



Kakheti Regional Brand

“Experience Kakheti”

Marketing Strategy

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- Visegrad Fund
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The document was developed by Georgian partners in close cooperation with Visegrad partners Czech, Slovak, Hungarian organizations.



All stakeholders and project target group beneficiaries were involved in the strategy development process;

The work process included: (1) participation in the meeting of the certification commission of the Kakheti Regional Brand - "Experience Kakheti", collecting information from the participants of the meeting using the "brainstorm" method, (2) group and individual interviews with the members of the Regional Working Group of the Brand, including the Brand founders and local project partners, (3) development a special questionnaire to identify expectations and opportunities;

The experience of the Czech Association of Regional Brands is taken into account in the development of the strategy.

This document is the marketing strategy of the Kakheti regional Brand - "Experience Kakheti" for the upcoming 3 years and the corresponding action plan for the implementation of the strategy.



The Aim of Strategy

Kakheti Regional Brand Marketing Strategy aims to analyze the challenges revealed after processing the information received; based on the outcomes of the analysis, to determine the long-term marketing goals and objectives of the brand and to develop the necessary ways to achieve the desired results. The action plan developed based on the strategy will be a guide for brand development.

Description of Current Situation

Aim and Values of Kakheti Regional Brand

The goal of Kakheti Regional Brand is to create new development opportunities for entrepreneurs in the region, to create new markets for brand owners by creating a strong internal and external communication network, and to popularize the region.

The brand aims to reduce migration in the region and promote economic growth by promoting local, quality products and promoting sales.

Kakheti Regional Brand carries out its activities in compliance with the law, observing ethical norms and is based on quality, fairness, transparency, reliability and eco-friendliness.

Mission

The mission of Kakheti Regional Brand is to create a strong internal and external communication network between brand owners, consumers, private and public sector representatives both locally and internationally.

Uniqueness of Brand

The uniqueness of the brand is the fact that it can be used only by local, tradition-based and quality product owners / service providers. Kakheti Regional Brand in Georgia is the first and unprecedented innovation, which will be an important link for entrepreneurs to increase market access, sales and reputation. As for the customers it will be a guarantee to get high quality, eco-friendly and reliable products.



Private and public partnerships in both local and international markets.

Weaknesses:

- Low level of awareness of brand activities in target groups and society.
- Lack of finances necessary for development.
- Lack of necessary resources for development.
- Lack of experience because the brand is newly created and therefore has no experience working in this field at this stage.
- Lack of external contacts, which will help the owners of the brand within the brand, both to increase awareness and sales of products.
- The difficulty of controlling a variety of directions.

Opportunities

- Further expansion of the brand in the direction of both the market and the brand owners.
- Creating and establishing the right image in both local and international markets.
- Increase the number of supporters of the brand through both local and international partnerships.
- Finding financial resources for development.
- Creating an e-shop to sell the products of the trademark owners.
- Organizing exhibitions and festivals on behalf of the brand, for trademark owners.

Threats

- Competition - there is no direct competitor at this stage, although associations with similar ideas or similar NGOs can become competitive.
- Disaster - an entrepreneur whose product may be damaged by a disaster, on the one hand, loses motivation for future development (and does not have enough product to sell) on the other hand, the disaster affected by brand members poses a threat to the brand itself.
- Pandemic - is a threat, as it may impose additional regulations, as well as may increase the price of specific products / shipping, which will eventually increase the price of the product produced by the brand owners. It may also pose a health risk to the population (including entrepreneurs).
- Reputation risk - Because the diversity of products of potential brand owners requires a fairly large control mechanism, it may not be possible to effectively control the quality that an entrepreneur will maintain once a brand has been awarded. Quality mismatch by one brand owner can completely damage the brand image.
- Legal risk - different types of legal risks may arise between the brand and the trademark owner, as well as between the consumer of the branded product / service and the trademark owner, which in itself poses a threat to the brand.
- Migration - is one of the major risks, as the outflow of population can lead to a decrease in both consumers and potential members of the brand.
- Dishonesty - Because the brand's business must be based entirely on credibility, quality and transparency and lead to trust, breach of good faith by both the trademark owner and the brand can be a significant impediment, including future reputations.

- Economic Factors - Economic factors can be a hindrance to the effective management of brand beard activities, which is reflected in brand performance.

