
Megi Savoyan

Marketing Portfolio

Brand strategy, digital campaigns, advertising and new product development

CONCEPT ORIGINATOR | CREATIVE STRATEGY | CONSUMER INSIGHT

Selected university projects | Tbilisi, Georgia

American Eagle You Have Great Jeans

A community-led campaign concept designed to rebuild cultural relevance through creator voices, inclusive storytelling and channel-specific content.

ROLE Concept originator and creative lead within a university team project

ve Great Jeans

*in Digital & Social Media
for American Eagle Outfitters*

Megi Savoyan
Marketing

STRATEGY

Audience insight and campaign architecture

CHALLENGE

Turn a high-attention cultural moment into a credible strategy that strengthens relevance without relying on a single celebrity narrative.

CORE IDEA

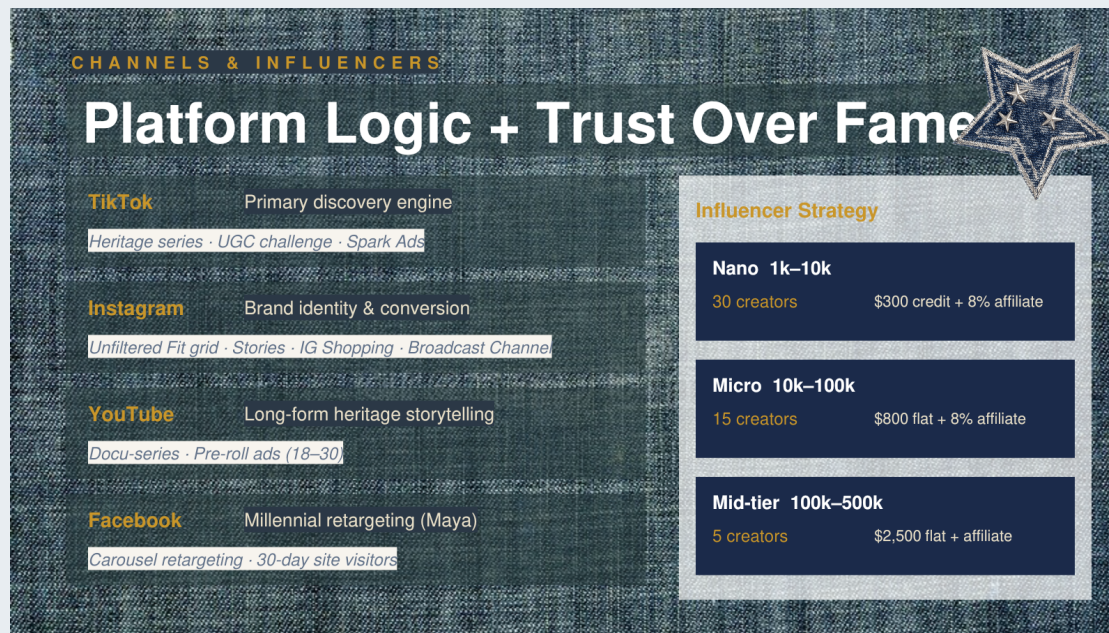
Shift the story from one face to a broader community: real people, varied styles and creator-led interpretations of what great jeans mean to them.



An eight-week, channel-specific rollout

WHAT THE PROJECT DEMONSTRATES

- Applied STP and PESO planning across TikTok, Instagram, YouTube and Facebook.
- Defined campaign pillars, creator tiers, channel roles and an eight-week timeline.
- Proposed KPIs for reach, engagement, sentiment, participation and conversion.
- Connected the creative idea to budget logic and measurable campaign objectives.



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

ADVERTISING AND INTEGRATED MARKETING COMMUNICATION

Sarajishvili Every Bottle Tells a Story

A premium brand campaign that translates heritage, intimacy and celebration into an original filmed advertisement and supporting communication strategy.

ROLE Concept originator and creative lead within a university team project

MEGI SAVOYAN | 1



STRATEGY

Heritage positioned through personal moments

CHALLENGE

Create contemporary communication for a historic Georgian brand without weakening its premium character or cultural heritage.

CORE IDEA

Make the bottle a witness to meaningful chapters in people's lives. The concept links Sarajishvili with love, memory and celebration through a cinematic nighttime setting.

