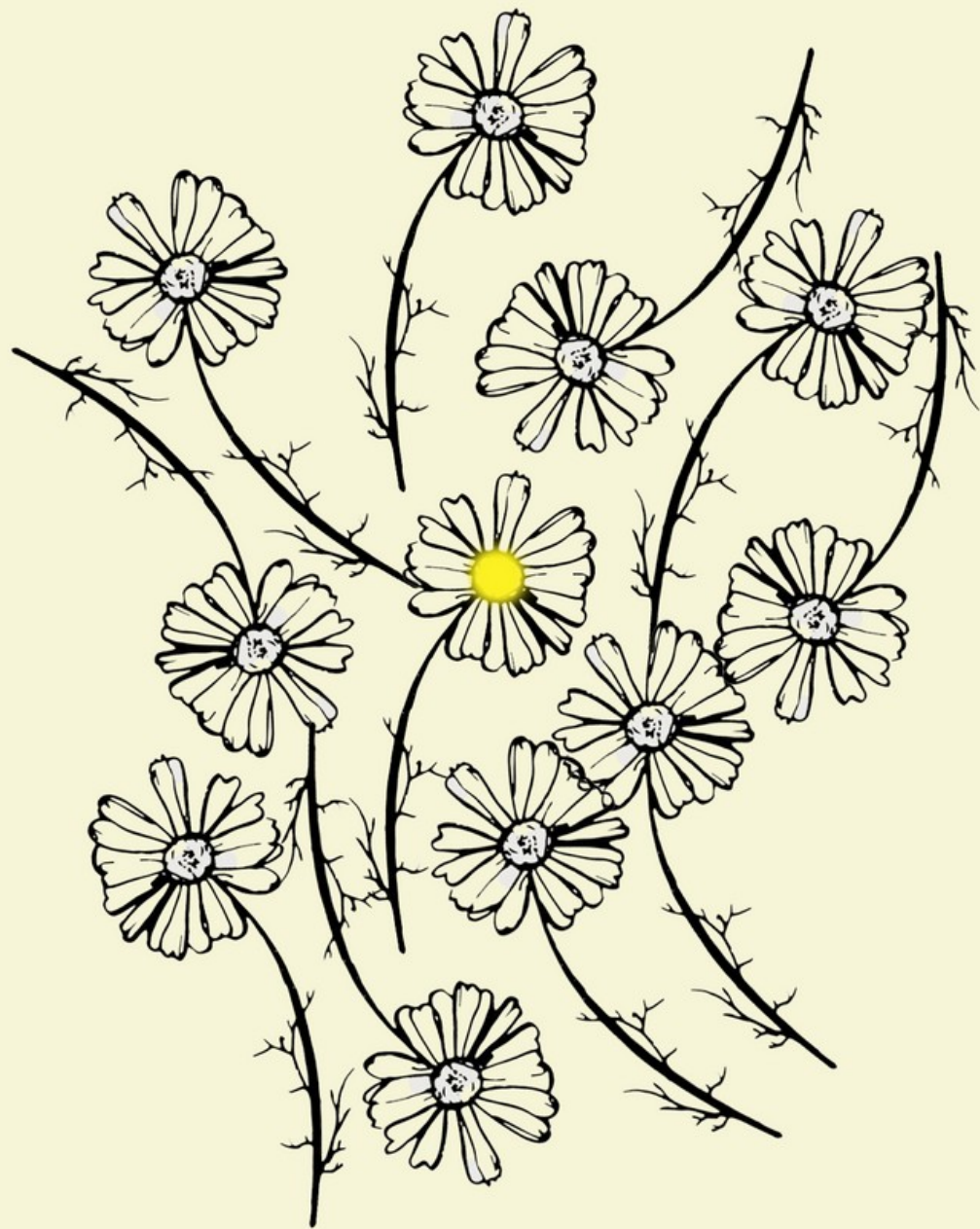


BRAND POSITIONING

- **Target:** Everyone who loves watching new movies in theaters.
- **Points of Difference (PODs):** Only movie theater in Kutaisi and surrounding areas, rich cultural and historical heritage, authentic cinema experience.
- **Points of Parity (POPs):** Standard ticketing, comfortable seating, access to popular films as they release.
- **Reason to Believe:** Decades of history in Kutaisi, combining tradition with modern movie experiences.



