



NATAKHTARI LEMONADE

# 2020 MEDIA PROPOSAL

By



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Communications



DIVERSE  
NATURE



SPRING  
WATERS



GEORGIA



TRADITIONS



TASTY  
FOOD

# RICH IN MINERAL WATERS



2000 springs

350 types of  
mineral waters

Some of the most known springs located in  
NATAKHTARI

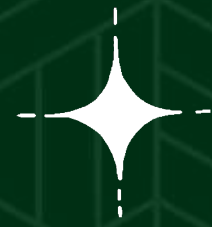
Properties of Natakhtari waters are known from ancient times.  
Besides their unique taste these are considered to be filled with vital elements and very beneficial for  
the human body.

# NATAKHTARI LEMONADE

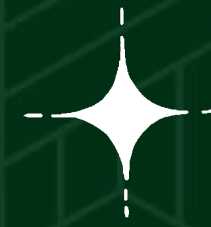


## MEANING

Natakhtari is the lemonade that stands for the most important values:



Georgian  
Natural  
Family  
Tradition



Friends  
Love  
Health  
Freshness of being  
Joy of life.

## PRODUCT QUALITIES

Georgian, fresh, enjoyable, brings people together, reminds us of who we are, quenches our thirst, makes our life more beautiful, accompanies us throughout all our experiences.

- made of spring Natakhtari waters
- natural and beneficial for health
- many flavours for every choice
- unique unforgettable taste
- colourful and attractive bottle and label

## PEOPLE

People who drink Natakhtari are those who have ✨ RESPECT FOR THE PAST, but are OPEN to the PRESENT and future. They ✨ CHERISH TRADITIONS and at the same time are willing to ✨ TRY out everything NEW. They ✨ CARE for their own and their LOVED ones' health and happiness. They ✨ LOVE LIFE and know how to ENJOY it to the fullest. Whether they spend time alone, or with family and friends they know how to make the most of it and Natakhtari is always with them. Because that's life,

# THAT'S NATAKHTARI!



Life gives US many occasions to enjoy Natakhtari

- When we are in OUR HOMES
- When we get together with our FAMILY
- When we spend time in NATURE
- When we have FUN with FRIENDS
- When we express our LOVE
- When we practice SPORTS
- When we enjoy TASTY FOOD
- When we dedicate time to OURSELVES

Every month our content will focus on Product qualities and will alternate posts corresponding to the Occasions described above. Thus, we will keep the interest of the viewers and cover a large number of categories of public.

A distinctive COLOUR ELEMENT will be present in all photos, videos or motion posts.

**Yellow for Pear flavour**





## Green for Tarragon flavour



Thus, we will develop visual recognisability of our products among the target audience, by creating a clear association between these colours and Natakhari lemonade.

# 1. UNIQUE NATAKHTARI WATERS

Natural springs in the mountains of Georgia are the source of the pure water used for our lemonade. The water is subjected to minimum processing, thus the customer can enjoy all its original benefits.

Lemonade bottle/glass in river and spring waters



*Stay fresh. That's Natakhtari.*



# UNIQUE NATAKHTARI WATERS

Lemonade bottle/glass with dew drops or in ice



*Your source of freshness. That's Natakhtari.*

## Photos with water splashes



## 2. NATAKHTARI FLAVORS AND ITS UNIQUE TASTE

Whether you are looking for the sweetness of pear and cream soda, or the freshness of tarragon, you can all find it in Natakhtari. Flavors for every preference and a unique taste.

Compositions with fruits and flowers



*Colour your life. That's Natakhtari.*



- Mood boards with fruits and leaves

*The taste of joy. That's Natakhtari.*

### 3. OUR HOME



Nowadays the saying „Our home is our citadel” becomes a motto. We are forced to spend time at home but this doesn`t have to be a sad period. Various tastes of Natakhtari will help you to enjoy every moment spent at home with your loved ones.

Staying home ( working from home, enjoying morning routine, eating your favorit food, playing xbox, setting romantic diners, reading, etc.)

*Stay home. Stay safe. That's Natakhtari.*

## 4. FAMILY

Family is the most important treasure for people in the post-soviet space. Through the roughest times it was the only thing they could rely on. Family ties are very strong and traditions cherished.

Families going out ( walking in the park, having a picnic, harvesting fruits, playing with pets, making flower bouquets and wreaths etc.)

*Together. That's Natakhtari.*





# FAMILY

- Families spending time in their home (playing games, gardening, sitting at the table, reading stories, painting etc.)