Marketing Mix of Sarajishvili

- **Product**
 - High-quality aged brandies: Classical, Unique, and Vintage lines
 - Luxury packaging highlighting Georgian heritage
 - Offers an authentic Georgian experience
- **Price**
 - Premium pricing strategy targeting middle-to-high-income customers
 - Seasonal promotions and discounts to boost accessibility without losing prestige
- **Place**
 - Distributed via direct sales, local/international retailers, and online platforms
 - Efficient logistics for seamless delivery in domestic and global markets



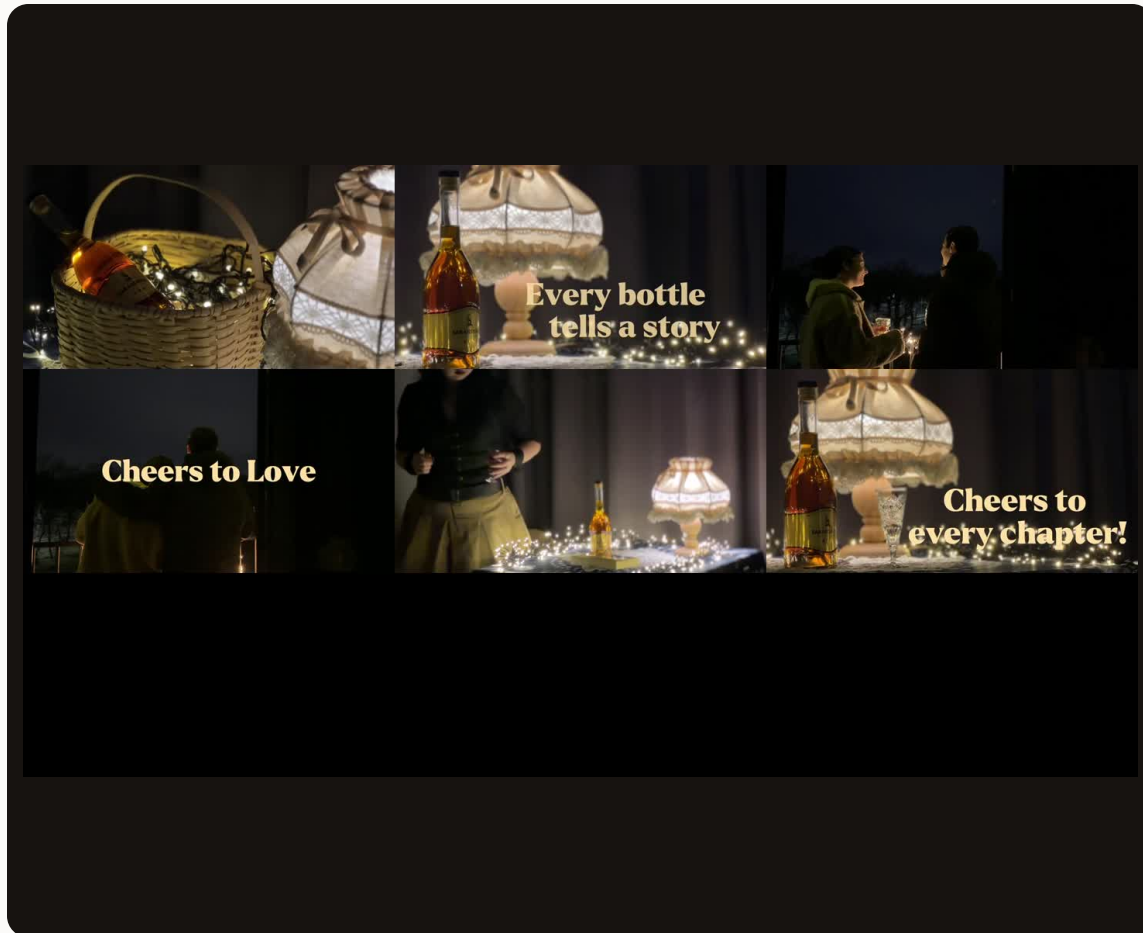
Original advertisement from concept to filming

WHAT THE PROJECT DEMONSTRATES

- Originated the advertising idea and led the creative direction for the team project.
- Developed the narrative, visual mood, product staging and audience-facing message.
- Led the filming concept and execution of the 37-second advertisement.
- Connected the film to segmentation, positioning and integrated communication recommendations.

WATCH THE 37-SECOND ADVERTISEMENT

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



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.