ADVERTISING



THE STORY OF GEORGIAN CINEMA
STARTS IN KUTAISI

- Promote Kino Sakartvelo as the only movie theater in Kutaisi Emphasizing Its vintage atmosphere



THE STORY LIVES ON
CINEMA SAKARTVELO

Song: რეზო ლაგიძე - ჰიმნი ქუთაისს
/ Revaz Lagidze - Anthem to Kutaisi

DIGITAL MEDIA STRATEGY AND PR



Digital Media Strategy

- Develop a modern website
- Social media presence

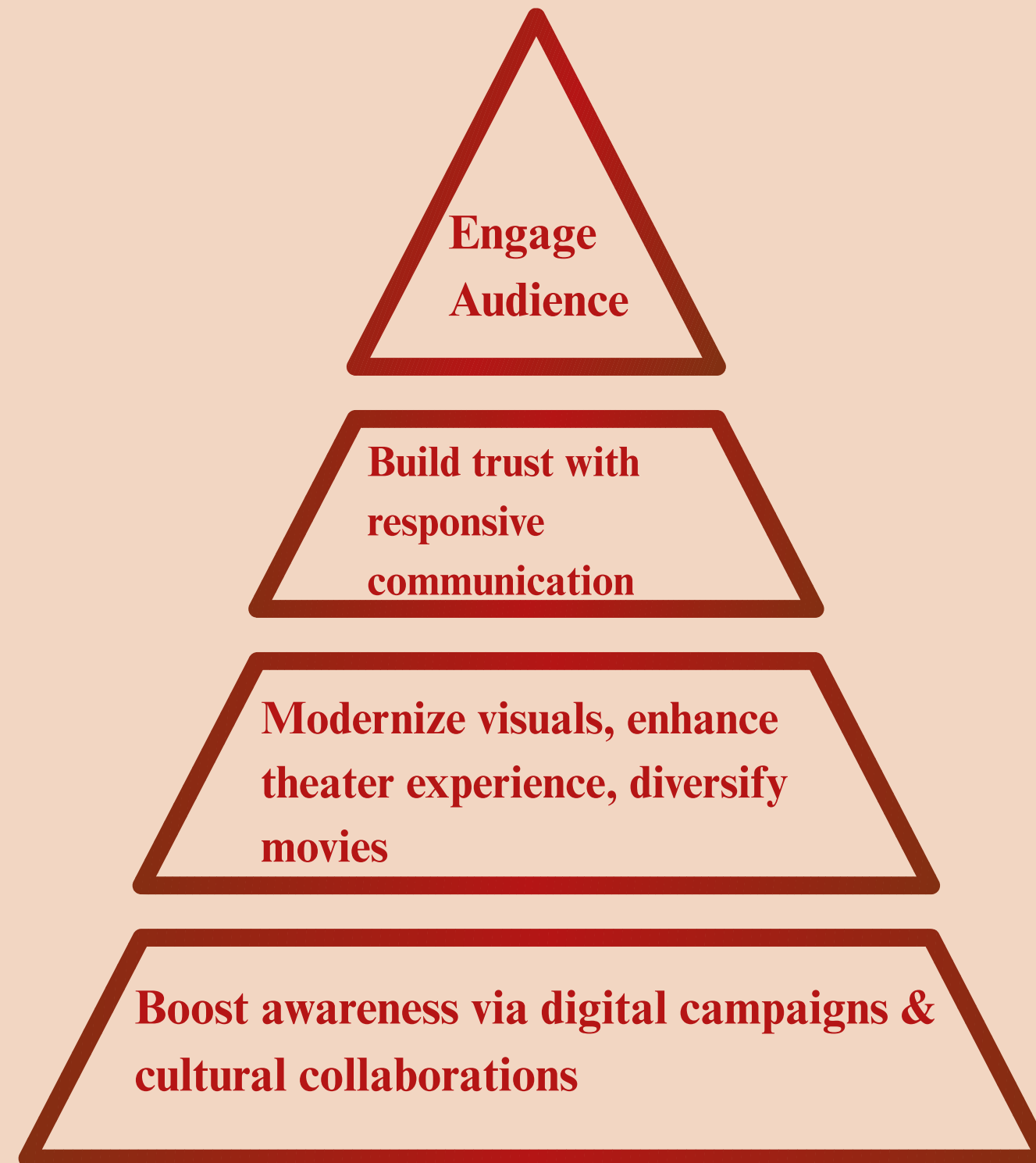
PR Strategy

- Movie premieres
- Special cinema events
- Partnerships with Georgian influencers, actors and directors.