*It's family time. That's Natakhari.*

# FAMILY

- Taking care of your family (children making breakfast for their parents, families bringing presents to grandparents, sisters talking over a lemonade, making surprises etc.)



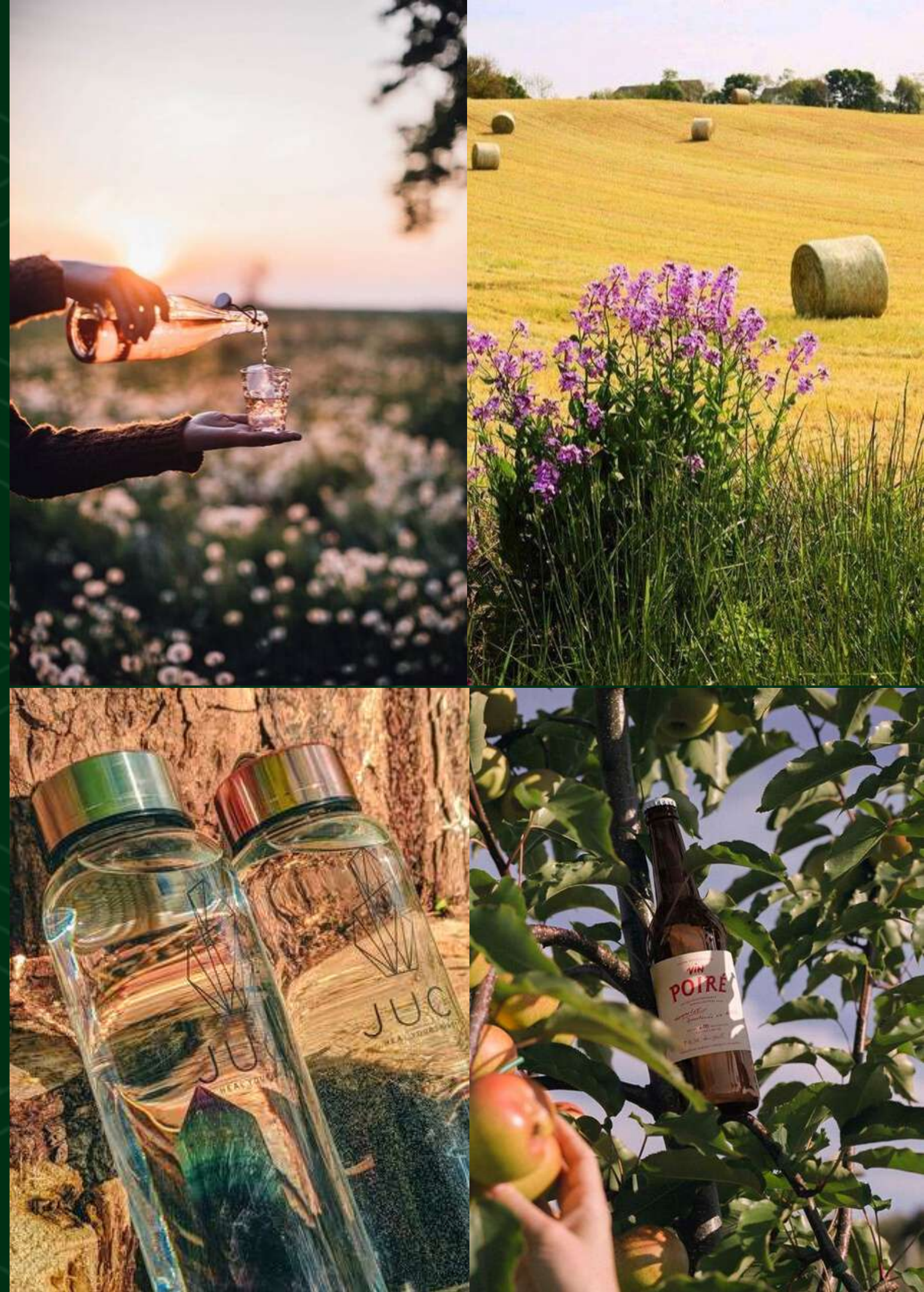
*Take care of the people you love. That's Natakhtari.*

## 5. NATURE

In nature people feel free and careless. It is the perfect escape from everyday routine, when you need to relax and unwind. Natakhtari is part of nature.

- Photos of the product in natural settings (the bottle/glass of lemonade in the forest, in the orchard, in a field, on a park bench etc.)

*The embrace of nature. That's Natakhtari.*



# NATURE

- Photos of people enjoying lemonade in nature (girlfriends sitting on grass with bottles, people with their feet in the water, friends camping in the forrest, picking flowers etc.



