

The background features abstract, overlapping green geometric shapes in various shades of lime and forest green, creating a modern, layered effect. The shapes are primarily located on the left and right sides of the page, framing the central text.

Nachur's Vine: Communications and Marketing Plan

by Sha Buchanan

COM 600 Media Project

Republic of Georgia (RGA)

History and Integration

- ▶ Birthplace of wine
- ▶ Wine is natural, homemade and family produced
 - 8,000 year natural ancient method
- ▶ Meaning-Making Theory
 - ““idea that active audience members use media content to create meaning and meaningful experiences for themselves” (Baran, 2019, p. 327).
 - Bring the Republic of Georgia something new while reminding them of their home, culture and tradition of wine.

Cultural Intelligence (CQ)

► What is it?

- Cultural intelligence is “a measure of your ability to work with and adapt to members of other cultures” (Cardon, 2018, p. 103).

► How does one build cultural intelligence?

- Respect, recognize and appreciate cultural differences (Cardon, 2018, p. 104)
 - Entire culture is centered around wine and its history
- Possess curiosity about culture (Cardon, 2018, p. 104)
 - Our job to get accustomed to the Georgian culture
- Manage language differences to achieve shared meaning (Cardon, 2018, p. 104)
 - Ensure messaging, content and packaging words and meaning are the same in RGA as in the U.S.
- Understand cultural dimensions (Cardon, 2018, p. 108)
 - Assist in procuring marketing strategy

Nachur's Vine: Goal, Audience, Brand

► Goal

- Expand new brand of wine to RGA by connecting with Georgians, their culture and love for wine.

► Audience

- Adults 18-65 (international only)
- Families

► Brand

- Nachur's Vine unique selling proposition (USP)—A high quality natural wine rich in family, tradition and culture that connects the entire family with its collection of dark red, sweet red and white spritz wine.

Marketing Strategy

► Production

- Partner with a family owned/produced vineyard that makes natural wine through old-age traditions and methods

► Dissemination

- Where? Restaurants, Wineries, Grocery Stores/Markets

► Communications

- Sommeliers—introduce wine to customers at restaurants, wineries, grocery stores/markets
- Newspaper & TV
- Social Media (Facebook, Instagram & Twitter)
 - Messaging Theme—Wine that connects the entire family.
 - Facebook—post 2x/day, Instagram—post 1.5/day, Twitter—5x/day (Kosmayer, 2019)

Nachur's Vine Visual Look



Dark Red (seasoned drinkers)



Sweet Red
(vibrant drinkers)



White Spritz
(novice drinkers)



Front Label

Clip art courtesy of www.hiclipart.com

Nachur's Vine

is high quality natural wine rich in family, tradition and culture. It connects all family members with its variety of dark, sweet and white wines.

Dark Red transcends seasoned members into a freefalling realm of relaxation.

Sweet Red gives those vibrant members a pop of sweetness and a bit of grit bringing life into their soul.

White Spritz places just enough sizzle and sweetness to tickle the novice taste buds.

Back Label

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