Tone & Personality

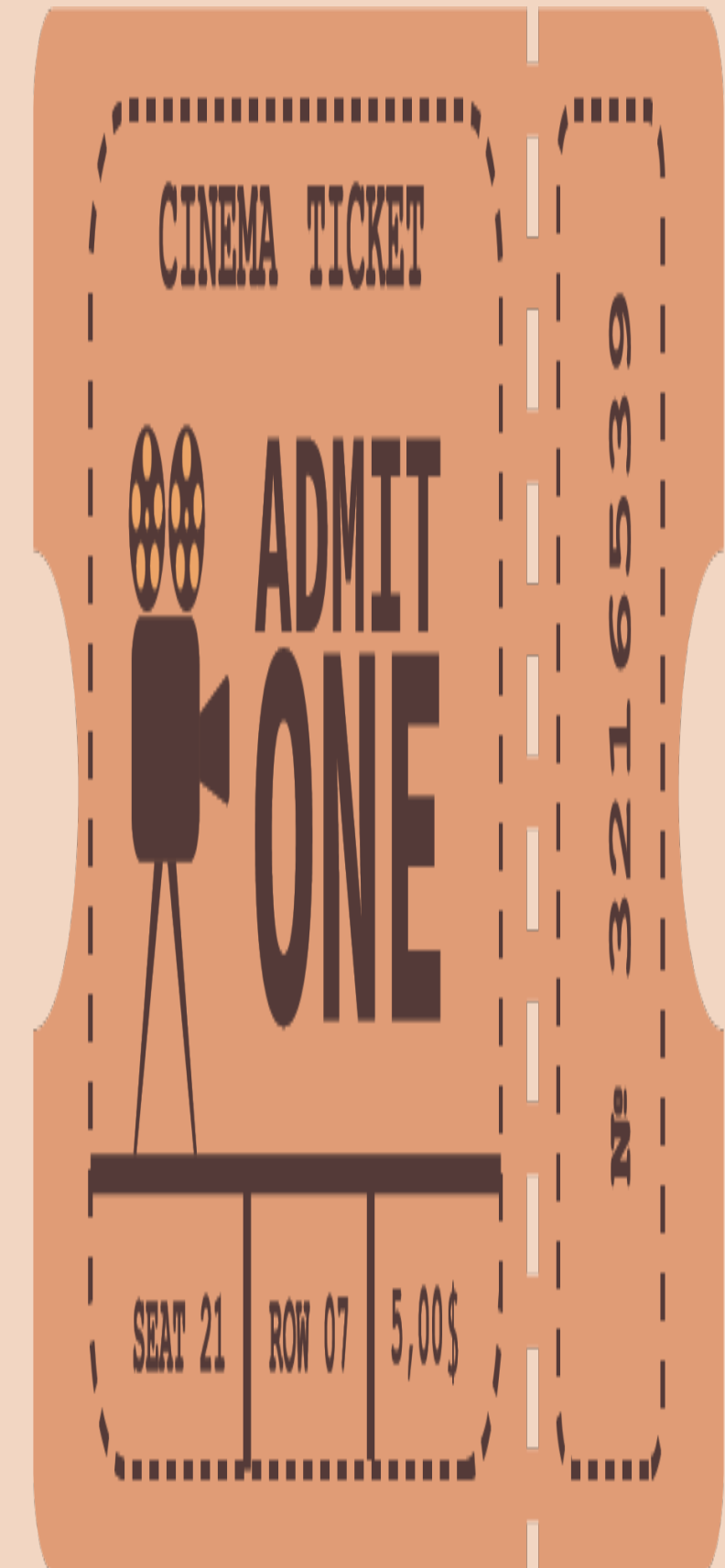
- Warm, nostalgic, consistence vintage visuals, approachable and accessible

BRAND BUILDING STEPS



BRAND SYMBOLISM & AESTHETICS

- vintage cinematic style
- Theater interior: red velvet seats, classic lighting, retro décor,
- classic film motifs, warm color tones, and retro
- typography
- This vintage approach reinforces the brand's heritage and authenticity, differentiating it from modern multiplexes.



SOCIAL RESPONSIBILITY



Educational & Cultural Responsibility

- Organize educational screenings for students, followed by short discussions or introductions to cinema history.
- Collaborate with schools and universities to use cinema as a learning tool, not only entertainment.
- Use Georgian Vintage Movie Day as a way to educate younger audiences about film history



ABSOLUTE CINEMA

Directed by Meguniebi