*Your perfect escape. That's Natakhtari.*

## 6. FUN FRIENDS



What would life be without friends. Real friends are there for good times and bad times. You turn to them when you need someone to talk to, or someone to go wild with. Everybody wants to fill included in a community.

- Spending time with friends (bowling, guitar, campfire, outdoor, smalltalk with girlfriends, shopping together , your pet is your friend etc.)

*Life is fun. That's Natakhtari.*



*My friends - my treasure. That's Natakhari.*

## 7. SPORTS

Nowadays people are educated and informed about their health. They care about what they eat and drink, they know how important it is to exercise and spend time outdoors.

- People practicing sports (hiking, running, cycling, tennis, gym, yoga etc.)

*Know what is good for you. That's Natakhari.*







## 8. TASTY FOOD

Georgian people are well known for their cuisine. The joy of cooking and having a good meal with a bottle of Natakhtari, is something no one can turn down.

- People cooking and enjoying foods and lemonade (preparing Georgian dishes, having a meal with families and friends, surprising your spouse/friends with a meal, enjoying an outdoor lunch for two, brunch etc.)



## 9. TIME FOR OURSELVES

Love yourself. Allow yourself to be free and happy. Take time to do what makes you happy. Don't compromise. Visit places you love, eat food you love, drink Natakhtari.

- Walking with headphones on, reading a book, spending time alone in a cafe, going to a beauty salon, enjoying a meal, admiring nature, practicing your hobbies, alone on the beach, home SPA, dancing etc.)

*Dare to be you. That's Natakhtari.*





*You deserve it.*

# 10. LOVE

Love - the ultimate feeling that makes every effort worth it. To live is to love.

- Different ways of expressing love (weekend runaways, romantic dinner, wedding, offering gifts, and surprises, proposing, movie night etc.)

*My world is complete. That's Natakhtari.*



# 11. POSTS IDEAS FOR SPECIAL DAYS

1 June - International Children's Day

1 of June is all about children, we advise people to release their inner child.





## 12 June - Russia Day

We propose to place one photo, with a group of friends that have russian flag painted on their faces, they will raise their glasses and bottles to cheer for Russia.



## 12. PREPARATION FOR HOLIDAY CELEBRATION

December is all about winter holidays. Families spend time together decorating the house and the christmas tree.

- House decoration
- Family around Christmas tree



## 31 December - New Year Eve

According to the tradition on New Year's Eve, the table must be full of favorite snacks and drinks and you must be surrounded by loved ones.

Natakhtari urges us not to avoid this beautiful tradition and to meet the new year with our favorite lemonade on the table.





# 13. INTERACTIVE

In order to generate UGC and build organic reach we suggest launching challenges, games, contest, hashtag contests, etc. every month. For each contest a small prize will be offered.

See bellow examples:

## "What's in your fridge?" - Challenge

Consumer needs to take a photo of his refrigerator, where a bottle of Natakhtari will be visible and tag a friend he/she will drink a Natakhtari with.

