

# Cinema Sakartvelo

## Where Stories Come Alive

A revitalization concept for Kutaisi's only cinema, using local heritage and audience insight to create a clearer identity and stronger digital presence.

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**ROLE** Concept originator and creative lead within a university team project

EMA  
KARTVEL

## STRATEGY

# A local cinema with an identity gap

## CHALLENGE

Address an outdated identity, limited digital communication and a weak relationship with younger audiences while preserving the cinema's local significance.

## CORE IDEA

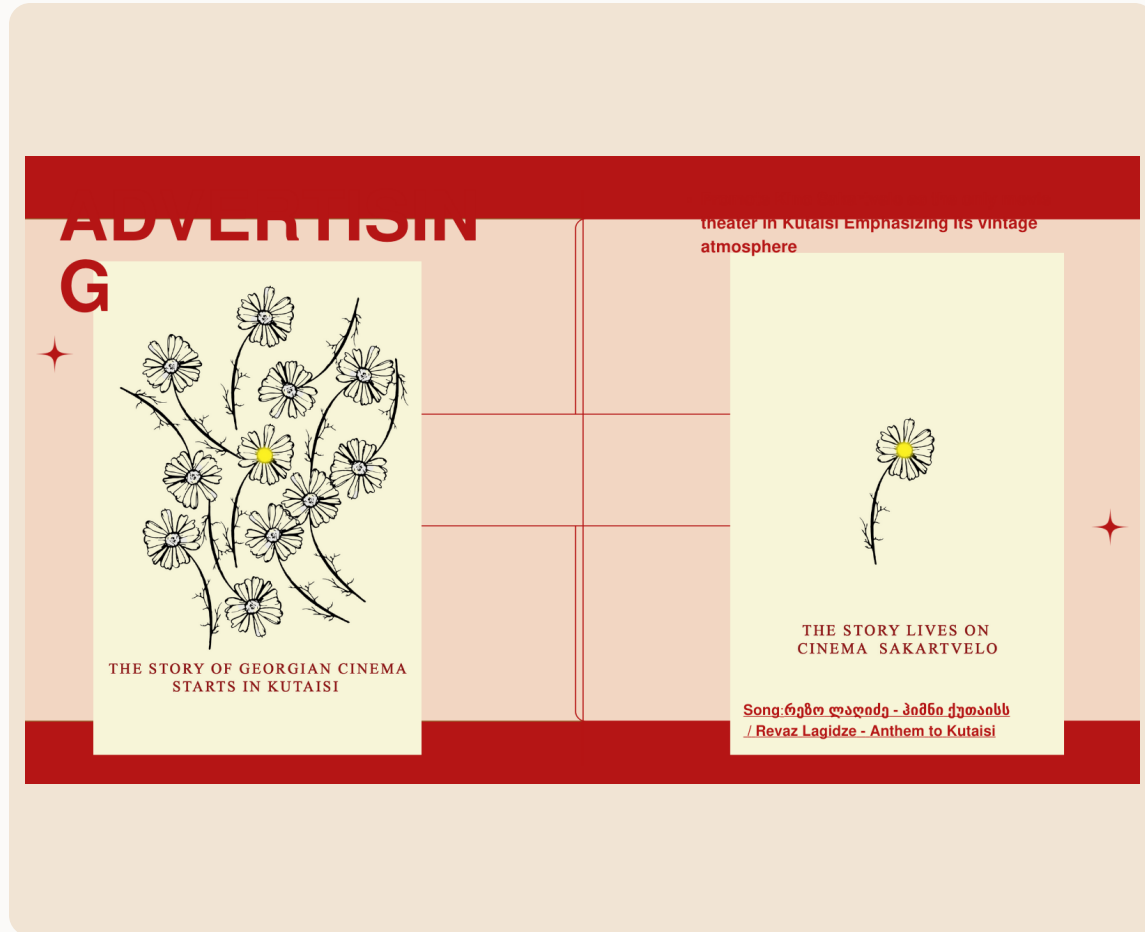
Reposition the cinema as a cultural meeting place where Kutaisi's heritage and contemporary moviegoing come together through nostalgia, community and shared stories.



# Brand, digital and community activation

## WHAT THE PROJECT DEMONSTRATES

- Originated the rebranding direction and translated audience frustrations into a strategic opportunity.
- Created personas, positioning, brand mantra and a nostalgic visual direction.
- Proposed social media content, PR activations and cultural collaborations.
- Connected the brand idea with accessibility and community-building initiatives.



Academic team project. Role statements describe Megi's contribution.