Findings of Marketing Strategy

The analysis of the current situation revealed the following findings and challenges related to the brand:

- There is a low level of awareness towards the Kakheti Regional Brand and it needs to be raised.
- The Brand needs to raise funds for the effective implementation of measures aimed at the development of the brand.
- It is necessary to increase the demand / trust in the Kakheti Regional Brand among local entrepreneurs.
- The Brand needs to create an internal and external communication network, strengthen communication with the media, private and public sector, international organizations.
- Proper positioning of the brand requires the establishment of appropriate ways to build a quality and credible brand image.

Marketing Tasks

Task 1.

- **Increase demand / trust in Kakheti regional brand among local entrepreneurs.**

Activity:

- Planning meetings and arranging presentations with local entrepreneurs.
- Disseminate information about entrepreneurs owning a trademark through a social network.
- Creating an electronic catalog of the products of the trademark owners.
- Creation of an e-shop for the sale of the products of the trademark owners.
- Organizing exhibitions and festivals.

Outcome

Local entrepreneurs have confidence in the Kakheti regional brand and the number of potential owners of the brand trademark is growing.





Task 2.

Creating a strong internal and external communication network.

Activity:

- Meetings with the public and private sector and presentations about the brand.
- Signing memoranda with organizations.
- Organizing meetings between brand members and partner organizations.
- Rewarding active supporters and disseminating information about successful partnerships through social media.
- Cooperation with local media.

Outcome

Kakheti Regional Brand cooperates with local and international, private and public sectors, joint projects are implemented within the framework of cooperation.

Task 3.

- **Increasing awareness of Kakheti Regional Brand.**

Activity:

- Preparation and distribution of advertising materials.
- Preparation and presentation of annual reports to the public.
- Active use of social networks.
- Use of influencer marketing.
- Constantly informing the media and press about the news through press releases.
- Creating an electronic catalog of products of brand owners.

Outcome

There is a high level of public awareness of the brand, organizations and the public have information about the reports of the brand's activities, increased access to information through social networks, websites and other communication channels.

Task 4.

- **Establishing the image of Kakheti Regional Brand as a reliable and quality brand.**

Activity:

- Use of the brand logo in accordance with the established rule on all packaging and advertising materials.
- Highlighting "eco-friendliness" in brand-related information.
- Conducting surveys of consumers, brand owners and partners on the quality of brand products.
- Preparation and distribution of videos and photos, which will reflect the process of production of products produced by brand members.

Outcome

In the community, the brand name is associated with credibility and quality, which increases the demand for it.

Task 5.

- **Achieve brand financial sustainability.**

Activity:

- Cooperation with local sponsors (sponsorship).
- Creation and implementation of grant projects.
- Increase the number of brand members.
- Mediation of the brand in the direction of sale of products of the trademark owners, including in the direction of export or e-shop.

Outcome

The brand achieves financial sustainability and uses the funds raised to develop the brand, to carry out marketing activities.

Recommendations

When creating the strategy, certain recommendations were developed, which are desirable for the brand to take into account:

- Cooperation with the Georgian Agency for Innovation and Technology, which will enable the creation of a communication platform based on the grant, which will connect entrepreneurs and users, as well as the creation of an e-shop on the basis of the same platform.
- Systematize media relations, which is important for the brand to properly deliver information to customers. For this purpose, it is possible to cooperate with the business portal: www.bm.ge, which also has its own TV program and is one of the strongest business portals in Georgia.
- Active use of social media. Facebook allows information to be shown to both entrepreneurs and the public, who should be the end users of the brand owners' products. In addition, the social





network helps to increase awareness, constantly inform users and create the desired image through the right image materials. LinkedIn is an international communication business social network through which the brand can communicate with foreign and local partners. The existence of the mentioned social network is important for the reputation. The social network should promote the dissemination of information about the brand, as well as the promotion of brand owners, the provision of thematically useful tips to the public, competitions, etc.

- Organizing business forums with partner organizations will help the brand to easily establish communication with target business groups and use these contacts to expand the market.
- Active use of influencer marketing will enable the brand to increase awareness and gain trust in the target group. Publicly recognizable faces should be used as influencers which will recommend the brand. In order for the brand not to have to pay for these activities, it is possible for the brand owners to donate their own products.
- Organizing brand trainings for brand owners on topics on how to develop their business, these activities will increase both trust and demand for the brand. It is also important to invite foreign partners to share experiences.
- Making videos about the activities of brand owners and posting them on the brand's website and social networks will help the brand gain more trust in the community. In order for the brand not to spend money on it, it is necessary to cooperate with universities that have a faculty of journalism. Internships are mandatory for the students of the mentioned faculty, which they can do within the framework of brand promotion (Within the framework of the memorandum).