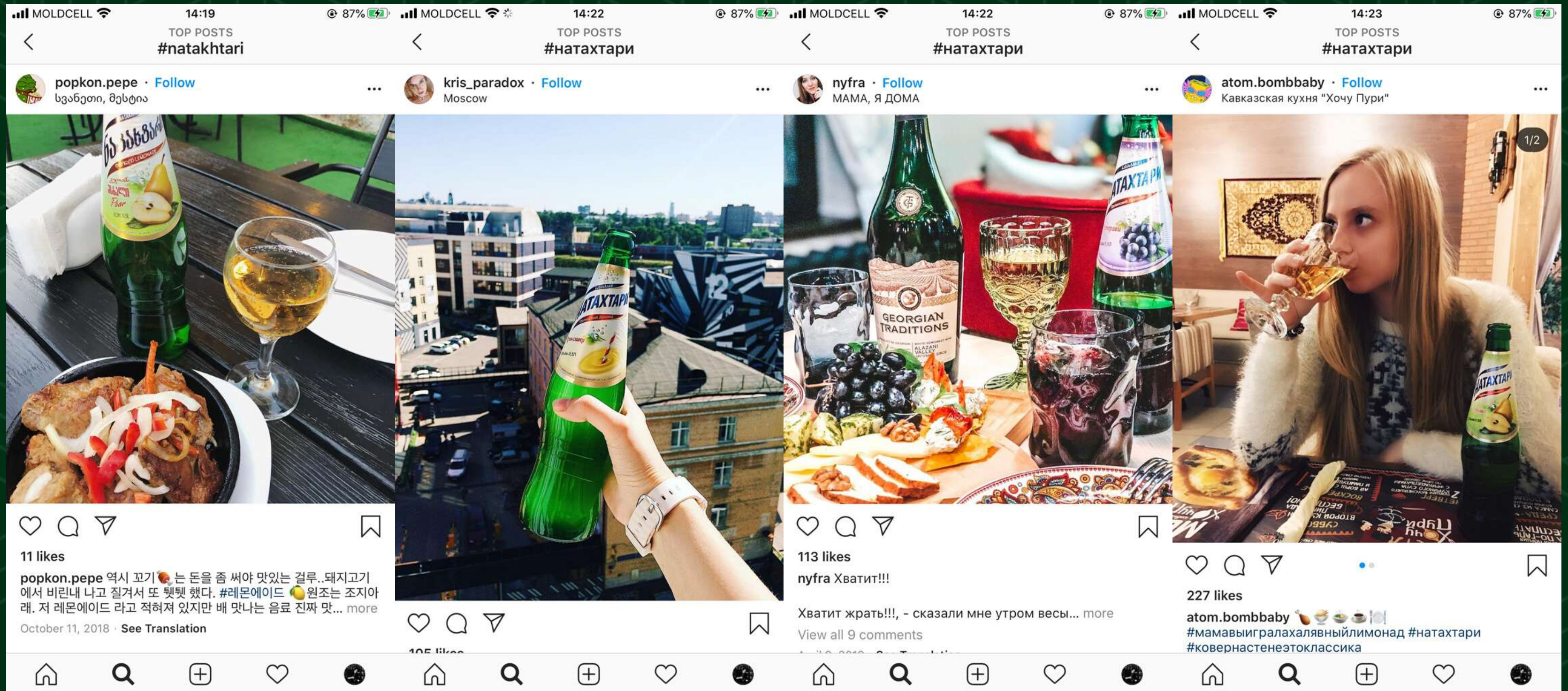
## "Make your table!" - Game

We will provide a picture of a table and the task will be to fill it with different stickers (from any application) of grocery and Natakhtari bottle. Post should have Natakhtari page tagged.



# CURRENT NATAKHTARY UGC

People choose Natakhtari with tasty food, at home, at family dinners, in cafes, when they travel, when they are watching movies and even at romantic diners.



# UGC

UGC will be used in our posts, this way motivating consumers to create more content with our product. Content created by consumers will be used as post that present Natakhtari as a product trusted and loved by people and demonstrate loyalty to our product.

The image displays four Instagram posts showcasing user-generated content (UGC) for Natakhtari. Each post features a different user and a unique scene involving the product.

- Post 1 (Left):** User **nuki.koshkelishvili\_official** (Toné Café) from 13 November 2015. The image shows a woman with blonde hair and glasses holding a large bottle of Natakhtari Georgian Lemonade. The caption includes hashtags like #natakhtari, #fun, #missedit, #Georgia, and #nyc.
- Post 2 (Middle-Left):** User **semradoll** (Batumi Boulevard) from 14:52. The image shows a woman with red hair and glasses drinking from a glass of green lemonade. The caption mentions "tarhunlu limonata/ tarragon lemonade/ tarkhuna limonatis bir Batumi lezzeti" and includes hashtags like #green, #lemonade, #natakhtari, #batumi, #beveragephotography, #travel, #eat, #drink, #see, #throwback, #batumi, #gürcistan, and #uzaylı.
- Post 3 (Middle-Right):** User **primavera\_ar** (Natakhtari CAFE) from 23 February 2018. The image shows a woman sitting at a table with a baby, with a glass of lemonade in the foreground. The caption is in Russian: "По нашей славной традиции отмечаем 23 февраля по-грузински, грузинов у нас в семье..."
- Post 4 (Right):** User **m.mirk** (ЖК Северное сияние) from 4 March 2017. The image shows a hand holding a bottle of Natakhtari in a living room setting. The caption is in Russian: "Как упоительны в #Казахстане вечера...) #методхитча #natakhtari #kz #astana #chill..."



