

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



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.