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

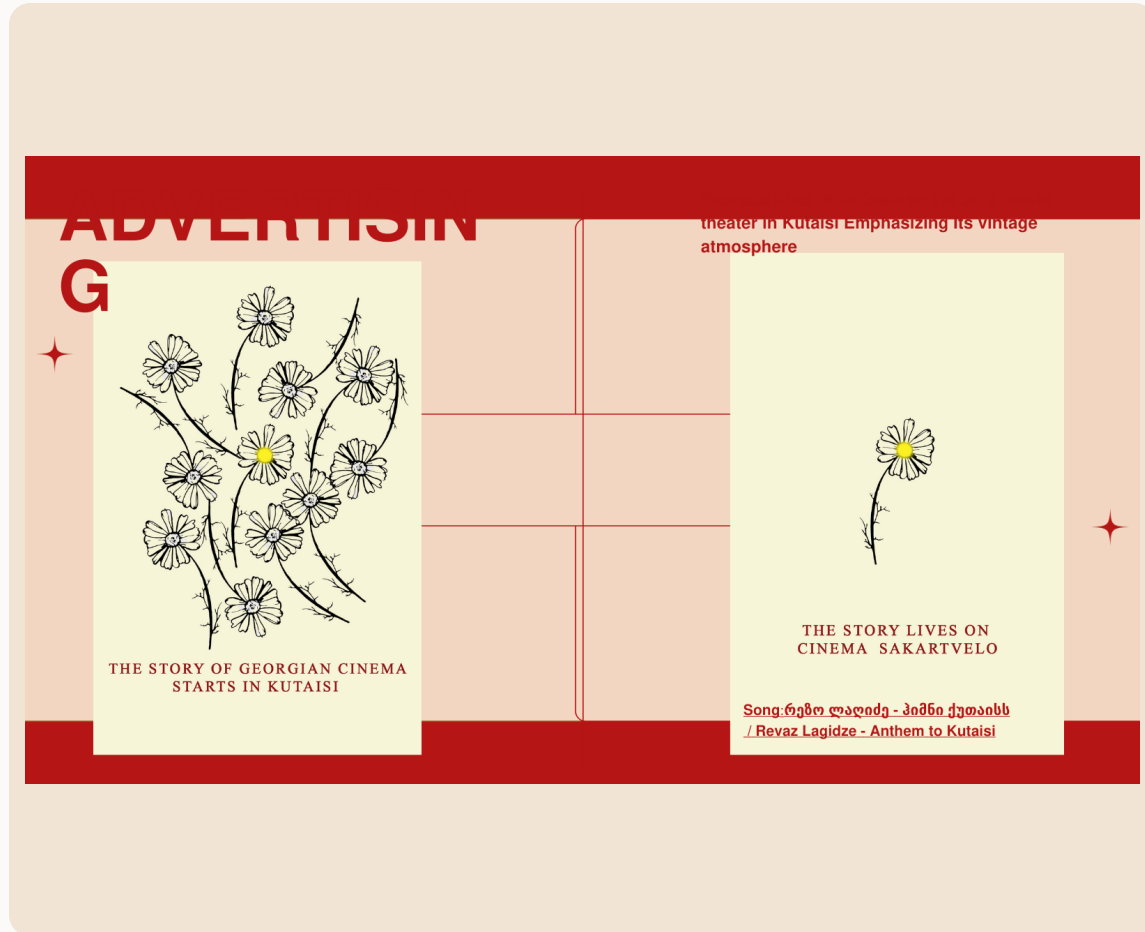
Reposition the cinema as a cultural meeting place where Kutaisi's heritage and contemporary moviegoing come together through nostalgia, community and shared stories.



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.

MILLO

A Friend to Hug and Learn With

A personalized educational product that turns a child's drawing into a plush companion connected to digital learning content.

ROLE Concept originator and creative lead within a university team project

MILLO

A Friend to Hug

STRATEGY

A personalized learning companion

CHALLENGE

Parents want meaningful educational play, but many products are standardized, screen-heavy and unable to sustain emotional engagement.

CORE IDEA

Transform a child's own drawing into a physical character that appears in digital lessons, combining emotional attachment, creativity and structured learning.



Mariam Barbakadze, 4 Years Old



Mariam's MILLO

Product concept with commercial depth

Branding x Packaging

Branding

- Brand tested: name, logo, slogan, colors
- Personality: caring, trustworthy, creative
- Evaluated: trust & recommendation intent

Packaging

- Eco-friendly box + child's name
- QR instruction card inside
- Evaluated: gift value & perceived quality



WHAT THE PROJECT DEMONSTRATES

- Originated the MILLO product idea and shaped its central value proposition.
- Developed target-market, competitor and market-potential analysis with the team.
- Built pricing, direct-sales, creator promotion, social advertising and email concepts.
- Explored costs, break-even, test marketing and recurring digital-content revenue.

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