PENETRATION - 53,1%

AGE 25-35 - 37 %

AGE 35-44 - 14%

MAINLY WOMEN - 74,9 %

PREMIUM CONTENT  
POPULAR IN BIG CITIES



PENETRATION - 37,5 %

AGE 25-35 - 24 %

AGE 35-44 - 28%

MAINLY WOMEN - 74,9 %



PENETRATION - 61,3 %

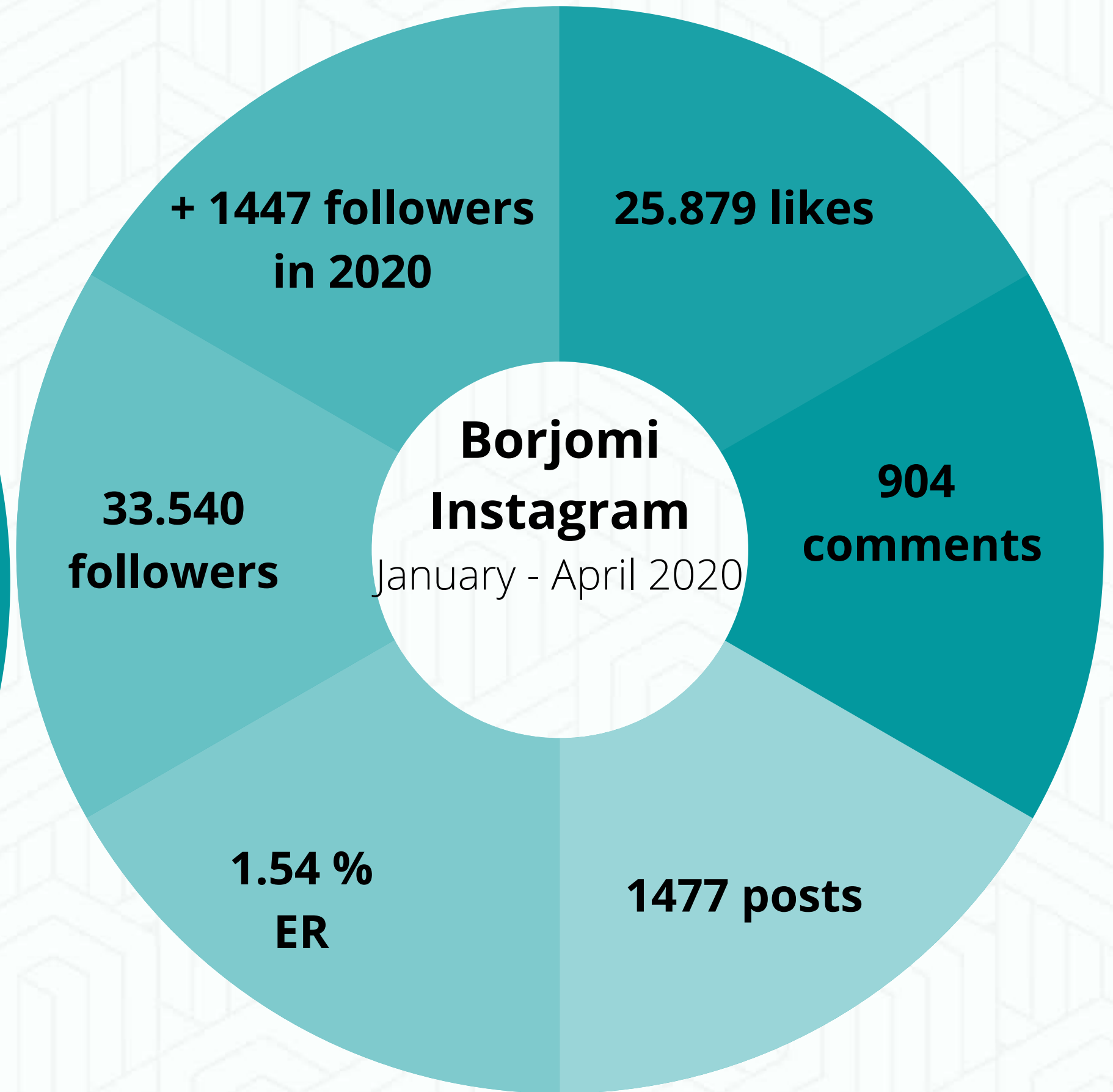
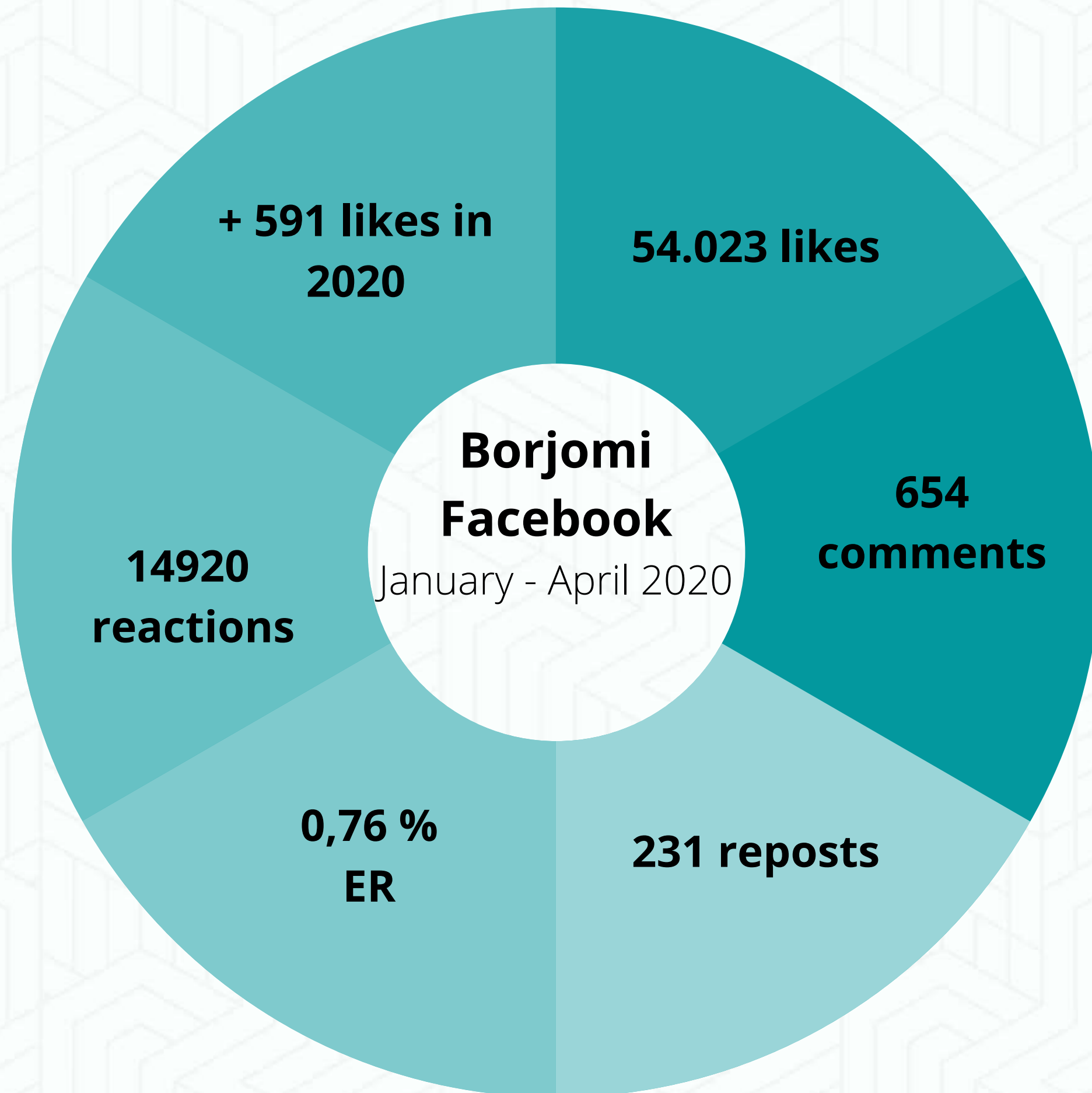
AGE 25-35 - 40 %

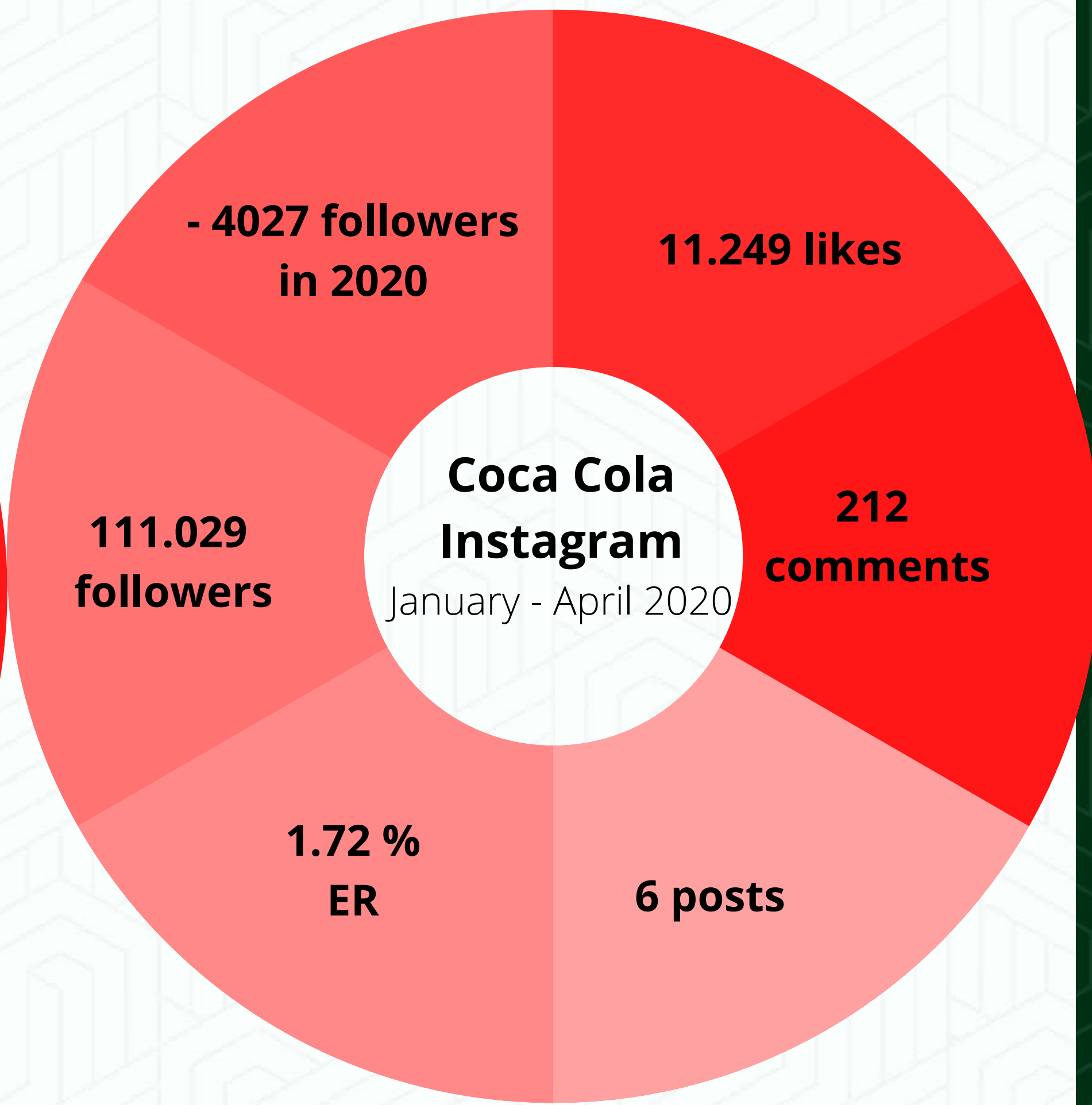
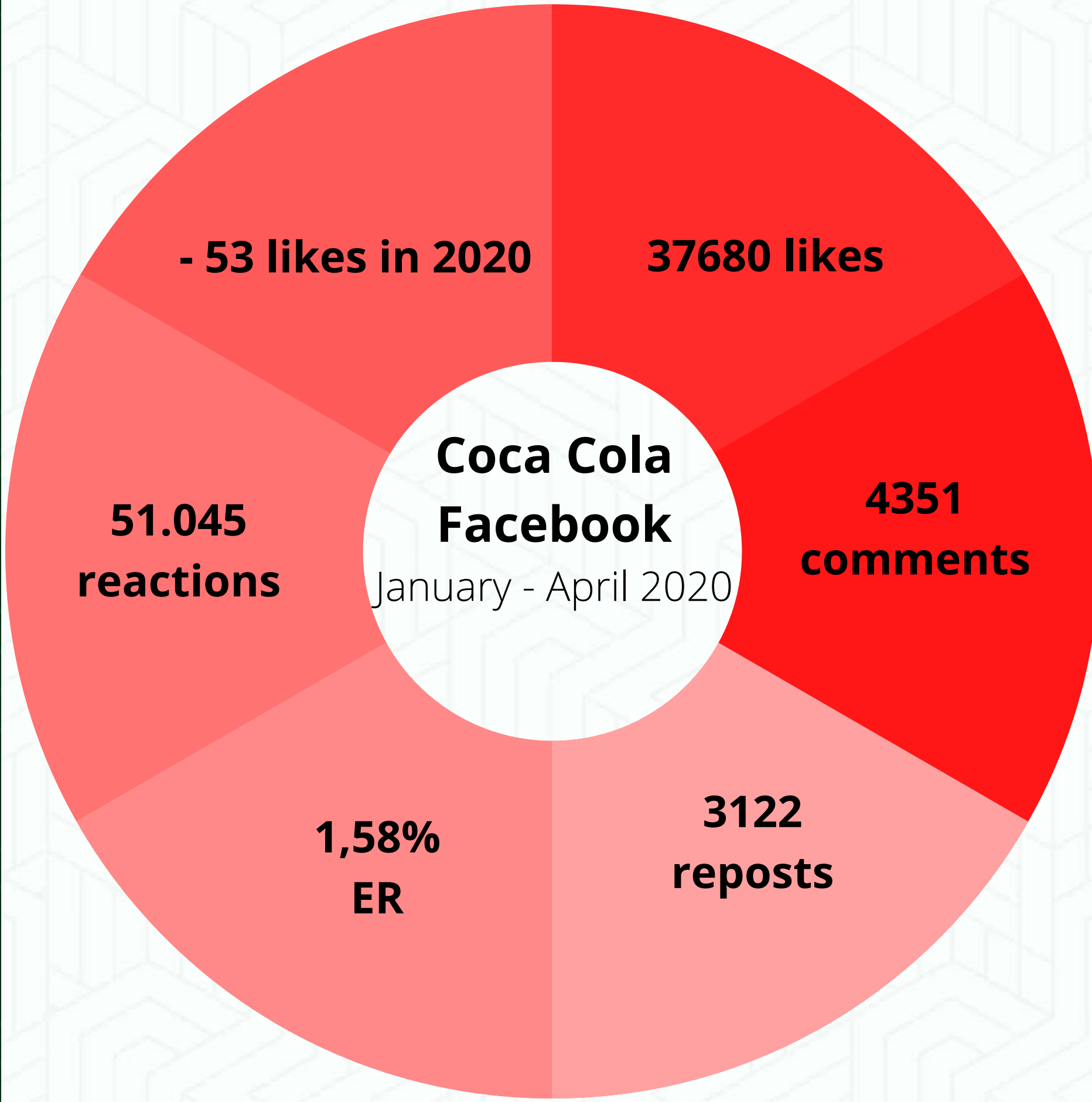
AGE 35-44 - 15%

MAINLY WOMEN - 74,9 %

POPULAR IN SMALLER  
CITIES AND REGIONS  
FUNNY, CASUAL CONTENT

# Competition on Social Media





# TARGET AUDIENCE

## Main

- Women 25 - 40 years old
- CSD consumers
- Live in big cities
- Take care of themselves
- Take care of their family and friends
- Mainly married
- With one or several children
- With general and higher education
- Income: average and above average

## Tier I

- Men - 18-60 years old
- Women - 45-60

## Tier II

- Women - 18-25

## TARGETED ADVERTISING

- Since lemonade is a product for a wide audience, we think that it is not necessary to narrow much interests, behavioral and demographic parameters of the target audience and customize ads by:
  - Average CPM - 0,7 euro
  - Monthly average predicted screenings - 2 710 000
  - Monthly average projected coverage - 677 500



# KEY TARGETING:

## Segment 1

- Women from cities of over 500,000
- Age 25 - 40

Cost per 1,000 screenings (CPM) = 0.55 euro

Overall potential reach - 9 000 000

## Segment 2

- Women from cities of over 500,000
- Age 25 - 40
- Interests: marriage, family, friendship

Cost per 1,000 screenings (CPM) = 0.7 euro

Overall potential reach - 5 800 000

## Segment 3

- Women from cities of over 500,000
- Age 25 - 40
- Married

Cost per 1,000 screenings (CPM) = 1.1 euro

Overall potential reach - 790 000

### **Segment 4**

- Women from cities of over 500,000
- Age 25 - 40
- Have children from 3 to 17 years (Only those users who indicated children in their profiles on social networks get into)

Cost per 1,000 screenings (CPM) = 3.2 euro

Overall potential reach - 97 000

### **Segment 5**

- Women from cities of over 500,000
- Age 25 - 40
- Have children from 3 to 17 years
- Interests: schools, children's clothes

Cost per 1,000 screenings (CPM) = 0.7 euro

Overall potential reach - 5 200 000

## **KPI BY THE END OF 2020 ON FACEBOOK & INSTAGRAM**

**1. Impressions**

**20 million**

**2. Engagement rate**

**5%**

**3. Number of followers**

**7 thousand**



**Berlizzo**  
**Communications**